# Knowledge and Their Correlation with Personal and Socio-economic Characteristics of Coriander Growers

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## ABSTRACT

*The study was conducted in Junagadh district of Gujarat state. Knowledge of the coriander production technology is important for increasing the production levels. Hence, this study was conducted to know the knowledge level and its relationship with personal and socio-economical characteristic of coriander grower. The study revealed that coriander growers were medium level knowledge of coriander production technology having detailed knowledge about important coriander production technology. The study also reveled that education, social participation, extension contact, size of land holding, irrigation potentiality, cropping intensity, risk orientation, extension participation, innovativeness, exposure to information sources and production were positively significant associated with the knowledge of recommended coriander production technology.*

***Key words :*** *Education, Social participation, Irrigation potentiality, Cropping intensity, Risk orientation, Extension participation, Innovativeness.*

## INTRODUCTION

Coriander (*Coriandrum sativum* L.) is an annual aromatic herb, grown for its leaves, seed, essential oil and oleoresin. Coriander, also known as cilantro and Chinese parsley is a member of family Apiaceae (Umbelliferae). Its name is derived from the Greek world '*Koris'* meaning bedbug because of the unpleasant fetid bug-like odour of the green herb and unripe fruits, it was eventually loaned to Latin *Coriandrum*. Coriander has originated in the Mediterranean region from where it had moved eastward to Asia (Nawata *et al.,* 1995). It is commonly known as "Dhania" or "Dhana". India has been known as the "home of the spices" from very ancient times. Spices play pivotal role in human dietary as they give an agreeable flavour and aroma to food and add greatly to the pleasure of eating (Aiyanduai, 1966). They also constitute an important group of agricultural commodities which are virtually indispensable in culinary art.

Coriander is used since long as coriander seeds were found in Egyptian tombs of 960 BC. Further, Persia grew coriander 3000 years ago and it added fragrance to hanging gardens of Babylon. In 3rd century BC, Romans also found coriander seed as an excellent seasoning for popular foods. Coriander is well known for its uses as medicine, oil, perfumery and culinary purposes, consumed in large quantities and earns a large sum of foreign exchange.

It is probably the first spice to be used by man as common flavouring substance. The stem leaves and fruits have a pleasant aromatic odour. The pleasant aroma of the fruits is due to the linalool containing essential oil (Pruthi, 1976). Which is used for medicinal and flavouring beverages and its residues are used for cattle feed. High quality coriander seed has essential oil content between 0.4 and 1.4 percent. The finest quality oils contain 60 to 70% linalool, a compound which produces much of the characteristic coriander flavor. The coriander seed contains an extractable vegetable oil fraction which may be blended with the essential oil (to form an oleoresin) for use in food and other non-food products.

**METHODOLOGY**

In order to realize the above objectives, a sample of 160 coriander growers, representing 8 villages of two talukas (Manderada and Keshod) of Junagadh district was drawn by using random sampling techniques. For measurement of knowledge of respondents about coriander production technology, the teacher made test was used. The respondents were asked whether they know particular coriander production technology or not, for each coriander production practices, total numbers of respondents were calculated accordingly those who know that practice.

A unit score was given to correct and zero to incorrect response. The total score obtained by individual respondent for all the statements was calculated. Then, with the help of mean and standard deviation, the respondents were categorized as under. Low knowledge (Mean – S.D.), Medium knowledge (Mean $\pm$ S.D.) and High knowledge (Mean + S.D.)

To find out the relationship between dependent and independent variables, the Pearson's product moment method of computing correlation coefficient (r), which provides generally accepted means for measuring the relationship, was used (Chandel, 1975).

**FINDINGS**

The extents of coriander growers' knowledge of recommended coriander production technology are presented in Table 1.

**Table 1: Distribution of respondents based on their knowledge about coriander production technology** n = 160

| Category | Knowledge score | Frequency | Percent | Mean | S.D. |
|---|---|---|---|---|---|
| Low | Below 53.4 | 27 | 16.87 | | |
| Medium | Between 53.4 to 89.2 | 105 | 65.62 | 71.30 | 17.90 |
| High | Above 89.2 | 28 | 17.51 | | |

From Table 1, it is clear that 65.62 per cent of the coriander growers were medium level knowledge of coriander production technology. A considerably 17.51 and 16.87 per cent of respondents were in high and low knowledge group, respectively.

This might be due to fact that the coriander growers had medium extension contact, medium social participation, medium risk orientation and medium extension participation. This factor had favourable helped the coriander growers in getting more knowledge about recommended coriander production technology.

**Correlation between knowledge about coriander production technology followed by the farmers**

There was no significant association with the knowledge about recommended coriander production technology and their annual income. Age was negative and significantly associated with the knowledge of recommended coriander production technology. While market orientation was negative and non significant associated with the knowledge of recommended coriander production technology.

While remaining all characteristics of the respondents like education, social participation, extension contact, size of land holding, irrigation potentiality, cropping intensity, risk orientation, extension participation, innovativeness, exposure to information sources and production were positively significant associated with the knowledge of recommended coriander production technology.

**Table 2: Correlation between knowledge about coriander production technology followed by the farmers and the independent variables** n = 160

| Sr. No | Name of the independent variables | 'r' value |
|---|---|---|
| 1 | Age | -0.1913* |
| 2 | Education | 0.2104** |
| 3 | Social participation | 0.1739* |
| 4 | Annual income | 0.1254 NS |
| 5 | Extension contact | 0.2033* |
| 6 | Size of land holding | 0.1988* |
| 7 | Irrigation potentiality | 0. 2336** |
| 8 | Cropping intensity | 0.2836** |
| 9 | Risk orientation | 0.2782** |
| 10 | Extension participation | 0.2490** |
| 11 | Innovativeness | 0.3283** |
| 12 | Market orientation | -0.0269 NS |
| 13 | Exposure to information sources | 0.1849* |
| 14 | Production | 0.2857** |
| **\* Significant at 0.05 level    \*\* Significant at 0.01 level** | | |
| **NS = Non significant** | | |

**CONCLUSION**

Based on the finding of the study, it can be concluded that majority of the coriander grower had medium level of knowledge about coriander production technology. Since knowledge is important for adoption of any cultivation practices. The study also reveled that education, social participation, extension contact, size of land holding, irrigation potentiality, cropping intensity, risk orientation, extension participation, innovativeness, exposure to information sources and production were positively significant associated with the knowledge of recommended coriander production technology.

**REFRANCES**

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