

Adoption behavior of Farmers towards Rice Production Technology

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Abstract: India is the second leading producer of rice in the entire world, preceded only by China. Rice is grown extensively in India in about 43.77 million hectares area with an annual production of 102.4 million tones having an average yield of 2203 kg per hectare (Anonymous, 2008) with annual consumption is around 91.3 million tones. In India, Rice is cultivated in both seasons-winter and summer. West Bengal, are the major rice producing states. A study was conducted in Samstipur district of Bihar and it was found that Majority of the rice growers had poor knowledge and adoption of practices namely, soil treatment, plant protection measures, weed management by chemicals, seed treatment, high yielding varieties and storage of rice in the study area. Therefore, State Agriculture Department in collaboration of Krishi Vigyan Kendra and reputed NGOs should develop comprehensive educational training programmer on rice cultivation for the farmers. Such training programmers should be organized at Gram panchayat level so that all the farmers can participate in the training majority of the farmers are small and marginal including ST in the district and they are facing financial problem due to which they are unable to purchase inputs like improved seeds, chemicals, fertilizers etc. timely. Therefore, it is recommended that village co-operatives societies and nationalized bank should provide short term loan on marginal interest rate through Kisan Credit Card scheme, which will enable them to purchase of inputs needed during raising of rice on commercial line. The low price of produce at the time of harvesting was expressed as one of the most important constraints by the rice growers. It is therefore suggested that government should establish a good marketing infrastructure in the cluster of villages, so farmers can get remunerative prices of produce at the time of harvesting. The storage facilities should be provided by the government through village cooperative societies to the farmers so that they can store their surplus produce and farmers could get loan against the stored produce. This will provide more prices to the rice growers because they will able to sell the surplus produce at the right time and also storage loss could be minimized. Scattered land holding was expressed as an important constraint by the farmers in adoption of improved rice cultivation technology. To overcome this problem, it is recommended that government should start the scheme of consolidation of scattered land holding.

Keywords: Adoption *Oryza sativa*, Krishi Vigyan Kendra, Kissan Credit Card