Farmers behaviour towards adoption and rejection of recommended soybean production technology

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ABSTRACT : Soybean has largely been responsible in uplifting farmers' economic status in many pockets of our country by fetching higher income owing to the huge export market and contributes significantly to the Indian edible oil pool which contributes 43% to the total oilseeds and 25% to the total oil production in the country. Madhya Pradesh has a lion share of the country's 52.03% of area and 45.84% of production in soybean with area of 6.26 mha, production of 5.95 mt and a productivity of 950 kg/ha against national productivity of 1179 kg/ha. The growing area is increasing continuously, but the productivity of crop has registered stagnation or a decreasing trend has a low productivity global as well as national level and far low from potential level. The reasons which could be attributing to low yield as against expected yield of soybean might be due to lack of technological knowledge and unfavourable attitude about recommended production technology. Under such circumstances the prime need is to enhance crop productivity through adoption of the recommended production technology. But rejection is also a natural and integral reaction to an exotic attempt for implanting any technology in rural mind which imposes with adoption of the technology in mutual reciprocal manner. Thus, an attempt was made to know the behaviour and causes towards adoption and rejection of the technology based among our diverse farming community is the core of this study to put traditional agriculture on modern lines progressively. This study was an attempt to know the adoption behaviour as well as rejection behaviour which is hidden in the research. This investigation was conducted in Jabalpur district of Madhya Pradesh by using simple random sampling method which made total 90 respondents for the study. Statistical tools were used as follows mean, percentage, rank order and correlation coefficient. The findings of the study reveals that attitude towards recommended soybean production technology, it was observed that higher percentage (45.56%) of respondents had favourable level of attitude; technological component wise, water management had shown highest level of attitude, whereas weed management had shown least level of attitude. In case of knowledge, maximum percentage of respondents (67.78%) had high level of knowledge towards soybean production technology; technological component wise, water management had shown maximum level of knowledge and weed management has minimum level of knowledge among soybean growers.

Key Words: Economic, export, market, productivity, potential.