AN ANALYSIS OF ADOPTION BEHAVIOUR OF GLORIOSASUPERBA IN TIRUPUR DISTRICT

KARTHIKEYAN V.¹ & PREMAVATHI R.²

¹PG Scholar, Department of Agricultural Extension and Rural Sociology, Tamil Nadu Agricultural University, Coimbatore, India
²Associate Professor (Agricultural Extension), Directorate of Extension Education, Tamil Nadu Agricultural University, Coimbatore, India

ABSTRACT

Tamil Nadu leads in production of Gloriosasuperba in India with an estimated area of 3000 hectares with annual production of 1000 ton dry seed. Gloriosa superba are the main medicinal plants grown in Tamil Nadu. Because of its high returns, Gloriosasuperba is known as a cash crop like sugar cane and cotton. This study was conducted in Tirupur district of Tamil Nadu and it contains of 13 blocks in that Mulanur block was selected purposively based on maximum area under Gloriosasuperba. Four villages namely, Kilangundal, Kumarapalayam, Mulanur and Chinnamaruthur from Mulanur block were selected based on the maximum area under Gloriosasuperba. As well as a greater number of Gloriosa superba growers. The results indicated that majority of the respondents possess medium to high level of knowledge on recommended package of practices of Gloriosasuperba. Among all the practices season of planting, broad row method of planting, fencing with GI wires and drip method of irrigation were fully adopted by most of the Gloriosasuperba growers.

KEYWORDS: Adoption Behaviour, Crop Production, Gloriosasuperba, Crop protection, Post-Harvest

Received: Dec 21, 2020; Accepted: Dec 31, 2020; Published: Jan 13, 2021; Paper Id.: IJASRDEC202012