

Research Article

Relationship between the personal characteristics and attitude of rice growers towards hybrid rice

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Keywords

Attitude,
Relationship,
Hybrid Rice Growers

Abstract

The Present investigation was undertaken conducted in South Gujarat region of Gujarat state, with which is operational area of Navsari Agricultural University. Total 100 respondents were selected for the study. The information on characteristics of hybrid rice growers was data were collected in light of the objectives of the study with the help of well-structured pre-tested Gujarati version interview schedule. The findings of this investigation revealed that the majority of the respondent (87.00 per cent) had favourable to highly favourable attitude towards the cultivation of hybrid rice and independent variables studied like e.g. education, social Participation, economic motivation, risk orientation and scientific orientation were highly significant with the attitude of beneficiaries towards hybrid rice.

Introduction

Agriculture is the backbone of India. More than 60-65 per cent of people depend directly or indirectly upon agriculture. The role of agriculture in the economic development of the India cannot be under estimated, as the largest segment of population is wedded to agriculture and it accounts for nearly half of the national income.

Rice production scenario in Gujarat total production of rice in the State is about 9.0 to 10.5 lakh tons with a productivity of 1500 to 1800 kg/ha. The productivity of irrigated rice is nearly 2 tons/ha whereas that of *rainfed* rice is nearly 1 ton/ha (Mehta *et al.* 2010). The productivity of rain fed upland drilled rice brings down the total productivity of rice in the State. In Gujarat Irrigated varieties are Gurjari, Ratna, Jaya, IR 36, IR 20, GR 3, GR 7, GR11, Ambika, Mahsuri, IR 64, GR 4 hybrids are: Suruchi, HRI 157, PAC 835, PAC837, DRRH-3, NK 5251 and Notified hybrid varieties under negligible area in Eastern Tribal Strip (Kharif) i.e ProAgro-6201, ProAgro-6444, PAC 835, PAC837, DRRH-3, NK 5251, HYBRID2525, Arize (HRI 169), CRHR-32, INDAM 200-017, JKRH 3333, TNRH 174, PHB 71, PA 6129, Sahyadri-4,

Reasons for the cultivation of hybrid rice are more resistant to lodging, shorter life time (which opens opportunity to have cash crop in winter), quantity of seed used in hybrid rice was

significantly less than the high yielding varieties, higher yield compare to high yielding varieties and better rice cooking quality. The nursery area required for transplanting unit area is less compare to other rice, Hybrid rice cultivation is economically viable if management level above 60 per cent. In eastern belt of south Gujarat tribal farmers are small holder, they can manage well.

Materials and Methods

The present study was conducted in the South Gujarat region. This region has 7 districts and out of them five districts having higher hybrid rice cultivation has been selected. Navsari, Valsad, Narmada, Tapi and Dang districts belonged to South Gujarat. From each district 2 talukas and from each talukas one village of hybrid rice grower was selected. 10 respondents from each village hybrid rice grower have been randomly selected for the study. Thus, total 10 numbers of taluka 10 village and total numbers of respondents were 100. Ex-post-facto research design (Kerlinger 1976) was used for the study. Keeping in view, the objectives of the study, the interview schedule was prepared and respondents were interviewed at their home and field. The statistical tools like; mean, standard deviation and correlation of coefficient were used to analyze the data.

Results and Discussion

Attitude of farmer toward hybrid rice

All Port define attitude as a mental and or neutral status of readiness, organized through experience, exerting a direct and dynamic influence on individual response to all objects

and situations with which he is related. As we know that the success or failure of any reform would mainly depends up on the people's attitude towards it. By and large, attitude of farmers forms an essential component for hybrid rice cultivation to maximize their income. Against this background, an attempt was made to measure the attitude of the farmer of hybrid rice cultivation. The data regarding attitude of hybrid rice growers is presented in table 1.

Table 1: Distribution of the respondents according to their attitude towards hybrid rice (n = 100)

Sr.	Category	Frequency	Per cent
1.	Less favourable attitude	14	14.00
2.	Favourable attitude	57	57.00
3.	Highly favourable attitude	29	29.00
Total		100	100.00

(Mean=47.56) (S.D. = 5.19)

The data presented in table 1 shows, that majority of the hybrid rice growers (57.00 per cent) was having favourable attitude towards cultivation of hybrid rice, followed by 29.00 per cent having highly favourable attitude and only 14.00 per cent were having less favourable attitude of attitude toward hybrid rice.

From this table it can be concluded that, majority of the respondent (87.00 per cent) had favourable to highly favourable attitude towards the cultivation of hybrid rice.

This result is similar to the finding reported by Vedpathak (2005) and Solis *et al.* (2007).

Relationship between the personal characteristics and attitude toward the cultivation of hybrid rice growers

The association between the personal profiles of the respondents *viz.* age, education, occupation, income, land holding, social participation, family size, economic motivation, risk orientation, scientific orientation and attitude towards different farming system were worked out with the help of coefficient of correlation. The findings are presented in table 2.

Table 2: Relationship between the personal characteristics and attitude toward the cultivation of hybrid rice growers

(n= 100)

Sr.	Personal profile	Correlation coefficient (r)
1	Age	-0.0993
2	Education	0.3154**
3	Occupation	0.1729
4	Annual Income	0.1502
5	Land holding	0.1304
6	Social Participation	0.2666**
7	Family size	0.1395
8	Economic motivation	0.2325**
9	Risk orientation	0.2266**
10	Scientific orientation	0.2001**

* Significant at 5% (0.196) ** Significant at 1% (0.256) NS Non significant

The data in this regard presented in table 2 clearly revealed that the age (-0.0993) were negatively and non-significantly correlated with attitude towards hybrid rice. Where occupation (0.1729), annual income (0.1502), land holding (0.1304), and family size (0.1395) were positively but non-significantly correlated with attitude towards hybrid rice

However, education (0.3154**), social Participation (0.2666**), economic motivation (0.2325**), risk orientation (0.2266**) and scientific orientation (0.2001**) were highly significant with the attitude of beneficiaries towards hybrid rice. This finding is in line with Awasthi *et al.* (2000) and Singha *et al.* (2011).

Conclusion

From the findings of the study, it can be concluded that, Age (-0.0993), were negatively and non-significantly correlated with attitude toward hybrid rice. Where occupation (0.1729), annual income (0.1502), land holding (0.1304), and family size (0.1395) were positively but non-significantly correlated with attitude towards hybrid rice. However, education (0.3154**), social Participation (0.2666**), economic motivation (0.2325**), risk orientation (0.2266**) and scientific orientation (0.2001**) were highly significantly correlated with the attitude of beneficiaries towards hybrid rice.

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