RELATIONSHIP BETWEEN CHARACTERISTICS OF BRINJAL GROWERS AND THEIR ADOPTION OF RECOMMENDED PRODUCTION TECHNOLOGY

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ABSTRACT

The present study was conducted with 120 brinjal growers of four selected talukas of Anand district. The finding revealed that all the independent variables except age, experience and size of family had positive and highly significant correlation with the adoption of recommended production technology of brinjal by the brinjal growers.

INTRODUCTION

Botanical name of brinjal is *Solanum melongea* L. and it belongs to Solanaceae family. It is originated in India. According to USDA, production of eggplant is highly concentrated. China is the top producer with 55 per cent of world production followed by India with about 28 per cent production lining to 8 lakhs MT. (Anonymous 2006)

The action of individual farmers is governed by personal, social, economic, psychological and cultural factors involved in situation. Some farmers adopt new technology more quickly than others because of difference in personal characteristics. Similarly if there is difference in economic factors, process of action is also changed, there by changing the pattern of adoption.

METHODOLOGY

Anand district, where the researcher studied was chosen for the study. Anand, Borsad, Anklav and Umreth talukas of Anand district were purposively selected, because these talukas have more brinjal growing area as compared to other talukas. Twelve brinjal growing villages were randomly selected from those four talukas and from each village, 10 brinjal growers with minimum 3 years of experience in brinjal cultivation were selected randomly making a sample of 120 brinjal growers. The data were collected with the help of well-structured, pre-tested, Gujarati version interview schedule through personal contact and data were then compiled, tabulated and analyzed to get proper answers for objectives of the study. Relationship between profile of the brinjal growers and their adoption of recommended brinjal cultivation technology was determined with Karl Pearson's coefficient correlation test. On the basis of scale developed by Pareek and Trivedi (1963), structured schedule was developed to know the various characteristics of brinjal growers. The statistical tools used were percentage, mean score and standard deviation.

FINDINGS AND DISCUSSION

Relationship between adoption of recommended technology by brinjal growers with their characteristics

The relationship between adoption of recommended technology by brinjal growers with their characteristics was worked out the results of which are presented in Table 2.

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Table 2: Relationship between the characteristics of brinjal growers and their adoption of recommended production technology of brinjal crop. n = 120

Sr. No.	Independent Variables	('r' value)
1	Age	-0.0915 (NS)
2	Education	0.2328**
3	Experience in brinjal cultivation	-0.1811 (NS)
4	Size of family	-0.1166 (NS)
5	Land holding	0.2584**
6	Annual income	0.5772**
7	Social participation	0.4780**
8	Extension contact	0.4148**
9	Mass media exposure	0.4034**
10	Cosmopoliteness	0.2717**
11	Economic motivation	0.3426**
12	Scientific orientation	0.3245**
13	Risk orientation	0.3798**
14	Knowledge level	0.7339**

NS = non significant at 0.05 level, * = significant at 0.05 level, ** = significant at 0.01 level

It is apparent from the data presented in the Table 2 that variables like land holding, annual income, social participation, extension contact, mass media exposure, cosmopoliteness, scientific orientation economic motivation, education, risk orientation and knowledge had positive and highly significant correlation with the adoption of recommended production technology of brinjal by the brinjal growers. It clearly indicates that with increase in land holding, annual income, social participation, extension contact, mass media exposure, cosmopoliteness, scientific orientation economic motivation, education, risk orientation and knowledge, the adoption level of brinjal growers also increased and vice versa.

The variables like age, experience and size of family showed negative and non-significant relationship with the adoption of recommended production technology of brinjal by the brinjal growers. It clearly indicates that age, experience and size of family did not influence the adoption level of brinjal growers.

CONCLUSION

The majority of the independent variables had positive and highly significant correlation with adoption behaviour of brinjal growers, whereas age, experience and size of family of the brinjal growers had negative and non-significant correlation with adoption behaviour.

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