

RESEARCH NOTE

Impact of Farmers' Fair on Adoption Behaviour of Farmers in South Gujarat

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INTRODUCTION

Importance of guiding farmers has been accepted at all levels and attempts are being made to guide the farmers by Organizing farmers' fair. Considering its importance from 1980 to 1992, seven farmers' fairs were organized by Navsari Campus of the Gujarat Agricultural University, Navsari, Dist. Valsad. To increase farmers' knowledge and skill necessary for growing high yielding varieties of the important crops grown in the area was one of important objectives of the farmers' fair and more weightage was given to this aspect. Considering the objectives of farmers' fair, a big Agro-Exhibition was organized with big Agricultural Exhibition, Cropwise Seminar and field visits were organized and guidance was given at each stage. Considering the afford made, it was thought to know as to what extent the guidance received by the farmers through farmers' fair programme was helpful to the farmers to adopt improved practices in the cultivation of high yielding varieties of main paddy crop of South Gujarat. In other words it was proposed to ascertain as to how for the farmers' Fair was effective in making farmers to adopt improved practices for cultivating high yielding varieties of paddy.

To study the improved cultivation

practices followed by the farmers who had attended farmers' fair previously is the main objective of the study.

METHODOLOGY

A schedule was developed keeping in view objective of the study. During the farmers' fair, the schedule was given to the participating farmers with a request to fill in the requisite information in the schedule itself and return the same before their departure for going home. After collection of the schedules two groups were made : (1) Farmers attending farmers' fair for the first time (2) Farmers who had attended farmers' fair previously. These two groups were compared in terms of adoption of improved practices for growing high yielding varieties of paddy. Out of total number of participating farmers, 382 farmers returned the schedule duly filled in with correct and complete information. Out of 382, 182 farmers were those who attended farmers' fair for the first time, while 200 farmers had attended farmers' fair previously.

RESULTS AND DISCUSSION

The information regarding the distribution of respondents according to level of adoption of three main cultivation practices like adoption of improved high yielding

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varieties in paddy, application of chemical fertilizers and use of plant protection measures on paddy has been given in Table 1, 2 and 3. The level of application of chemical fertilizers was determined by converting the actual quantity of nitrogen, phosphorus and potash applied to the crop into percentages of the doses of nitrogen, phosphorus and potash applied to the crop into percentages of the doses of nitrogen, phosphorus and potash recommended by the Gujarat Agricultural University. Adoption of plant protection measures was determined on the basis of actual number of sprayings and seed treatment carried out by the farmers.

Adoption of High Yielding Varieties :

The information regarding number of respondents in both the groups who had adopted high yielding varieties of paddy crop has been tabulated in Table 1.

Adoption of high yielding varieties in paddy crop in the group of farmers who had attended farmers' fair previously was found to be higher compared to that among group of farmers who attended farmers' fair for the first time.

Application of chemical Fertilizers :

From the data collected, it was found that majority of the farmers who had attended farmers' Fair previously had given Nitrogenous fertilizers as per recommended dose. While farmers' of both groups had applied phosphorus and potash in higher doses. From this findings it can be said that the fertilizer application in both groups was not in balanced doses.

Use of plant protection Measures :

Adoption of plant protection measures

Table 1. Distribution of respondents according to the adoption of improved high yielding varieties.

Sr. No	Varieties of Paddy crop	Farmers who had attended farmers' fair previously Group : II N ₂ = 200		Farmers attending Farmers' fair for the First time. Group : I N ₁ = 182	
		No.	Per cent	No.	Per cent
1.	Massuri	184	92.50	172	94.50
2.	L.R.B.	88	44.00	28	15.93
3.	I.R. 22	132	66.00	66	36.26
4.	Jaya	96	48.00	27	14.84
5.	Padma	104	52.00	44	24.17
6.	Tichunative-1	117	58.50	46	25.27
7.	GAUR.100	108	54.00	66	36.26
8.	Ratan	64	32.00	32	17.58
9.	Z-31	58	29.00	162	89.01
10.	Kada	12	06.70	36	19.78

Table 2. Distribution of respondents according to level of adoption of chemical fertilizers used in cultivation of paddy crop

Sr. No.	Rate of application	Farmers attending farmers' fair for the first time						Farmers who had attended farmers' fair in past					
		GROUP-I						GROUP-II					
		N		P		K		N		P		K	
		No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
1.	Below recommendation	82	45.05	22	13.19	60	32.98	36	18.00	26	13.00	16	08.00
2.	As per recommendation	88	48.35	24	12.19	4	2.19	135	67.50	34	17.00	82	41.00
3.	Above recommendation	12	6.60	136	74.72	118	64.83	29	14.50	140	70.00	102	51.00
	Total	182	100.00	182	100.00	182	100.00	200	100.00	200.00	100.00	200	100.00

N = Nitrogen P = Phosphorus K = Potash

Table 3. Distribution of farmers according to adoption of plant protection measures.

Sr. No	Item	Farmers who had attended farmers' fair previously Group : I		Farmers attending Farmers' fair for the First time. Group : II	
		No.	Per cent	No.	Per cent
1.	Seed Treatment	24	13.19	112	56.00
2.	Sprayings	104	57.15	184	92.00
3.	Others (Measured rate etc.)	26	14.23	48	24.00

by the farmers who had attended Farmers' Fair previously was found to be higher as compared to the farmers who attended Farmers' Fair for the first time.

CONCLUSION

The study reveal that the opportunities that the farmers get during farmers' fair for discussing their problems, in farmers' fair

seminar, Farm visit to plots, etc. make them to adopt improved varieties and to take plant protection measures to a greater extent. Thus, the farmers' fair programme had good impact on visitor farmers' of South Gujarat in adoption of recommended package of practices in paddy crop to a greater extent.