

**IMPACT OF PARTICIPATORY SEED PRODUCTION PROGRAMME ON
ADOPTION LEVEL OF PADDY SEED PRODUCERS UNDER
RASTRIYA KRISHI VIKAS YOJONA (RKVY) ON JUNAGARH
BLOCK OF KALAHANDI DISTRICT (ODISHA)**

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ABSTRACT

Green revolution has been trying from since 1966 to increase production, productivity and total gross domestic product (GDP) but agriculture sector failed to maintain its pre-reform growth. Concerned by the slow growth National Development Council resolved to initiate an additional central assistant scheme (Rashtriya Krishi Vikas Yojna) to achieve 4 per cent agriculture growth rate by filling the production focused intervention necessitated the strategies for boosting the production of quality seed as the Seed Replacement Rate (SRR) of the state was one of the main concern. In order to accelerate the seed replacement rate, the RKVY through its participatory seed production programme was supposed to be the welcome feature. This programme was sanctioned to Agriculture department, Odisha and implemented in 2007-08 in Kalahandi district districts of Odisha. Since regular evaluation is a necessary concomitant of such programme to assess the impact and suggest strategy for further growth and expansion of the programme. Accordingly, the present investigation entitled "The impact of participatory seed production Programme on adoption behaviour of paddy seed producers under RKVY on Junagarh block of Kalahand idistrict (Odisha)" was under taken to assess the impact of the programme on adoption behaviour of paddy seed producers. The study was based on 120 respondents (60 beneficiaries and 60 non-beneficiaries as control) covering 6 villages and 1 blocks of both districts for analysing the impact on adoption behaviour of seed producers. It was hypothesized that the programme has significantly contributed to adoption of seed production technology. The ex-post facto research design was adopted in this investigation. The responses were obtained by administering the pretested interview schedules. The findings inferred that Socioeconomic and psychological characteristics i.e. cognitive and motivational factors viz. attitudes, knowledge, risk bearing, innovativeness etc. were observed higher in case of beneficiaries than non-beneficiaries. Beneficiaries had positive favorable attitude whereas, non-beneficiaries had lower responsive attitude towards agricultural technology. The level of knowledge of beneficiaries about various aspects of seed production technology was higher whereas, non-beneficiaries were ignorant about some aspects of the seed production technology. The socio-economic and psychological variables under study were highly significant and positively correlated with the of the seed producers. The profitability level of beneficiaries was recorded higher than

KEYWORDS: 60 Beneficiaries and 60 Non-Beneficiaries, Seed Production Technology

Received: Oct 10, 2015; **Accepted:** Nov 21, 2015; **Published:** Nov 26, 2015; **Paper Id.:** IJASRDEC201536