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FARMER'S ATTITUDE TOWARDS AGRICULTURE SEEDS AT GUJARAT STATE: AN EMPIRICAL INVESTIGATION

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ABSTRACT

Purpose/Objective – "Measuring Farmer's attitude towards Agriculture seeds At Gujarat State". **Design/methodology/approach** – A survey was conducted among 200 farmers who are using Agriculture seeds at Gujarat State. Investigation was accompanied through the structured questionnaire. Chi-Square & ANOVA test were conducted to study farmer's attitude towards agriculture seed at Gujarat state**. Research Findings** – From the research, we can found that there is an association between usage of seed and quality of agriculture seeds; also, there is association between total farming area and cost of agriculture seeds. Research also found that there is association between usage of agriculture seed and improvement in quality of seeds. Also, there is a significant impact of various groups of yearly Incomes of farmers on cost of agriculture seeds. **Research implications** –Agriculture seeds manufacturing company should focus on quality of agriculture seeds, its price, incomes levels of farmers and usage of agriculture seeds for farming.

Keywords: Farmer's attitude, Agriculture seed, Agriculture seeds manufacturing company

1. INTRODUCTION:

The success and failure of any enterprise mainly be determined by the people's mind-set or attitude towards a particular enterprise, hence attitude of a farmer plays an important role in accepting or rejecting the enterprise. Trainings on the effect of

Agricultural seed of better-quality varieties to better yield anticipated. For instance, **[1]** research had shown that once superior agriculture seed of better variability is utilised in manufacture produce rises by 20 to 25%. In a similar manner, reported an increase in yield by **[2]** 40% to 60% when quality superior agriculture seed of better variability was used in production **[3]**. Agriculture Seed studies have shown that merely **[4]** 5%; 3-20%; shaping whether farmers have positive or adverse approach to better-quality agricultural seeds before farmers are suspect of not using of superiority agriculture seeds **[5, 6]**.

For India agriculture play role like strength with 58% of Indian people rest on agriculture and its diverse manufacturing. In India Agriculture industry reached evaluation of 63,506 billion in year 2020 **[7]**. Agriculture is main core of Indian GDP and also source of occupation to the widely held of nation's population. In India, **[8]** 130 crore individuals depend on food sequence that deliver by Indian agriculture industry. In India agricultural philosophy and also veg and non-veg food culture work together those obtain from agriculture and its stain **[9]**. Curries, Spices, Snacks and Mango produce by India in outstanding class across the world **[10]**. In India's geographical area in 43% is used for agricultural work **[11]**. Then India has produces foodstuff to more than 1 billion people and 51 major harvests.

2. MATERIAL AND METHODS:

N. E. Lyimo (2020) **[12]** concluded that farmers' demonstrated a optimistic attitude towards QDS but are restricted in their usage of QDS due to individually purpose. It is therefore suggested that all shareholders worried particularly the government and seed organizations should synergize and cooperate successfully in sponsoring implementation and practice of QDS in Kilombero Region and crosswise the nation. Bhavani (2019) **[13]** concluded that future of agricultural manufacture will principally rest on growth of better-quality varieties/hybrids in various crops, maintained by well-organized, price actual seed production machinery. For present rising and for upcoming age group there is all essential to harvest better-quality quality seeds and sort that seed obtainable to farmers all over the place in country, this is made likely by one of the communal funded programmes called "Seed Village Programme (SVP)". It is therefore important to know the attitude of farmers towards seed village programme (SVP). Nur Shuhamin Nazuri (2018) **[14]** found that information among agriculturalists is vital to be emphasised as the evidence is substantial in influencing their level of application on innovative seed varieties. Hence, the introduction on

innovative seed varieties should be twofold in order to train and recover farmers' awareness in accepting the new seed varieties. By growing the level of awareness, the aptitude and approach can be upgraded. Thus, the association between administration and investigation organization are required to train agriculturalists in developed their understanding, talent and attitude in accepting the innovative seed know-how. Joshua S. Kidudu (2019) **[15]** suggested that efforts to encouraged usage of quality seed of better-quality corporate seeds diversities have to focus on safeguarding quality seeds as well marketplace openings for harvest from quality seed of better-quality corporate seeds diversities. This calls for actual and well-organized seed authorization organization as well as observing seed supply and promotion.

Research objectives:

1. To investigate farmer's attitude towards Agriculture seeds At Gujarat State.
2. To investigate an association between various factors like usage of seed and quality of agriculture seeds; total farming area and cost of agriculture seeds & usage of agriculture seed and improvement in quality of seeds.
3. To Measure impact of various groups of yearly Incomes of farmers on cost of agriculture seeds.

Investigation of information is attained from the managers of the various agriculture seeds producing company. Target populations of our research were farmers who are using agriculture seeds. Target Area and sample size of our research were Gujarat state and 200 respondents respectively.

Research Gap:

The researches on measuring Farmer's attitude towards Agriculture Seeds have not been done at other countries. So this research is all about on measuring Farmer's attitude towards Agriculture Seeds at Gujarat State. This is the uniqueness of the research done.

3. RESULT AND DISCUSSION:

Reliability in statistics and psychometrics is in general consistency of a measure. A measure is said to have a more reliability if it produces similar results under constant conditions **(Table 1)**.

Interpretation: According to reliability analysis, Cronbach's Alpha is 0.920, so the data is reliable for the further studies.

Chi-Square Test:

Interpretation:

From the **Table 2**, research shown that, significant values (P) are 0.020 & 0.032 respectively which is less than 0.05. So, here we not reject Alternative hypothesis so, we concluded that

- There is an association between usage of seed and quality of agriculture seeds.
- There is an association between total farming area and cost of agriculture seeds.

One-Annova Test:

Interpretation: From the **Table 3**, research shown that, significant values (P) are 0.020, which is less than 0.05. So, we do not reject Alternative hypothesis, and concluded that there is a significant difference between yearly Incomes of farmers and cost of agriculture seeds.

Table 1

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.920	**5**

Table 2

Sr. No.	HYPOTHESIS	P VALUE	RESULT
1.	**There is an association between usage of seed and quality of agriculture seeds.**	**0.020**	**Accepted**
2.	**There is an association between total farming area and cost of agriculture seeds.**	**0.032**	**Accepted**

Table 3

Sr. No.	HYPOTHESIS	P VALUE	RESULT
1.	**There is a significant difference between yearly Incomes of farmers and cost of agriculture seeds**	**0.020**	**Accepted**

4. CONCLUSIONS:

- Research shown that 31.00% farmer's annual income between 50,001 to 1,00,000, 30.00% farmer's annual income between 1,00,001 to 1,50,000 , 19.00% farmer's annual income between 1,50,001 to 2,00,000 and 9.00% farmer's annual income between below 50,000 incomes, 11.00% farmer's annual income above 2,00,000rs.
- Research shown that majority 45%, farmers had farming land between 4 to 6 acres 30% of farmers had farming land between 6 to 8 acres, 15% of farmers had farming land between 2 to 4 acres 10% of farmers had farming land between 8 to 10 acres.
- Agriculture seeds manufacturing company should focus on farmers having annual income between 50,001 to 1,00,000, 1,00,001 to 1,50,000 and above 2,00,000rs.
- Agriculture seeds manufacturing company should focus on farmers having farming land between 4 to 6 acres and farmers having farming land between 6 to 8 acres.
- Agriculture seeds manufacturing company should focus on quality of agriculture seeds, price of

agriculture seeds and availability of seeds to retailer.

- Agriculture seeds manufacturing company should focus on seed leads to lower seed rate, higher crop emergence (>70%), reduced replanting, more uniform plant stands, and more vigorous early crop growth. Vigorous growth in early stages reduces weed problems and increases crop resistance to insect pests and diseases.
- Agriculture seeds manufacturing company should focus on climate change, pest resistance, herbicide tolerance, higher costs to R&D, and supply chain disruptions.

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