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Relationship between profile of the banana growers and their extent of adoption of recommended production technology of banana

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Abstract
Banana is the cheapest, plentiful and most nourishing of all fruits. It contains nearly all the essential nutrient including minerals and vitamins and has several medicinal properties. It is a rich source of energy. Bananas are put into varied uses in India, especially in south India. Almost every part of the plant is used someway or other. The banana fruits are used for desert purposes, making chips and culinary purposes. The varieties like Poovan, Rasthali, Robusta, dwarf Cavandish are grown for table purpose Gujarat state has twenty-five districts in which Navsari district is high potentially districts for banana production. This district was purposely selected for the present study. Navsari district has six talukas*viz*., Navsari, Gandevi, Chikhli, Vansada, Khergam, Jalalportaluka were selected purposively by considering banana production technology cultivation of banana fruit crop. Four villages were randomly selected from selected taluka. Thus, the total number of villages for the study was Twenty-four. From each village, 5 banana growers wererandomly selected. Thus, total 120 respondents were selected for this studied. Out of fourteen variables education, annual income, social participation, extension contacts characteristic of banana growers found positively and significantly associated with extent of adoption of banana production technology.

Keywords: Banana, adoption, relationship

1. Introduction
The Indian economy is greatly dependent upon total agricultural produce in the country and more so horticultural produce also in the recent years. There is a constant shift in the area from field crops to horticultural crops over the period. This clearly indicates that the farmers are keen to take up profitable commercial horticultural crops than the traditional and less profitable field crops. The Grand Nain variety of banana is one of the most commonly cultivated in Navsari district. Grand Nain is an intermediate between giant and dwarf cavendish and can withstand with damage. It has been found suitable for the region in terms of vigor, yield, and quality with long shelf life. Thus, here investigator has tried to find out extent of adoption of recommended production technology of banana by banana growers considering these facts, the present study has been designed in South Gujarat with following objective.

2. Objectives
1. To study the profile of banana growers
2. To know the relationship between socio-economic variables of banana growers with their extent adoption of recommended banana production technology

3. Methodology
Gujarat state have thirty three districts in which Navsari district is high potentially districts for banana production. This district was purposely selected for the present study. Navsari district has six talukas *viz*., Navsari, Gandevi, Chikhli, Vansada, Khergam, Jalalpor taluka were selected purposively by considering banana production technology cultivation of banana fruit crop. Four villages were randomly selected from selected taluka. Thus, the total number of villages for the study was Twenty-four. From each village, 5 banana growers were randomly selected. Thus, total 120 respondents were selected for this studied.

4. Results and Discussion
4.1 Profile of Banana Growers
On the basis of extensive review of literature and discussions with the experts, some important personal, economic, social and psychological characters have been selected in the present study. The data of these characteristics were analyzed and presented in the table. Table 1 depicted that 47.50 percent of the respondents belonged to middle age categories. The probable reason might be that the parental occupation must have been shouldered by middle age group farmers. 54.16 percent respondents had primary to secondary level of education. It is obvious from the results that the respondents as experienced / understood the significance of education as the means for improvement of overall living standard. Majority of banana growers (70.84%) belonged to the joint family and 44.16 percent respondents had medium size of land holding. The 46.68 percent of banana growers belonged to medium annual income category. The 37.50

percent of the banana growers had medium social participation. Majority of respondents (71.66 percent) had medium extension contact and more than half of respondents (57.50 percent) had medium economic motivation. Majority of banana growers (63.34%) had medium scientific orientation and 64.16 percent had medium risk orientation. More than half of banana growers (59.18%) had moderate mass media participation and 60.00 percent had respondent had medium level of innovativeness.

Table 1: Distribution of banana growers according to their personal profile (n = 120).

Personal profile	Category	No.	Percent
Age	Young age	26	21.67
	Middle age	57	47.50
	Old age	37	30.83
Education	College/Post graduation	05	04.16
	High school	15	12.50
	Middle school	25	20.84
	Primary school	35	29.16
	Functionally literate	30	25.00
	Illiterate	10	08.34
Type of family	Joint	85	70.84
	Nuclear	35	29.16
Land holding	Small size land holding	27	22.50
	Medium size land holding	53	44.16
	Large size land holding	40	33.34
Annual income	Lower annual income	23	19.16
	Medium annual income	56	46.68
	Higher annual income	41	34.16
Social Participation	Membership in one organization	34	28.34
	Membership in more than one organization	45	37.50
	Holding position	16	34.16
Extension contact	Low extension contact	16	13.34
	Medium extension contact	86	71.66
	High extension contact	18	15.00
Economic motivation	Low economic motivation	24	20.00
	Medium economic motivation	69	57.50
	High economic motivation	27	22.50
Scientific orientation	Low scientific orientation	21	17.50
	Medium scientific orientation	76	63.34
	High scientific orientation	23	19.16
Risk orientation	Low risk orientation	15	12.50
	Medium risk orientation	77	64.16
	High risk orientation	28	23.34
Farm experience	Low farming experience	19	15.84
	Medium farming experience	57	47.50
	High farming experience	44	36.66
Mass media participation	Small level of participation	17	14.16
	Moderate level of participation	71	59.18
	Highlevel of participation	32	26.66
Innovativeness	Low level of innovativeness	20	16.66
	Medium level of innovativeness	72	60.00
	High level of innovativeness	28	23.34
Market orientation	Low level of market orientation	18	15.00
	Medium level of market orientation	68	56.66
	High level of market orientation	34	28.34

4.2 Adoption of recommended production techonology by banana growers
4.2.1 Adoption of recommended production technology
Adoption is a decision to make full use of an innovation as

the best course of action. Table 2 indicates that 69.18 percent of the respondents had high level of adoption of recommended production technology of banana, followed by 21.66 percent of them had high and 9.16 percent had low level of adoption of recommended production technology.

Table 2: Distribution of respondents according to extent of adoption of recommended banana production technology. (n = 120)

Sr.	Categories	Frequency	Percentage
1.	Low level of adoption	11	9.16
2.	Moderate level of adoption	83	69.18
3.	High level of adoption	26	21.66
	Total	120	100.00

4.2.2 Relationship between profile of the banana growers with their extent adoption of recommended banana production technology
Further, table 3 indicates that the education (0.4359**), size of family (0.2801**), annual income (0.2555**), social participation (0.2878**), economic motivation (0.1973**), mass media participation (0.3099**) and innovativeness (0.2847**), found positive and highly significant correlated with adoption of recommended production technology by banana growers.

Table 3: Relationship between profile of the banana growers with their extent adoption of recommended banana production technology. (n = 120)

Sr.	Independent variable	'r' value
1.	Age	0.0902[NS]
2.	Education	0.4359**
3.	Type of family	0.2749[NS]
4.	Land holding	0.2801[NS]
5.	Annual income	0.2555**
6.	Social participation	0.2878**
7.	Extension contact	0.2206*
8.	Economic motivation	0.1973**
9.	Scientific orientation	0.2065*
10.	Risk orientation	0.2407*
11.	Farming experience	0.1804*
12.	Mass media participation	0.3099**
13.	Innovativeness	0.2847**
14.	Market orientation	0.4441**

(NS: Non-significant, *Significant at 0.05 level of probability, **Significant at 0.01 level of probability)

5. Conclusion
Above results inferred that the education, annual income, social participation, economic motivation, extension contact, scientific orientation, risk orientation, innovativeness, farming experience, market orientation of respondents plays significant role in the adoption of recommended production technology of banana while age, type of family and land holding have no relation with the adoption of recommended production technology of banana.

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