

## IMPACT OF PARTICIPATORY SEED VILLAGE PROGRAMME ON ADOPTION LEVEL OF WHEAT SEED PRODUCERS IN REWA DISTRICT (M.P.)

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**Abstract:** The word seed or seeds may be defined as all propagating materials used in any kind of cultivation. The seed is considered as most precious input in agriculture. The quality seed availability at desired time determines the sustainable crop productivity growth. It has been observed that presently about 80- 85% of the seeds used by the farmers is their own farm produced seeds and which is managed and conserved by the farmers from his own produce for future use.. Due to poor quality of seed with low germination capacity of seed the crop growth is affected adversely which eventually reduces the productivity of the crop. Despite implementation of the organized seed program since the mid 60s, the seed replacement rate has touched the level of 15 per cent. only .In view of the above facts it has been realized that the availability of genetically good quality of seed materials are of great importance to improve the quality of farm saved seed. In order to accelerate the seed replacement rate of desired genetic seed materials Krishi Vigyan Kendras through its participatory Seed Village Programme was implemented by Krishi Vigyan Kendras of M.P. in the year 2006-07 and continued till 2011-12. Under this programme about twenty villages were covered. The seeds of high yielding varieties along with recommended seed production technologies were demonstrated at farmers' field. Besides this capacity building programmes were also conducted at critical stages of the crops. Since regular follow up and evaluation is a necessary concomitant of such programme to assess the impact and suggest strategy for further growth and expansion of the programme the present investigation entitled "The impact of participatory seed village Programme on adoption behaviour of wheat seed producers in Rewa district (M.P.)" was under taken to assess the impact of the programme on adoption behaviour of seed producers. The study was based on 120 respondents (60 beneficiaries and 60 non-beneficiaries as control) covering 10 villages of Rewa block of Rewa district for analyzing the impact of Seed Village Programme on adoption behaviour of seed producers.. The ex-post facto research design was adopted in this research work. The responses were obtained by administering a pretested interview schedule .The findings inferred there was significant difference between beneficiaries and non-beneficiaries as regards to extent of adoption of seed production technology. The beneficiaries had greater extent of adoption than non-beneficiaries. Correlation coefficient between independent variables and extent of adoption as dependent variable elucidated that knowledge, risk orientation, marketing orientation, attitude towards agricultural technology, extension participation, mass media exposure, innovativeness, education, land holding and annual income had positive and significant relationship with adoption behaviour of both the categories i.e. beneficiaries and non beneficiaries. Social participation and family type had negative and significant relationship with extent of adoption.

**Keywords:** Seed Production Technology, Krishi Vigyan Kendras , Adoption behaviour

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