

FARMERS' CHARACTERISTICS INFLUENCING THEIR KNOWLEDGE AND ADOPTION OF LILY CULTIVATION

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ABSTRACT

With a view to know the correlates of knowledge and adoption of the lily growers, this study was undertaken in Anand district. Majority of the respondents possessed medium level of knowledge and adoption of lily cultivation. The significant and positive correlation was observed between economic motivation and scientific orientation with extent of knowledge of lily cultivation; and also of risk preference with the extent of adoption of lily cultivation.

INTRODUCTION

Flowers are symbol of beauty, love and tranquility. Besides their aesthetic value they are important for their economic uses such as cut blooms and for extracting perfumes and other essential oils.

A variety of flowers like roses, gladiolus, tuberose, carnation etc; are being grown on commercial scale. The major metropolitan cities have shown tremendous growth for market of these flowers. However market for these precious flowers did not expanded on large scale in cities and towns. In these areas, customers' preference is for little less costly and such flowers that can be used for worship or marriages. Cultivators are also now calculating economic realization of the flowers. This led to cultivation of other flowers including lily.

Considering the importance of floriculture as a new agribusiness; efforts have been made to study the farmer's characteristics with respect to their knowledge and adoption of lily cultivation with the following objectives.

1. To study the extent of knowledge and adoption of lily cultivation of the farmers.
2. To study the relationship of different characteristics of farmers with there extent of knowledge and adoption.

METHODOLOGY

The present investigation was carried out in ten villages of Anand and Umreth talukas of Anand District, selected purposively. One hundred lily growers were randomly selected for this study. The information was collected with the help of structured interview schedule. Extent of knowledge

Table 1: Distribution of the respondents according to their knowledge level
N=100

Sr. No.	Categories	Number	Per cent
1	Low level	13	13
2	Medium level	67	67
3	High level	20	20
	Total	100	100

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Table 2: Distribution of respondents according to their adoption level N = 100

Sr. No.	Categories	Number	Per cent
1	Low level	23	23
2	Medium level	57	57
3	High level	20	20
Total		100	100

and adoption were measured by scale developed by Jha and Singh (1970) and Sengupta (1967), respectively. Mean, standard deviation and correlation coefficient were used for analyzing the data.

RESULTS AND DISCUSSION

LEVEL OF KNOWLEDGE

A perusal of data in Table 1 revealed that majority of the respondents (67.00 per cent) had medium level of knowledge about recommended practices of lily cultivation. Twenty per cent respondents have high level of knowledge and 13 per cent of them possessed low level of

knowledge.

LEVEL OF ADOPTION

The data reported in Table 2 reveal that majority of the farmers (57.00 per cent) belong to medium level of adoption category. While almost equal number of farmers were in low (23.00 per cent) and high (20.00 per cent) level of adoption categories.

CORRELATES OF KNOWLEDGE

A perusal of data presented in Table 3 revealed that the economic motivation and scientific orientation has positive and significant correlation with the growers' extent of knowledge of lily cultivation

Table 3: Correlation of lily growers' selected characteristics with their level of knowledge and adoption N=100

Sr. No.	Characteristics	r' Value	
		Knowledge	Adoption
1	Age	-0.1968 *	0.1196
2	Education	0.0420	0.0799
3	Experience in flower cultivation	-0.0598	-0.0989
4	Type of family	-0.2248 **	-0.2553 **
5	Size of family	0.0203	0.0892
6	Social participation	-0.0700	-0.0348
7	Extension contact	0.0078	-0.0420
8	Annual Income	0.1689	0.1150
9	Size of land holding	0.0943	0.1058
10	Occupation	-0.089	-0.1112
11	Economic motivation	0.2674 **	0.3461 **
12	Risk preference	0.1765	0.2398 **
13	Scientific orientation	0.2622 **	0.1997 **
14	Cosmopolitaness	-0.0224	0.06821

* Significant at 0.05 level of probability.

** Significant at 0.01 level of probability.

technology. This clearly indicates that growers having economic motivation and scientific orientation tend to acquire more knowledge of lily cultivation. Contrary to this, age and type of family were significantly but negatively correlated with the growers' extent of knowledge of lily cultivation technology.

CORRELATES OF ADOPTION

The data in Table 3 reveal that economic motivation, risk preference and scientific orientation were positively and significantly correlated with the growers' extent of adoption of lily cultivation. The factors that play a significant role for increasing knowledge of lily cultivation technology namely economic motivation and scientific orientation, along with risk preference leads to adoption of lily cultivation. Surprisingly, the type of family had negative but

significant correlation with the adoption of lily cultivation; while the labour requirements in lily cultivation is high than most of the traditional crops.

CONCLUSION

From the above findings it can be concluded that majority of the farmers possessed medium level of knowledge and adoption of lily cultivation technology. It could also be concluded from the results that the knowledge of lily cultivation was found to be correlated with independent characteristics like economic motivation and scientific orientation. The results further reveal that the extent of adoption of lily cultivation was correlated with scientific orientation, economic motivation and risk preference.
