

Research Paper

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Adoption of recommended potato production technology by potato growers

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ABSTRACT : The present study was conducted in 3 villages each from four Talukas of Anand district having mere potato growing area. Total 120 respondents from these 12 villages were selected by using proportionate random sampling technique and data were collected by means of personal interview. The study revealed that overwhelming majority (82.50 per cent) of potato grower's had medium to high of adoption of potato production technology. The study further indicates that land holding, annual income, irrigation facilities, extension participation, social participation, extension contact, mass media exposure, scientific orientation, risk orientation and knowledge had positive and highly significant correlation with adoption of potato growers. While the variables like education, experience and economic motivation had positive and significant correlation with adoption of the potato growers.

Key Words : Adoption, Potato, Potato production technology, Potato growers

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Potato (*Solanum tuberosum* L.) is native of the High Andes in South America and it was first introduced in India at the end of the sixteenth or the beginning of the seventeenth century. Potato is one of the important tuber crops in India. Importance of potato as vegetable in human diet has been well recognized. It has viewed in general a common man's food. Potato produces more food per unit area than wheat, paddy and many other cereals and that in much shorter time. It is also excellent in nutritive value and palatability. The current advances in potato production technology have demonstrated that improved practices have great potential for increasing the potato production. Therefore, raising the efficiency among the growers is essential element for getting desired profit from the potato cultivation. Understanding that, very few studies on this aspect have been conducted in this area and therefore, it was felt necessary to take study on correlates of potato growers in adoption of recommended potato production.

Keeping in view, the present investigation was undertaken with following specific objectives: To study the extent of adoption of recommended production technology of potato. To study the relationship between adoption of recommended production technology by potato growers and their personal, social, economic, communicational and psychological characteristics of the potato growers.

RESEARCH PROCEDURE

Anand district was chosen by researcher for the study. Anand, Borsad, Anklav and Umreth talukas of Anand district were purposively selected because these talukas have more potato growing area as compared to other talukas of the district. Twelve potato growing villages were randomly selected from those four talukas. For this study 120 potato growers were selected with proportionate random sampling technique and all 120 potato growers considered as a sample and as respondents. Extent of adoption was measured by using scale developed by Chattopadhyay (1974) with slight modification. The data were collected with the help of well structured, pre-tested, Gujarati version interview scheduled through personal contact and data were compiled, tabulated and analyzed to draw valid conclusion. The statistical tools used were percentage, mean score, standard deviation and coefficient of correlation.

RESEARCH ANALYSIS AND REASONING

The adoption process is the mental process through which an individual passes from first hearing of an innovation to its final adoption, while adoption is a decision to continue the full use of an innovation. Generally, the farmers do not