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Research Article

Personnel correlates of farmers in recommended cauliflower technology

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SUMMARY : The present study was conducted in ten villages of two taluka of Parbhani and Nanded district of Marathwada region of Maharashtra State on 80 cauliflower growers with an object to study the constraints faced by the cauliflower growers in adoption of recommended production technology of cauliflowers. The research design adopted was ex-post-facto, since the data were collected by personally interviewing the cauliflower growers and analyzed statistically. The results were observed that majority of the farmers were from medium farm experience, had education up to secondary school level, medium annual income, medium land holding, medium level of social participation, medium extension contact, medium use of source of information, medium risk preference and medium market orientation. Characteristics of respondents namely, farm experience, education, annual income, social participation, use of sources of information, extension contact, risk preference, market orientation had significant relationship with knowledge of production technology of cauliflower. It could therefore, suggested that while promoting the use of recommended cauliflower technology among the farmer community, these characteristics of them need to be taken into account by the extension personnel while organizing training programme for farmers and conducting demonstrations on their field.

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KEY WORDS :
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BACKGROUND AND OBJECTIVES

Today India is facing two challenges, one is to increase production and other is to fulfill the requirement of nutritious diet of nation's population. Vegetable play an important role in providing vitamins and minerals in the diet, besides proteins and energy. Several programmers to transfer the agriculture technology are in operation throughout the country, but the technology had not yet reached to the grass root level. Knowledge about any practices plays an important role on its adoption. The adoption of recommended cultivation practices by farmers is conditioned by many factors that interact with each others. Keeping this view in mind, the present investigation was carried out with specific objectives that to study the profile of cauliflower growers and to find out the relationship of profile of cauliflower growers with knowledge of recommended production technology of cauliflower.

RESOURCES AND METHODS

The present study was conducted in ten villages of two taluka of Parbhani and Nanded district of Marathwada region of Maharashtra State on 80 cauliflower growers with an object to study the adoption of recommended production technology of cauliflower by the cauliflower growers. The research design adopted was ex-post-facto. The present study was, therefore, an attempt to understand the level of adoption and potential characteristics of cauliflower growing farmers. The data pertaining to the objectives were collected with the help of specially structured interview schedule. In order to facilitate the analysis and interpretation of the, statistical tools like frequency, percentage, correlation coefficient and multiple regressions were used.

OBSERVATIONS AND ANALYSIS

It is clear from Table 1 that majority (72.50 %) of respondents had medium farm experience, 10.00 per cent of respondents had less farm experience remaining 17.50 per cent of the respondents had higher level of farm experience It was observed that 41.25 per cent of respondents were educated up to secondary level, 21.25 per cent of respondents had taken education up to higher secondary school level, 11.25 per cent of respondents were educated up to college level, 12.50 per cent of respondents educated up to the primary school level, 11.25 per cent of respondents could read and write only and remaining 2.50 per cent of respondents were illiterate. It was observed from Table 1 that 81.25 per cent of the respondents were having medium income level against that 12.50 per cent of the respondents had high level of annual income where as 6.25 per cent of them were in low annual income category. It was revealed that significantly 51.25 per cent respondents were from medium land holding, followed by 40.00 per cent respondents from big land holders and 8.75 per cent respondents from small land holding. It was seen that 100 per cent of respondents were from marginal land holding. The probable reason might be that the land holding is being reduced continuously due to fragmentation. It was observed that most (52.50 per cent) of respondents were having medium level of social participation, followed by 30.00 per cent of the respondents had low level of social participation and only 17.50 per cent of them were having high level of social participation. The probable reason might be that the respondents are always engaged in farming and they find little leisure time to participate in different formal and informal social organization. It was noticed that majority of the respondents (62.50 Per cent) had medium extension contacts, 22.50 per cent of the cauliflower growers had high extension contacts and 15.00 per cent of the respondents had low extension contacts. This might be due to more awareness and more literacy among the cauliflower growers about extension personnel who always helping the peoples engaged in farming and other enterprises. It was revealed that larger proportion (66.25 per cent) of the respondents had medium use of sources of information followed by 22.50 per cent cauliflower growers had less use of sources of information. 11.25 per cent of the cauliflower growers had more use of sources of information. It was observed that most of the respondents had medium risk preference (63.75 per cent) and 21.25 per cent of the respondents had high risk preference followed by 15.00 per cent of the respondents of having low risk preference. It means that farmers are more prone to take the moderate risk and face the challenges to get maximum returns. It was noticed that most of the respondents (72.50 per cent) had medium level of market orientation followed by 15.00 per cent of the respondents had low level of market orientation and remaining 12.50 per cent of the respondents had high level of market orientation. The farmers with more market orientation are more prone towards the market and market prices, in order to get maximum returns.

Relational analysis:

Relationship of cauliflower growers with knowledge of recommended production technology of cauliflower:

In the present investigation an attempt was made to find out the nature of relationship between the selected characteristics of cauliflower growers with their level of knowledge, for that coefficient of correlation (r) was worked out. The data in this aspect are presented in Table 2.

It was observed that farm experience, education, annual income, extension contact, uses of sources of information, risk preference had positive and significant relationship with knowledge of the farmers about recommended production technology of cauliflower growers, where as social participation, market orientation had negatively significant with knowledge of the farmers about recommended production technology of cauliflower growers.Where as land holding and area under cauliflower cultivation were having non-significant relationship with the knowledge level of the farmers about recommended production technology of cauliflower growers.

The result from Table 3 shows that ten independent variables under study had explained 48.00 per cent variation in knowledge of farmers about recommended production technology of cauliflower where as remaining 52.00 per cent variation may be due to the factor not included in present study. It was further revealed that out of ten variables under study farm experience showed negatively highly significant, area under cauliflower cultivation showed negative significant, education showed positive significant relationship with knowledge level of cauliflower growers. The‘t’ value of farm experience, was significant at 0.01 per cent level. The‘t’ value of education and area under cauliflower cultivation was significant at 0.05 per cent level. Related to the present aspects of investigation, Jagadal (1990) also made some observations on recommended cabbage cultivation technology. Aghav (1997) also worked on adoption of vegetable production technology by the farmers in Parbhani district of Maharashtra.

Conclusion:

The finding of study indicated that the cauliflowers growers, majority of the farmers were from medium farm experience, had education up to secondary school level, medium annual income, medium land holding, medium level of social participation, medium extension contact, medium use of source of information, medium risk preference and medium market orientation. Characteristics of respondents namely, farm experience, education, annual income, social participation, use of sources of information, extension contact, risk preference,

Table 1 : Profile of cauliflower growers

Sr. No.	Category	Number	Per Cent
Farm experience			
1	Less (up to 15 years)	8	10.00
2	Medium (16– 30 years)	58	72.50
3	High (31years and above)	14	17.50
Education			
1	Illiterate	2	2.50
2.	Can read and write	9	11.25
3.	Primary school level (1^{st} to 4^{th} class)	10	12.50
4	Secondary school level (5^{th} to 10^{th} class)	33	41.25
5	Higher secondary level (11^{th} to 12^{th} class)	17	21.25
6	College level (above 12^{th} class)	9	11.25
Annual income			
1.	Low (Up to 1.00 lakh)	5	6.25
2.	Medium (1.01 lakh to 4.30 lakh)	65	81.25
3.	High (4.31 lakh and above)	10	12.50
Land holding			
1	Small land holding (Up to 2.00 ha.)	7	8.75
2.	Medium land holding (2.01 to 4.00 ha)	41	51.25
3.	Big land holding (4.01 and above)	32	40.00
Area under cauliflower cultivation			
1	Marginal holding (Up to 1.00 ha.)	80	100
2	Small landing (1.01 to 2.00 ha)	0	0
3	Semi-medium holding (2.01 to 4.00 ha)	0	0
4	Medium holding (4.01 to 10.00 ha)	0	0
5	Large holding (10.01 ha and above)	0	0
Social participation			
1	Low (Up to 2)	24	30.00
2.	Medium (3 to 10)	42	52.50
3	High (11 and above)	14	17.50
Extension contact			
1	Low (Up to 1)	12	15.00
2.	Medium (2 to 3)	50	62.50
3.	High (4 and above)	18	22.50
Use of sources of information			
1	Less use (Up to 11)	18	22.50
2.	Medium use (12 to 20)	53	66.25
3.	More use (21 and above)	9	11.25
Risk preference			
1	Low (Up to 18)	12	15.00
2.	Medium (19 to 22)	51	63.75
3.	High (23 and above)	17	21.25
Market orientation			
1	Low (Up to 17)	12	15.00
2.	Medium (18 to 21)	58	72.50
3.	High (22 and above)	10	12.50

Table 2 : Relationship of knowledge with profile of cauliflower growers

Sr. No.	Independent	Co-efficient of correlation (r)
1.	Farm experience	0.504**
2.	Education	0.419**
3.	Annual income	0.262**
4.	Land holding	-0.172NS
5.	Area under cauliflower cultivation	0.149NS
6.	Social participation	-0.252**
7.	Extension contact	0.265**
8.	Use of sources of information	0.303**
9.	Risk preference	0.256**
10.	Market orientation	-0.278**

** indicates significance of value at P=0.01
NS=Non- significant

Table 3 : Multiple regression analysis of knowledge of recommended production technology of cauliflower with independent variables

Sr. No.	Independent variables	Regression co-efficient 'b' value	SE	't' value
1.	Farm experience	-0.857	0.109	-7.863**
2.	Education	1.496	0.610	2.449*
3.	Land holding	-0.015	0.012	-1.23NS
4.	Annual income	0.606	0.288	2.105NS
5.	Area under cauliflower cultivation	-1.704	0.703	-2.424*
6.	Social participation	0.070	0.145	0.485NS
7.	Extension contact	-0.025	0.321	-0.078NS
8.	Use of sources of information	-0.048	0.134	-0.356NS
9.	Risk preference	-0.004	0.080	-0.055NS
10.	Market orientation	-0.062	0.089	-0.723NS

R^2 = 00.48 F value = 4.22
* and ** indicate significance of values at P=0.05 and 0.01, respectively
NS – Non significant

market orientation had significant relationship with knowledge of production technology of cauliflower. It could therefore, suggested that while promoting the use of recommended cauliflower technology among the farmer community, these characteristics of them need to be taken into account by the extension personnel, while organizing training programme for farmers and conducting demonstrations on their field, the selection criteria may be used on these characteristics of farmers.

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