



**Research Paper**

# Adoption pattern of a ruling wheat variety in eastern Uttar Pradesh: With special reference to Malviya 234 (HUW 234)

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**ABSTRACT :** Technology plays an important role in growth and development of agricultural sector. Crop varieties are the crucial factor influencing the crop productivity. This paper examines the adoption pattern, determinants and pros and cons of an old wheat variety Malviya 234 (HUW 234) cultivated in eastern Uttar Pradesh. For the analysis, the study used various descriptive statistics and logit model to achieve the objectives. Based on the survey data, the study reveals that the variety is popular among the farmers. The finding reveals that though HUW 234 is more than 30 years old wheat variety; but still it covers a significant cropped area. It is popular mainly due to its taste, less water requirement and better performance in late sown condition. Age of the farmers is an important determinant in adoption of the variety. Intensive crop improvement programmes in old and popular variety should be promoted and policy regarding premium price to better taste should be formulated.

**KEY WORDS:** Technology, Adoption, Wheat variety, HUW 234, Logit model

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