

Factors Related with Adoption of Pineapple Cultivation Practices by the Tribal Farmers of Manipur

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ABSTRACT: Pineapple is one of the important commercial fruits of the world. In India, pineapple is cultivated commercially in Assam, Manipur, West Bengal, Meghalaya, Arunachal Pradesh, Kerala, Tamil Nadu, Tripura, Bihar, Nagaland, Mizoram, Karnataka and Maharashtra. In North-East India, Manipur is one of the leading pineapple producing state. The farmers of different socio-economic strata show the variation in adoption level of pineapple cultivation practices and the different attribute of farmers play a significant role in adoption of pineapple cultivation practices. This study was carried out with the objective to know the various socio-economic attributes of farmers which associated with adoption level. The socio-economic attribute like education land holding, annual income, attitude towards modern agricultural technology, mass media exposure, extension contact, information sources used, value added production management, achievement motivation and agri-business management play a significant role in adoption behaviour of farmers.

Key words: Socio personal attributes, adoption level, source of information.

INTRODUCTION

In India, commercial cultivation of pineapple started only 3 or 4 decades ago. It is grown in 90 thousand hectares with annual production of 13.10 lakh tones. At present, the total area under pineapple cultivation is only 2.15 per cent of the total area under fruit and the production is 2.75 percent of the total fruit production in India. In North East India, Manipur is one of the leading pineapples producing state (Meetei 1997) owing to its salubrious climate and soil type. Main varieties cultivated are kew and Queen. Pineapple cultivation can be an alternative industry for generating large employment and major sources of income in Manipur. The farmers of different socio-economic strata show the variation in adoption level of pineapple cultivation practices by the tribal farmers of Churachandpur District of Manipur and the different attributes of farmers play a significant role in adoption of pineapple cultivation practices. This study was

carried out with the objective to know the various socio-economic attributes of farmers which were related with adoption of pineapple cultivation practices.

RESEARCH METHODOLOGY

This study was carried out in Churachandpur District of Manipur. The 150 pineapple cultivators were selected based on Proportional random sampling. The data were collected by conducting personal interview through Pre-Structured Interview Schedule. All the socio-economic attributes were categorized into optimum categories and the frequency was converted into percentage. The relation between attributes and adoption level was tested with the help of correlation co-efficient(r).

RESULT AND DISCUSSION

Table 1 reveals the distribution of pineapple growers according to different socio-economic attributes. It

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was recorded that out of total pineapple growers, 18.00 percent were of young age group, 63.30 per cent were found in middle age group, 18.70 per cent were found in old age group. Out of the total pineapple growers, 7.30 per cent were illiterate, 3.30 per cent pineapple growers were able to read only, 28.00 per cent could read and write, 4.00 per cent pineapple growers had received education up to primary level, 19.40 per cent up to middle level, 30.70 per cent up to high school level and 7.30 per cent had received education up to graduation level. From the total pineapple growers, 50.00 per cent were small size family, followed by 50.00 per cent large family size. Out of the total pineapple growers, 64.00 per cent were having land up to 1 hectare followed by 28.67 per cent pineapple growers having land up to 1-2 hectare and 7.33 per cent having more than 2 hectare. In case of income of farmer adopting pineapple cultivation practices, it showed that 1.33 per cent of the growers had low income followed by 82.00 per cent medium income level and 16.67 per cent were belonged to high income level. On the basis of their level of proneness to innovations, it was found that none of the growers were in low and high innovation proneness categories and 100 per cent respondents belonged to medium proneness category. In case of attitude towards modern agricultural technology, 59.33 percent of respondents belonged to medium category followed by 24 percent low category and 20 percent of the respondents were in the high category. Out of the total growers 62.67 per cent had medium mass media exposure followed by high 20.00 per cent and low 17.33 per cent mass media exposure categories. Majority of pineapple cultivation (42.00 %) having medium extension contact followed by low extension contact and 21.33 per cent were of high extension contact. Out of the total pineapple cultivation, 66.67 per cent were having low sources of information whereas 18.00 per cent belonged to high category and 15.33 per cent were in the low information sources used category. On the basis of level of aspiration, none of the pineapple cultivators were in low and high level of aspiration as 100 per cent had medium level of aspiration. Out of the total pineapple cultivators, 46.67 showed low value added product management while 46.00 per cent medium and only 7.33 per cent belong to high value added management category.

In relation to achievement motivation, highest value (44.67%) were recorded in medium category followed by high (32.00 %) and 23.33 per cent were low achievement motivation category. Out of the total cultivators, 63.33 per cent showed medium level of

Table 1
Socio-economic Profile of Pineapple Growers

Sl. No.	Attributes	Category	Frequency	Percentage
1	Age	Young	27	18
		Middle	95	63.3
		Old	28	18.7
2	Education	Illiterate	11	7.3
		Read only	5	3.3
		Read and Write	42	28
		Primary	6	4
		Middle School	29	19.4
		High School	46	30.7
		Graduate	11	7.3
3	Family size	Small family	75	50
		Large family	75	50
4	Land Holding	Up to 1 hectare	96	64
		1-2 level	43	28.67
		More than 2 hectare	11	7.33
5	Annual income	Low	2	1.33
		Medium	123	82
		High	25	16.67
6	Innovation proneness	Low	0	0
		Medium	150	100
		High	0	0
7	Attitude towards modern Agricultural Technology	Low	36	24
		Medium	89	59.33
		High	25	16.67
8	Mass media exposure	Low	26	17.33
		Medium	94	62.67
		High	30	20
9	Extension contact	Low	55	36.67
		Medium	63	42
		High	32	21.33
10	Information Sources used	Low	23	15.33
		Medium	100	66.67
		High	27	18
11	Level of aspiration	Low	0	0
		Medium	150	100
		High	0	0
12	Value added product management	Low	70	46.67
		Medium	69	46
		High	11	7.33
13	Achievement motivation	Low	35	23.33
		Medium	67	44.67
		High	48	32
14	Agri-business management	Low	28	18.67
		Medium	95	63.33
		High	27	18

agri-business management while (18.67 %) and (18.00 %) of respondent had low and high agri-business management respectively.

Table 2
Correlation between Socio-economic Attributes and Adoption Level of Pineapple Cultivators

Sl. No.	Attributes	Value of correlation co-efficient (r)
X ₁	Age	-0.298**
X ₂	Education	0.691**
X ₃	Family size	0.030 ^{NS}
X ₄	Land Holding	0.292**
X ₅	Annual income	0.561**
X ₆	InnovationProneness	0.042 ^{NS}
X ₇	Attitude towards modern agricultural technology	0.546**
X ₈	Mass media exposure	0.640**
X ₉	Extension contact	0.587**
X ₁₀	Information Sources used	0.589**
X ₁₁	Level of aspiration	0.083 ^{NS}
X ₁₂	Value added product management	0.538**
X ₁₃	Achievement motivation	0.549**
X ₁₄	Agri-business management	0.605**

*significant at 0.05 level of significance

**significant at 0.01 level of significance

It is inferred from Table 2 that socio-economical attributes like education, land holding, annual income, attitude, extension contact, information sources used, show the positive and significant relation with adoption level of pineapple growers. Similar findings were also reported by Puri (1968), Gautam, Ram Chand & Singh (2007) and Tiwari, Saxena, Khare & Khan (2007). The attitude towards modern agricultural technology, mass media exposure, value added product management were also showing the positive & significant relation with adoption level of pineapple growers. However, age indicated negative and significant association with adoption level of pineapple growers which shows that older the age of the farmers, the higher was the adoption of pineapple cultivation practices. Whereas

family size, innovation proneness and level of aspiration show non-significant association with adoption level of pineapple cultivation.

CONCLUSION

Pineapple is a very important commercial fruit crop of Manipur. Majority of farmers are cultivating it as their main crop but still the adoption level of its cultivation practices is quite low. The socio-personal attribute like education, land holding, annual income, attitude towards modern agricultural technology, mass media exposure, extension contact, information sources used, value added production management, achievement motivation and agri-business management play a significant role in adoption behavior of farmers. Government agencies like State Department of Horticulture/Agriculture, NGO's, Agricultural University should conduct various training programme and result demonstration for it farmers to make them aware of new technology. It is also disenable to have high mass media participation among the farmers by establishing information centers, Community Television sets, screening of education films etc in villages. The farmers are to be educated at least to the level of exposing themselves to newspapers and other farm magazines.

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