ABSTRACT

Key words: SAWAJ Beauveria, awareness, adoption, cost of production, satisfaction level

The department of Entomology, College of Agriculture, Junagadh Agricultural University, Junagadh started functioning since the inception of College of Agriculture in 1960. To see the status of natural enemies in Saurashtra region, Department of Entomology started a separate unit Biological control research laboratory under RKVY and Horticulture mission project in 2010. In this laboratory, research work was done on mass production of different Bio-agents e.g. Beauveria bassiana, Trichograma, HaNPV and SaNPV etc. To measure the awareness, adoption and satisfaction level of farmers regarding SAWAJ Beauveria the study entitled “awareness and adoption of SAWAJ Beauveria by farmers of Junagadh district” was undertaken.

The study was carried out in Junagadh District. For the study, 100 farmers from Junagadh district were selected randomly.

Two dependent variables studied in this study were awareness and adoption of SAWAJ Beauveria. The independent variables were: age, education, farming experience, size of family, land holding, occupation, annual income and innovativeness. The data were collected through personal interview with the help of specially designed schedule. The data were classified, tabulated, analyzed and interpreted in order to make the findings meaningful. The statistical measures viz; percentage, coefficient of correlation, stepwise regression and chi square test were used in the study. To study the satisfaction level of farmers regarding SAWAJ
Beauveria price, quality and timely availability of product is also considered in addition to socio-economic characteristics.

1. Profile of the farmers

Majority of the farmers belonged to middle to old age group, were educated from higher secondary to higher secondary level, had between twenty one to above thirty years of experience in farming, had small to medium size of family, had small to medium size of land holding, were dependent on agriculture only, had farmers had annual income up to Rs. 2,00,000, and had low innovativeness.

2. Overall extent of awareness and adoption of the SAWAJ Beauveria

Majority (73.00 per cent) of the farmers had high to very high level of awareness about SAWAJ Beauveria while Majority (68.00 per cent) of the farmers have adopted the application of SAWAJ Beauveria and 100 per cent of the farmers who have adopted the SAWAJ Beauveria had adoption level from medium to very high.

3. Association of awareness about SAWAJ Beauveria with selected characteristics of farmers

Awareness about SAWAJ Beauveria was significantly related with the independent variables namely, age, farming experience, education, occupation and innovativeness.

The stepwise regression analysis shows that age and education are having remarkable contribution in the awareness about SAWAJ Beauveria with $R^2$ of 30.80 per cent.

4. Association between adoption of SAWAJ Beauveria and selected characteristics of farmers

The characteristics of the respondents viz., Age, farming experience, size of family, education, occupation and innovativeness were significantly related with adoption of SAWAJ Beauveria.

From the stepwise regression analysis, it is seen that age and education are having contributing significantly in the adoption of SAWAJ Beauveria with $R^2$ of 26.50 per cent.
5. Farmer’s satisfaction level regarding *SAWAJ Beauveria*
   
   Satisfaction level regarding SAWAJ Beauveria is influenced by education, price, quality and timely availability.

6. Cost of Production of *SAWAJ Beauveria*
   
   The total cost of production of *SAWAJ Beauveria* is Rs.49,700 of which 88.09 per cent is variable cost and 11.91 per cent is fixed cost.