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ADOPTION BEHAVIOUR OF OKRA GROWERS IN ARAJILINE BLOCK OF VARANASI DISTRICT IN UTTAR PRADESH

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ABSTRACT: ***The present study entitled "Adoption Behaviour of okra growers in Arajiline block of Varanasi district in Uttar Pradesh." was carried out during the year 2018-19 in 20 selected villages of Arajiline blocks of Varanasi district of Uttar Pradesh state. A total of 120 respondents were selected and interviewed randomly from a list of Okra growers to collect the primary data on the basis of objectives and variables of the study. Further, the data was tabulated and analysed statistically to draw appropriate conclusions. It was found that most of the okra growers had marginal size of land holding (less than 1 ha) and were involved in agriculture (okra cultivation) as the principal occupation with an annual income between Rs. 30,000 to Rs.50,000. Majority of the respondents had medium level of exposure to various sources of information for acquiring the information about okra production technology amongst the information sources. However, overall low level of contact with extension personnel were observed among the respondents. The findings of the study revealed that the majority of the okra growers had medium level of knowledge regarding recommended okra production technology. In respect of the correlation analysis, the variables land holding, organizational participation and annual income were found to have non-significant relationship with adoption at 0.005 per cent level of significance. However, the variables education, size of family, social participation, annual income, knowledge, source of information and extension contact were found to be significant in correlation with adoption behavior.***
Keywords: Adoption, Adoption behaviour, Correlation, Level of Significance, Knowledge

INTRODUCTION

Agriculture has been back bone of the Indian economy and accounted for 18 per cent of the country's gross domestic product (GDP) in 2017-18 and 14.23 per cent of the total exports. Agriculture sector provided employment to 54.2 per cent of the work force of India. Okra is considered by many as a super-vegetable with a lot of nutrition and medicinal benefits. Fibre also helps in stabilising blood sugar. The mucilage not only binds cholesterol but also the bile acid carrying toxins dumped into it by the liver. Its fibre absorbs water and helps to prevent constipation. In fact, its slippery characteristics, which people dislike, facilitates elimination of excess cholesterol and toxins from the body. Off-season okra cultivation is highly remunerative and profitable in area having good demand. The okra cultivation in Varanasi

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region is accomplished after harvest of early paddy varieties of kharif. A sizable area is covered under offseason okra cultivation in Varanasi. Good market facilities for okra exporting are also created in the district. The adoption process is the mental process through which an individual passes from first hearing about an innovation to final adoption. As distinguished from adoption the diffusion process is the spread of a new idea from its source of innovation or creation to its ultimate users or adopters. Earlier researchers had shown that majority of the farmers are still lagging behind in the adoption of modern technology. It may be a serious concern for the planners, policymakers, agricultural scientist and extension workers. Therefore it is necessary to assess the level of knowledge and adoption and also to know the problems or constraints in adopting modern okra production technologies. Keeping this in view, the present research project was under taken.

METHODOLOGY

A descriptive survey research design was followed to conduct the present study. Descriptive studies are one in which information is collected without changing the environment i.e., nothing is manipulated. Interview was used to gather information on a population at a single point of time. Survey is commonly applied to a research methodology designed to collect data from a specific population, or a sample from that population. Survey method was utilized for the purpose of data collection where in schedule was constructed for the purpose as they are a mean for authentic data collection. The study was conducted purposively in Arajiline block of Varanasi district in Uttar Pradesh. 6 villages (Benipur, Jalalpur, Jayapur, Bhaupur, Kashipur and Hariyarpur) were randomly selected for study.A list of 20 okra growers from each village was compiled and respondents were randomly selected to constitute the total sample size of 120 respondents.

TABLE 1: SOCIO-ECONOMIC STATUS OF THE RESPONDENTS

PARAMETERS	CATEGORIES	FREQUENCY	PERCENTAGE (%)
AGE GROUP (in years)	Young (<35)	25	20.83%
	Middle (36-55)	57	47.83%
	Old(>55)	38	31.67%

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EDUCATION LEVEL	Illiterate	35	29.17%
	Primary School	26	21.66%
	Middle	22	18.34%
	High School	10	8.33%
	Intermediate	10	8.33%
	Graduate	12	10.00%
	Post-Graduate	5	4.16%
INCOME RANGE (in Rs.)	Low (30,000 – 50,000)	45	37.50%
	Medium (51,000 – 70,000)	43	35.83%
	High (71,000 – 90,000)	32	26.66%
FAMILY SIZE	Upto 5	90	75.00%
	More than 5	30	25.00%
LAND HOLDING (in hectares)	Marginal (<1)	34	28.83%
	Small (2-4))	59	49.16%
	Large (>4)	27	22.5%

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Source of Information	**Response Categories**	**Frequency**	**Percentage**
NEWSPAPER	Regularly	20	16.66%
	Occasionally	35	29.17%
	Never	65	54.17%
RADIO	Regularly	40	33.33%
	Occasionally	70	58.34%
	Never	10	8.33%
MAGAZINES	Regularly	7	5.83%
	Occasionally	13	10.83%
	Never	100	83.34%
TELEVISION	Regularly	28	23.33%
	Occasionally	35	29.17%
	Never	57	47.50%

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TABLE 2: DISTRIBUTION OF THE RESPONDENTS ACCORDING THEIR ADOPTION BEHAVIOUR

S. No.	Statements	Adoption level		
		Fully adoption F. %	Partially adoption F.%	Not adoption F.%
1.	Recommended varieties of okra for cultivation	38 (31.66)	42 (35)	40 (33.34)
2.	Nursery sowing time	36 (30.00)	50 (41.67)	34 (28.33)
3.	Sowing time	40 (33.34)	48 (40)	32 (26.66)
4.	Seed rate	37 (30.83)	59 (49.17)	24 (20)
5.	Seed treatment	29 (24.16)	66 (55)	25 (20.84)
6.	Field preparation	33 (27.5)	57 (47.5)	30 (25)
7.	Method of sowing	43 (35.83)	60 (50.00)	17 (14.16)
8.	Recommended quantity of FYM to be applied area	43 (35.84)	51 (42.5)	26 (21.66)
9.	Spacing Row to row Plant to plant	23 (19.17)	53 (44.16)	44 (36.67)
10.	Fertilizer per acre	29 (24.16)	57 (47.5)	34 (28.34)
11.	Inter cultivation	36 (30.00)	45 (37.5)	39 (32.5)
12.	Irrigation and irrigation method	34 (28.34)	47 (39.16)	39 (32.5)
13.	Weed management	52 43.34	30 (25.00)	38 (31.66)
14.	Pest control	27 (22.5)	58 (48.34)	35 (29.16)
15.	Disease control	25 (20.83)	67 (55.83)	28 (23.34)
16.	Preparation of NSKE	19 (15.83)	42 (35)	59 (46.67)
17.	Yield per ha.	37 (30.83)	49 (40.83)	34 (28.34)

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ASSOCIATION BETWEEN SOCIO-ECONOMIC STATUS AND ADOPTION BEHAVIOR OF RESPONDENTS:

All above characteristics of the respondents were found to be positively and significantly correlated with extent of adoption of okra, indicating that higher in frequency of socio economic characteristics of the respondents results higher extent of adoption about okra.

The socio economic characteristics namely land holding and annual income were found to positively but non-significant related to extent of adoption of the respondents respectively.

Thus, it can be concluded that all above mentioned characteristics of the respondents were found to positively but non-significant correlate with extent of adoption, indicating that higher in frequency of socio economic profile of respondents result higher the extent of adoption of respondents but non-significantly.

CONCLUSION:

It is concluded that most of the respondents had medium level of adoption of recommended okra production technology. Variables like education, size of family, social participation, sources of information, extension contact and knowledge about okra production technology were found to have positive and highly significant correlation with adoption of recommended okra production technology. Results low to medium level of adoption among the respondents indicates that the okra growers did not well aware about recommended okra production technology and at the same time they were slow to adopt recommended okra production technology. It is necessary to convince the okra growers with the help of various extension teaching methods like Kisan Mela, exhibition, film show, group discussion and organization of demonstrations on improved technologies of okra crop in the village with the help of field level extension workers and other developmental organization.

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