KNOWLEDGE AND ATTITUDE OF COTTON GROWERS TOWARDS INTEGRATED PEST MANAGEMENT IN SURENDRANAGAR DISTRICT OF GUJARAT STATE

A B S T R A C T

Key words: Knowledge, Attitude, Integrated Pest Management.

Cotton is one of the most important commercial fibre crops of India. Today it continues to rule as the “King of Apparel Fibre”. It is playing a key role in economic, political and social affairs of the world. It is known as “white gold” due to its importance in agricultural as well as industrial economy. Apart from its value as fibre, the potential of cotton is used such as edible oil (seed oil) and cotton cake as cattle feed and hull meal. Cotton is one of the major kharif crop grown under both irrigated and rain-fed conditions in India. Cotton is widely grown in all districts of Gujarat state. The low yield of cotton could mainly be attributed to the fact that, the cotton growers have not still adopted Integrated Pest Management. With this consideration, the problem entitled “Knowledge and Attitude of Cotton growers towards Integrated Pest Management in Surendranagar District of Gujarat State” was under taken.

A study was conducted in Surendranagar district of Gujarat state. Three talukas from Surendranagar district were selected randomly. Four villages from each selected taluka, thus twelve villages were selected. Ten cotton growers from each village and make a sample of 120 cotton growers who having highest area under cotton cultivation.

In respect to personal characteristics, 51.67 per cent of respondents belonged to middle age group, 28.34 per cent of respondents belonged to middle school level of education, 61.66 per cent of the respondents had medium farm experience and 45.83 per cent respondents had received one training. As regards to socio-economical characteristics, 34.18 per cent respondents had five to six members in family, 46.66 per cent respondents had Rs. 1,00,001 to Rs. 1,50,000 annual income, 56.66 per cent
respondents had medium land holding and about 63.34 percent respondents had medium level of social participation. In respect to communicational characteristics, majority of the respondents (67.50 per cent) had medium level of mass media exposure. The respondents with relation to psychological aspects, majority of the respondents (45.00 per cent) had medium scientific orientation, 62.50 per cent of respondents belonged to medium risk orientation group and 54.84 per cent respondents had medium level of innovativeness.

Majority of cotton growers (75.00 per cent) had medium level of knowledge, followed by 14.16 per cent and 10.84 per cent of cotton growers were in low and high level of knowledge about Integrated Pest Management.

About 55.00 per cent of the cotton growers had favourable attitude, while 24.16 per cent and 20.84 per cent had most favourable and less favourable attitude towards Integrated Pest Management.

Out of thirteen independent variables, education, annual income, mass media exposure, scientific orientation, risk orientation and innovativeness had positive and highly significant relationship and farm experience, training received and social participation were positively and significantly related with knowledge about Integrated Pest Management. Whereas, age, size of family and land holding had non-significant relationship with knowledge about Integrated Pest Management.

The independent variables were correlated with attitude viz., mass media exposure, scientific orientation and risk orientation were positive and highly significant relationship and education, farm experience, training received, social participation and innovativeness were positive and significant relationship. Whereas, age, size of family, annual income and land holding were non-significant relationship with attitude towards Integrated Pest Management.

The important constraints faced by respondents were; non-availability of tricho-cards, trichoderma, pheromone traps and light trap at local market, inadequate demonstration on IPM, lack of training on IPM.

In case of suggestion, trichoderma, tricho-cards, pheromone traps, light trap should be available at local market, more trainings on IPM technologies should be conducted and more demonstrations on IPM technologies should be conducted.