Adoption Behaviour of Beneficiary and Non-Beneficiary (FLD) Farmers of Green Gram Cultivation Khargone District of Madhya Pradesh

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Abstract— India produces variety of pulses including chickpea 39.00 per cent, pigeon pea 21.00 per cent, green gram 11.00 per cent, black gram 10.00 per cent, lentil 7.00 per cent, field pea 5.00 per cent and other of around 14.00 million tonnes annually from an area of around 23.63 million hectares, with an average yield of around 650 kg per hectare, which is one of the largest producing country in the world. The major pulses producing states are Madhya Pradesh 23.00 per cent, Uttar Pradesh 18.00 per cent, Maharashtra 14.00 per cent, Rajasthan 11.00 per cent, Andhra Pradesh 9.00 per cent and Karnataka 6.00 per cent where pulses are predominantly grown as rainfed crops. The Front Line Demonstration (FLD) is to demonstrate newly released crop production and protection technologies and its management practices in the farmers' field under different agro-climatic regions and farming situation. the impact of Krishi Vigyan Kendra in terms of adoption of improved agriculture production practices, a sample of 60 non-beneficiary farmers was selected from control villages. Thus, a total of 120 farmers will be selected as respondent for the study purpose. Out of total beneficiaries, 45.00 per cent had medium adoption level, followed by 33.33 per cent had high and only 21.67 per cent had low adoption level of green gram production technology.

Keywords— Adoption Behavior, Beneficiary, Non-Beneficiary, Front line Demonstration (FLD), Farmers, Green Gram.

I. INTRODUCTION

Green gram is an important pulse crop in our country after chickpea and pigeon pea, cultivated in three different seasons’ viz., kharif, rabi and summer. India is the largest producer of green gram that accounts for 54% in the world production and covers 65% of the world acreage and it is grown on about 3.70 million hectares with annual production of 1.57 million tonnes. Green gram is grown in Khargone district (M.P.) that occupies 9905 hectares area and the total production was 3900 tones with average productivity of 3.70 quintal per hectare. For development of production and productivity of green gram in Khargone district, FLDs are being executed by personnel of KVK program from 2010.

Front line demonstrations (FLDs) have been proved the best means for creating awareness of new development in technology generation and to assess the various socio-economic variables for affecting the adoption level of farmers as the regular feedback is a necessary component of these demonstrations. KVK in Khargone district has been organizing FLDs on green gram, therefore keeping in view the researchers keen interest to know adoption behaviour of beneficiaries’ and non beneficiaries in cultivation of green gram, the study was conducted with the following objective.

Objective

1. To compare the adoption behavior of green gram production technology among beneficiaries and non-beneficiaries (FLD) Farmers

II. REVIEW OF LITERATURE

Jatav (2010) reported that majority of FLD respondents (53.33%) had medium level of scientific
temperament, while 44.44 per cent had high and only 2.22 per cent had low level of scientific temperament.

Kangali (2012) revealed that in case of adopter of frontline demonstration of chickpea growers, majority of the farmers (50.00%) possessed partial adoption of total chickpea production technology considered in the study followed by (40.00%) farmers had full adoption and (10.00%) farmers had low adoption of chickpea production technology respectively.

Kumari (2015) reported that majority of the FLD beneficiaries (58.00%) were having high adoption of wheat production technology. Whereas majority of non-FLD beneficiaries (50.00%) were having medium adoption of wheat production technology.

Singh (2017) reported that adoption of an improved package of practices in wheat cultivation recorded higher B:C ratio (1.92) as compared to FP (1.63). Yield enhancement and higher net returns observed under FLDs of improved technologies in wheat. Thus, the productivity of wheat could be increased with the adoption of recommended improved package of practices.

### III. METHODOLOGY

The present study was conducted in Khargone district M.P. For this study purposive sampling technique was adopted, where FLD was conducted by Krishi Vigyan Kendra Khargone (M.P.) during 2018-19. Khargone District constitutes of nine blocks namely Barwaha, Bhagwanpura, Bhiakangaon, goganwa, Kasrawad, Khargone, Maheshwar, Segaon and Ziranya. Out of these blocks, two block Khargone and kasrawad had been taken by the KVK for green gram FLD. Therefore this block was selected purposively for the study. Khargone and Kasrawad block comprises of 92 villages Panchayat. Out of these six villages were taken by the KVK for green gram FLDs in two block. All the six villages were selected purposively for the study. Finally at last stage a comprehensive list of all the beneficiary farmers from each selected village was prepared with help of records of Krishi Vigyan Kendra. From each sample village, 60 beneficiary farmers will be selected through randomly sampling method as respondents for the study purpose. Apart from this, in order to assess the impact of Krishi Vigyan Kendra in terms of adoption of improved agriculture production practices, a sample of 60 non-beneficiary farmers was selected from control villages. Thus, total of 120 farmers will be selected as respondent for the study purpose.

### IV. RESULT & DISCUSSION

Adoption behaviour of green gram production technology among beneficiaries and non-beneficiaries:

| S. No. | Categories | No. of beneficiaries | No. of non beneficiaries |
|-------|------------|-----------------------|--------------------------|
| 1.    | Low        | 13 (21.67%)           | 31 (51.67%)              |
| 2.    | Medium     | 27 (45.00%)           | 18 (30.00%)              |
| 3.    | High       | 20 (33.33%)           | 11 (18.33%)              |
| Total |            | 60                    | 60                       |

Table shows that out of total beneficiaries, 45.00 per cent had medium adoption level, followed by 33.33 per cent had high and only 21.67 per cent had low adoption level of green gram production technology.

The table also revealed that out of 60 non-beneficiary farmers, higher percentage of the non beneficiaries i.e., 51.67 per cent belonged to medium adoption group of green gram growers.

**Table 2:** Practice wise adoption level of green gram growers about green gram production technology

| S.N. | Practices                          | Beneficiaries level of adoption | Total score | Mean score |
|------|-----------------------------------|---------------------------------|-------------|------------|
|      |                                    | High | Medium | Low |                  |             |             |
|      |                                    | F   | %     | F   | %     | F   | %     |          |            |
| 1    | Selection of land                 | 24  | 40.00 | 20  | 33.33 | 16  | 26.66 | 128      | 1.13       |
| 2    | Improved varieties                | 35  | 58.33 | 20  | 33.33 | 05  | 8.33  | 145      | 2.41       |
| 3    | Seed rate                         | 30  | 50.00 | 18  | 30.00 | 12  | 20.00 | 138      | 2.30       |
| 4    | Seed treatment                    | 22  | 36.66 | 19  | 32.66 | 19  | 32.66 | 123      | 2.05       |
| 5    | Bio fertilizer management          | 15  | 25.00 | 22  | 36.66 | 23  | 38.33 | 90       | 1.50       |
| 6    | Manure & fertilizer management    | 27  | 45.00 | 20  | 33.33 | 13  | 21.66 | 154      | 2.56       |
| 7    | Spacing                           | 18  | 30.00 | 25  | 41.66 | 17  | 28.33 | 121      | 2.01       |


| S.N. | Practices          | Non beneficiaries level of adoption | Total score | Mean score |
|------|--------------------|-------------------------------------|-------------|------------|
|      |                    | High | Medium | Low | F  | %  | F  | %  | F  | %  |       |       |
| 1    | Selection of land  | 10   | 66.66  | 22  | 36.66 | 28  | 46.66 | 102 | 1.7  |
| 2    | Improved varieties | 08   | 33.33  | 19  | 32.66 | 33  | 55.00 | 95  | 1.58 |
| 3    | Seed rate          | 09   | 50.00  | 24  | 40.00 | 27  | 45.00 | 102 | 1.7  |
| 4    | Seed treatment     | 14   | 23.33  | 21  | 35.00 | 25  | 41.66 | 109 | 1.81 |
| 5    | Bio fertilizer management | 11 | 18.33 | 18  | 30.00 | 31  | 51.66 | 100 | 1.66 |
| 6    | Manure & fertilizer management | 16 | 26.66 | 23  | 38.33 | 21  | 35.00 | 115 | 1.91 |
| 7    | Spacing            | 12   | 20.00  | 16  | 26.66 | 32  | 53.33 | 116 | 1.93 |
| 8    | Weed management    | 10   | 16.66  | 14  | 23.33 | 36  | 60.00 | 94  | 1.56 |
| 9    | Insect & pest management | 08 | 13.33 | 11  | 18.33 | 41  | 68.33 | 87  | 1.45 |
| 10   | Disease management | 12   | 20.00  | 17  | 33.33 | 31  | 51.66 | 101 | 1.68 |

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