

## Factors Influencing Adoption Level Among Banana Growers

M. Kavaskar and Santha Govind\*

Department of Agriculture Extension, Faculty of Agriculture, Annamalai University, Annamalai Nagar

### ABSTRACT

Banana (*Musa spp*) is an important fruit representing about 40.00 per cent of the world trade in fruits. It is also the fourth most important commodity at global level next to rice, wheat and dairy products. It is widely grown in India and has great socio-economic significance. Tamil Nadu ranks first under area and production. However, it ranks only second next to Maharashtra in terms of productivity. Increased productivity is greatly dependent on available technologies and extent of adoption by farmers. Findings of several studies revealed that adoption of banana production technologies was found to be low, in spite of special efforts taken to transfer message related to banana cultivation practices. Hence, a study was taken up to assess the extent of adoption of recommended banana cultivation practices among 120 banana growers of Thiruvannamalai district. Out of fifteen variables, eleven variables viz., age, educational states, occupation, farm size, farming experience, social participation, extension agency contact, mass media exposure, credit orientation, risk orientation and scientific orientation showed a positive and significant association with adoption of banana growers. The regression analysis revealed that information sharing behaviour and economic motivation had positive and significant contribution towards the adoption level of respondents.

**Key words:** Factors influencing, adoption, banana technologies.

### INTRODUCTION

Agriculture provides the important basic needs namely food, which is supplied through cereals, pulses, oilseeds, vegetables and fruits. Fruits play a unique role in developing countries like India in economic and social spheres. It increases farmer's income and nutritional status of the people. Fruits play a significant role in the human diet. Banana is the fourth most important food crop in terms of gross value preceded only by paddy, wheat and milk products in India. It also forms an important crop for subsistence farmers, as security for food and income. Owing to its multifaceted use and economic returns it is called "Kalpataru" (a plant of virtue). In India, even though Tamil Nadu has larger area under banana cultivation, (10.059 million ha), however, in terms of productivity it ranks only second next to Maharashtra because of the existence of polyclonal system of cultivation under varied situations. (Marimuthu, P and T. Rathakrishnan 2000). It is believed that personal and socio-economic profile of the respondents greatly influence the adoption of recommended technologies. Hence, a study was taken up to study the factors influencing adoption level among banana growers.

### MATERIALS AND METHODS

The study was taken up in Thandrapet block of Thiruvannamalai district. It consists of 36 revenue villages.

\*Author for correspondence

The revenue villages, which had the maximum area under banana, were chosen for the study. Thus, the selected villages were viz., Keelvanakambadi, Kannakanthal, Thandrapet, Tharadapattu and Veeranam. A Proportionate random sampling technique was employed to select one hundred and twenty respondents from the selected villages. The data were collected through personal interview using a well-structured, pre-tested interview schedule and analyzed using zero order correlation and multiple regression.

### RESULTS AND DISCUSSION

*Association and contribution of independent variables with adoption :*

The contribution of independent variables namely age ( $X_1$ ), educational status ( $X_2$ ), occupational status ( $X_3$ ), farm size ( $X_4$ ), area under banana ( $X_5$ ), farming experience ( $X_6$ ), social participation ( $X_7$ ), extension agency contact ( $X_8$ ), mass media exposure ( $X_9$ ), information sharing behaviour ( $X_{10}$ ), credit orientation ( $X_{11}$ ), risk orientation ( $X_{12}$ ), scientific orientation ( $X_{13}$ ), achievement motivation ( $X_{14}$ ) and economic motivation ( $X_{15}$ ) were studied with the dependent variable adoption. To find out the relationship between the dependent variable adoption and fifteen independent variables, the simple correlation and multiple regression were worked out and the results are presented in Table 1.