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The extent of adoption of beneficiaries of FLDs and non-beneficiaries about paddy production technology

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Abstract

Keywords

Adoption,
Front Line
Demonstration,
Technology

The Present investigation was conducted in the Navsari district of South Gujarat. Navsari is being considered as rice bowl of South Gujarat. So far as food grain crop cultivation is concerned, Navsari district have maximum area under paddy cultivation in South Gujarat. This district was selected purposively for the present-study. A comprehensive list of beneficiary farmers was collected from the KVK, NAU, Navsari. Total numbers of paddy demonstrations were 183. Sample size of 60 beneficiary farmers, the proportionate random sampling method were used and equal numbers of non-beneficiary farmers were also selected randomly from same villages. An *Ex-post-facto* research design was used in the present investigation. The result of the study depicted that the majority of the beneficiaries (78.33 per cent) and the non-beneficiaries (61.66 per cent) had medium level of adoption of paddy production technology.

Introduction

Paddy is one of the three major food crops of the world along with wheat and maize. It forms the staple diet of about half of the world's population. It is a warm season crop, grown extensively in the humid tropical and subtropical regions of the world. Paddy is one of the most important food crops of India in terms of area, production and consumer preference. In Gujarat, paddy is grown in about 8.08 lakh hectares which is 7-8 % of gross cropped area. South Gujarat is concerned, the maximum area under paddy cultivation is covered by Navsari district and minimum area under paddy cultivation is in Bharuch district.

To minimize the adoption gap and increase the productivity, frontline demonstration can play an important role. The general objectives of frontline demonstration is "to demonstrate under farmer's field condition, the superior production, potentials and benefits of the latest improved technologies including new production technologies, high yielding crop varieties and recommendations for different region, agro ecological crop growing situation *vis-a-vis* traditional practices. Keeping all the facts in mind, present study on impact of frontline demonstration on paddy cultivators of Navsari district of South Gujarat was conducted and tried to know the differences in adoption between beneficiaries and non-beneficiaries farmers of FLD.

Materials and Methods

An *Ex-post-facto* research design was used in the present investigation. The study was conducted in Navsari district of South Gujarat during march-April 2014. Navsari is being considered as rice bowl of South Gujarat and has maximum area under paddy cultivation in South Gujarat. Out of seven districts of South Gujarat, Navsari district was selected purposively where KVK, NAU, Navsari had conducted maximum numbers of FLDs on paddy production technology during 2010-11. Navsari consists of six talukas, out of these five talukas were selected purposively where maximum numbers of front-line demonstration have been conducted by KVK, Navsari. Considering the objectives and size of sample for the study, all the villages were selected purposively where the demonstration has been conducted by KVK, NAU, Navsari. A comprehensive list of beneficiary farmers was collected from the KVK, N.A.U., Navsari. Total numbers of paddy demonstrations were 183. To reach required sample size of 60 beneficiary farmers, proportionate random sampling method were used and equal numbers of non-beneficiary farmers also were selected randomly from same villages.

A structured schedule was developed with thirteen items along with their quantity and time of availability for raising crops. One score was given to each right answer while zero score was given to every wrong answer. For this variable,

the maximum score was 24 and minimum possible score was zero. Based on the score obtained by the individuals

they were categorized into three groups by using mean and standard deviation.

| Sr. No. | Categories | Range |
|---------|-----------------|--------------|
| 1. | Low adoption | Mean – S. D. |
| 2. | Medium adoption | Mean ± S. D. |
| 3. | High adoption | Mean + S. D. |

Results and Discussion

Adoption is the degree of respondents’ use of recommended paddy production technology as recommended by State Agricultural University.

The data presented in table 1 revealed that majority of beneficiaries (78.33 per cent) was in medium level of

adoption of recommended paddy production technology; whereas 15.00 per cent had high and 6.67 per cent had low level of adoption of recommended paddy production technology. In case of non-beneficiaries, majority of non-beneficiaries (61.66 per cent) had medium level of adoption, whereas 21.67 per cent had low and 16.67 per cent had high level of adoption of recommended paddy production technology.

Table-1: Distribution of respondents according to their extent of adoption of paddy production technology

| Sr. No. | Extent of Adoption Category | Category of respondents | | | |
|---------|-------------------------------------|--------------------------------|----------|--------------------------------|----------|
| | | Beneficiaries n=60 | | Non-beneficiaries n=60 | |
| | | Frequency | Per cent | Frequency | Per cent |
| 1 | Low level adoption < Mean – S.D | 04 (below 66.04) | 6.67 | 13 (below 49.70) | 21.67 |
| 2 | Medium level adoption Mean ± S.D | 47 (Between 66.04 to 85.75) | 78.33 | 37 (Between 49.70 to 72.93) | 61.66 |
| 3 | High level adoption >Mean + S.D | 09 (Above 85.75) | 15.00 | 10 (Above 72.93) | 16.67 |

Further, it can be revealed that the majority of the beneficiaries(78.33 per cent) and the non-beneficiaries(61.66 per cent) had medium level of adoption of paddy production technology. The findings are similar to the findings reported by Koli (2012), Chouhan *et al.* (2013) and Chanu *et al.* (2014).

Conclusion

From the findings of the study, it can be concluded that majority of the beneficiaries (78.33 per cent) and non-beneficiaries (61.66 per cent) had medium level of adoption of paddy production technology. The probable reason might be that the beneficiaries have been benefited by different extension activities, input supply and acquired guidance from research scientists.

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