

ADOPTION OF ECO-FRIENDLY MANAGEMENT PRACTICES BY VEGETABLE GROWERS

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Abstract: The investigation was undertaken during the year 2008-09 in purposively selected Indore block of Indore district of Madhya Pradesh in terms of socio-personal, economic and communication profile of vegetable growers. Regarding the knowledge about eco-friendly management practices most of the respondents possessed medium to high level of knowledge. Higher percentage of the respondents (61.25%) had medium adoption of eco-friendly management practices.. About 88.22 per cent variation in level of knowledge was contributed by all eleven antecedent variables related to socio-personal, economic and communication characteristics of vegetable growers. Education, mass media exposure, extension participation and information seeking behaviour were positively and significantly influenced the knowledge to the extent of 87.05 per cent. Education showed its superiority over remaining variables in respect of influencing knowledge level. Education had recorded highest percentile contribution (28.93) followed by mass media exposure (24.80), information seeking behaviour (21.50) and extension participation (13.83). About 83 per cent variation in extent of adoption was explained by all eleven antecedent variables. Education, mass media exposure, information seeking behaviour and land holding significantly influenced the adoption of eco-friendly management practices by the vegetable growers to the extent of 80.83 per cent. Education recorded highest percentile contribution (54.70) followed by mass media exposure (34.98) and information seeking behaviour (21.59). Extent of adoption was negatively and significantly influenced by size of land holding to the extent of -2.53 per cent in terms of percentile contribution towards multiple R² value.

Keywords: Adoption, Management practices, Vegetable

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