

ECONOMIC MOTIVATION AND ITS RELATIONSHIP WITH LEVEL OF KNOWLEDGE ABOUT DRIP IRRIGATION SYSTEM OF DRIP IRRIGATED BANANA GROWERS

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ABSTRACT

Economic motivation plays an important role in shaping level of knowledge of an individual. Keeping this in view, an attempt has been made to study Economic motivation and its relationship with level of knowledge about drip irrigation system of drip irrigated banana growers. The result of study revealed that slightly more than four-fifth (82.00 per cent) of the drip irrigated banana growers were found with high to very high level of economic motivation. The result of study also revealed that the economic motivation had positive and highly significant correlation with their level of knowledge about drip irrigation system of drip irrigated banana growers.

Keywords : economic motivation, knowledge, banana growers

INTRODUCTION

The exposure to different mass media such as radio, television, news paper, internet, mobile phone, Agricultural fair, Agricultural exhibition, farm magazine, etc. help the farmers to get latest technical and scientific information. This may help in moulding their level of knowledge about scientific technology. Keeping the above facts in view, an attempt has been made to study mass media exposure and its relationship with level of knowledge about drip irrigation system of drip irrigated banana growers.

OBJECTIVE

To know the economic motivation and its relationship with level of knowledge about drip irrigation system of drip irrigated

METHODOLOGY

The present study was carried out in the which of the Gujarat state. Anand district is comprised of eight talukas. Anand and Umreth talukas were selected purposively for the study because this two taluka having maximum number of drip irrigated banana growers.

To select villages from each selected taluka, a list of villages along with their total number of drip sets installed in

banana crop was prepared. Thereafter, names of the villages were arranged in descending order according to total number of adopters of drip irrigated banana cultivations. Afterwards, five villages having maximum number of drip irrigated banana growers from each taluka were selected purposively. Thus, the total number of selected villages for this study was ten.

A simple random sampling procedure was used for the selection of drip irrigated banana growers. The drip irrigated banana growers who had installed and used drip irrigation system in their banana crop successively, were included in the list.

Thereafter, ten drip irrigated banana growers from each of the identified villages were selected by simple random sampling method. Thus, 100 drip irrigated banana growers were selected to serve as the respondents for the study. Economic motivation of drip irrigated banana growers was measured with the help of scale developed by Supe (1969) with due modifications. The responses of the respondents were obtained against each item in terms of their agreement or disagreement with statement on five point continuum ranging from strongly agree to strongly disagree.

Maximum score one could obtain was 30 and minimum could be 6. On the basis of arbitrary method, the respondents

were grouped into the following five categories:

Sr. No.	Category	Score
1	Very low	Up to 10.80
2	Low	10.81 to 15.60
3	Medium	15.61 to 20.40
4	High	20.41 to 25.20
5	Very high	25.21 to 30.00

Karl person coefficient of correlation(r) was calculated to find out the relationship between extension contact and level of knowledge.

RESULTS AND DISCUSSION

Economic motivation

It is obvious that economically motivated farmers are more oriented towards maximization of profit from farming as they place relatively more value on economic ends. They may consider farming as an enterprise to earn more. The data in regards of economic motivation of respondents are shown in Table 1 and graphically depicted in Figure 1.

Table 1: Distribution of the respondents according to their economic motivation n=100

No.	Economic motivation	Frequency	Percent
1	Very low (Up to 10.80)	00	00.00
2	Low (10.81 to 15.60)	02	02.00
3	Medium (15.61 to 20.40)	16	16.00
4	High (20.41 to 25.20)	52	52.00
5	Very high (25.21 to 30)	30	30.00

It is evident from the data reported in Table 1 that

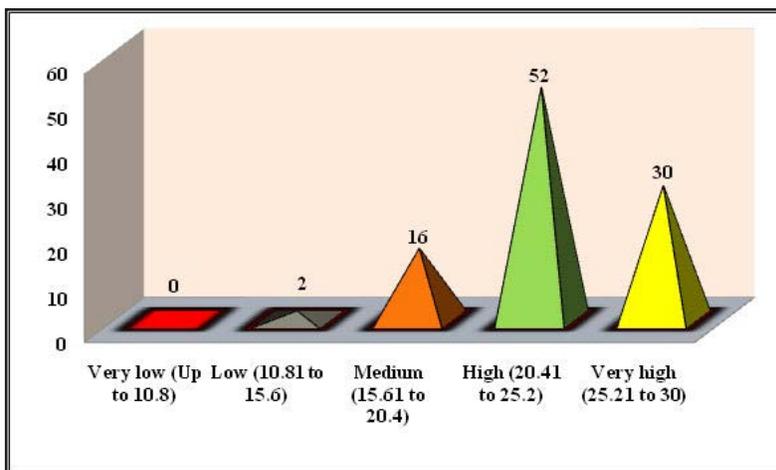


Figure 1: Distribution of respondents according to their economic motivation

slightly more than half (52.00 per cent) of the drip irrigated banana growers had high level of economic motivation, followed by 30.00 per cent of them were with very high level, 16.00 per cent were with medium level and 02.00 per cent were with low level of economic motivation. No one was with very low level of economic motivation.

From the above table it can be concluded that slightly more than four-fifth (82.00 per cent) of the drip irrigated banana growers were found with high to very high level of economic motivation. Having higher education, drip irrigated banana growers are well aware about the importance of drip irrigated banana cultivation for getting higher economic returns by adopting drip irrigation system. The high degree of interest, favourable attitude and risk bearing capacity for the adoption of drip irrigation system in banana might have motivated the farmers towards high economic motivation. This might be the reason for above findings.

This finding is more or less in conformity with Parmar (2008) and Gulkari (2014), Girawale et al(2016) and Dalvi and Pandya(2016).

Economic motivation and knowledge

It is obvious from the calculated value of $r = 0.413^{**}$ that economic motivation of the drip irrigated banana growers had positive and highly significant relationship with their knowledge about drip irrigation system. Thus, it can be concluded that economic motivation had significant influence on knowledge of drip irrigated banana growers about drip irrigation system.

The drip irrigated banana growers having better

education, better contact with extension agencies, better social participation and higher level of mass media exposure were motivated to improve their economic activities and economically motivated farmers are oriented towards maximization of profit from farming. They might have considered farming as an enterprise and it is quite true in case of respondents for their knowledge gain of drip irrigation system in banana cultivation. This might be the reason for above findings.

This finding has been supported by the findings of Joshi (2004), Patel *et al.* (2008), Bhoi *et al.* (2014), Vinaya *et al.* (2017) and Pandya *et al.* (2016).

CONCLUSION

From above study it is revealed that slightly more than four-fifth (82.00 per cent) of the drip irrigated banana growers were found with high to very high level of economic motivation.

It is also revealed that the economic motivation had positive and highly significant correlation with their level of knowledge about drip irrigation system of drip irrigated banana growers.

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