“AWARENESS AND ADOPTION OF THE KANBI FERTILIZER BY FARMERS OF RAJKOT AND JUNAGADH DISTRICT”

ABSTRACT

Key words: Awareness, Adoption and Linear Discriminant Analysis

The study on “Awareness and adoption of the KANBI fertilizer by farmers of rajkot and junagadh district” was undertaken to measure the awareness, adoption and discriminant factor of KANBI fertilizer. The present study was carried out in Rajkot and Junagadh district purposively. The reason for selection of this district is the larger shares in selling KANBI fertilizers. For the selection of sample, two sampling technique was adopted as per the objective of study. At the first stage 50 farmers was selected from each district selected purposively. In the second stage, 25 users and 25 non-users farmers from each district. Economic analysis of KANBI fertilizer was calculated by tabular method. Likert analysis was used to measure awareness and adoption of KANBI fertilizer. Multiple regression model was also applied to decide purchasing decision of fertilizer. The multiple linear Discriminant analysis was used to KANBI fertilizer users and non-users. Processing of KANBI fertilizer unit is profitable i.e. BCR is 1.80 per cent. Mostly farmers are aware about KANBI fertilizer. Mutually farmers are adoption of KANBI fertilizer. The factors influencing purchase of fertilizer were coefficient of multiple determinations ($R^2$) for is 0.6237. The finding of the study showed the major factor discriminant users and non-users farmers was yield significant at 1 per cent while education of farmers were significant at 5 per cent level. The lambda value is 0.450 has a significant value, thus the group mean appear to differ which indicates that the model significantly differentiates scores among the groups.