



Sr. No.	Motivating factors	Respondents	
		No.	Percent
3.	More net profit/ha.	130	63.41
4	Easy cultivation	84	40.98
5.	More production/ha.	78	38.05
6.	Less fertilizer requirement of the crop	52	25.36
7.	Less labour consuming crop	35	17.07
8.	Motivated by other farmers	21	10.24
9.	Short duration crop	15	7.32
10.	More suitable to their soil	8	3.90
11.	Ease in marketing	7	3.41
12.	Suitable for crop rotation	3	1.46

Data presented in Table-1 reveal high market price was the main motivating factor as expressed by 78.05 per cent of the respondents for introducing cumin crop. Other important motivational factors indicated by the respondents were less irrigation requirement (73.66%), more net profit/ha. (63.41%), easy cultivation (40.98%) and more production/ha. (38.05%).

It is obvious from the above discussion that majority of the respondents were motivated to get high market price and more net profit/ha. This indicates that the

cumin growers have introduced the cumin crop as business enterprise. Economic aspects were the chief motivating factors. Less irrigation requirement, easy cultivation and less fertilizer requirement were also important considerations which were kept in mind by the cumin grower at the time of introducing cumin crop on their farm.

The types of motives that led the cumin growers to adopt cumin cultivation are presented in Table-2.

**Table 2 : Distribution of cumin growers according to types of motives that led them to adopt cumin cultivation.**

Sr. No.	Type of Motives	Respondents	
		No.	Percent
1.	Profit motive	368	49.46
2.	Relative advantage motive	344	46.24
3.	Compatibility motive	11	1.48
4.	Social motive	21	2.82

Data presented in Table-2 indicate that profit motive and relative advantage motive were the dominant motives expressed by the respondents that led to them to adopt cumin cultivations.

### IMPLICATIONS

High market price, less irrigation requirement, more net profit/ha. easy cultivation and more production/ha. were the major motives expressed by the cumin

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growers. Therefore, the agricultural scientists may keep in mind these common motives at the time of evolving new varieties of cumin. They should try to develop such

varieties which are more suitable to the local conditions requiring less investment and which can meet the expectation of cumin growers to the maximum level.

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