

KNOWLEDGE AND ADOPTION LEVEL OF VALUE ADDED TECHNIQUES AMONG POTATO GROWERS OF ANAND AND KKHEDA DISTRICT OF GUJARAT STATE

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Abstract: The present study was undertaken in Anand and Kheda district of Gujarat state. This study was conducted in 12 purposively selected villages of four purposively selected talukas i.e. Anand and Umreth of Anand district and Nadiad and Kapadwanj taluka of Kheda district. A total of 120 potato growers having experience more than 5 years were selected randomly. Aim of the study was to ascertain knowledge and adoption level of value added techniques among potato growers. The data were collected through personal interview using interview schedule. Half (50.00 per cent) of the respondents had low level of knowledge, followed by 38.33 per cent had medium level, 6.66 per cent had high level and 5 per cent had very high knowledge level of value added techniques of potato. According to knowledge of potato growers, value added techniques were ranked in following manner; a variety of potato suitable for processing (Rank I), an international variety of potato introduced to Gujarat for processing high quality of french-fries (Rank I), APMC as agency for marketing agricultural produce (Rank I), correct temperature for storing potato (Rank II), chemical useful for sprout inhibition (Rank III). Great majority (91.66 per cent) of respondents had very low adoption level, followed by 8.33 per cent had low level of adoption level. According to adoption level of potato growers, value added techniques were ranked as, packing of potatoes (Rank I), sorting of potatoes using cold storage (Rank II), grading of potatoes (Rank III), Value added technique fully adopted by majority of the respondents were selling potatoes to other districts (78.33 per cent); partially adopted by majority of the respondents was curing after harvesting (21.67 per cent); not adopted by majority of the respondents was, use of colour card for identifying colour of potato chips (100.00 per cent), Packaging of value added products before selling (100.00 per cent), buying and selling potato or potato products online (100.00 per cent) selling potatoes to other states (100.00 per cent).

Keywords : Knowledge, Adoption, Value-added techniques

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