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**YS Dhruw**

Ph. D. Scholar, Department of  
Agricultural Extension, IGKV,  
Raipur, Chhattisgarh, India

**HK Awasthi**

Professor, Department of  
Agricultural Extension, IGKV,  
Raipur, Chhattisgarh, India

**Govind Prasad**

Ph. D. Scholar, Department of  
Agricultural Extension, IGKV,  
Raipur, Chhattisgarh, India

## Psychological attributes of turmeric growers about turmeric production technology

YS Dhruw, HK Awasthi and Govind Prasad

**Abstract**

The study was conducted during the years in 2015-16 and 2016-17 to know the psychological attributes of beneficiaries and non-beneficiaries farmers about turmeric production technology. A sample of 320 farmers (160 beneficiaries and 160 non-beneficiaries) was selected randomly. The special designed schedule was used for collection of data. The qualitative data were quantified using suitable statistical tools. The findings reveal that majority of the respondents (72.81%) had medium level of scientific orientation. Majority of the respondents (80.31%) had medium level of risk orientation. More than half of the respondents (52.19%) had medium cosmopolitaness. I was found that majority of the respondents (63.75%) had medium level of achievement motivation. It was also found that majority of the respondents (75.00%) had medium level of economic motivation.

**Keywords:** psychological, attributes, turmeric growers and production technology

**Introduction**

India is known as the "Land of Spices". At present India is the largest producer, consumer and exporter of spices in the world. A wide variety of spices are produced in the country. Among various spices grown, turmeric is the second largest spice with a share of 21 per cent followed by chilli (32 per cent) in the total spice production.

The rhizomes of turmeric are fleshy and possess a fragrant, peppery aroma, slightly bitter and musky flavor with warm spicy taste. Turmeric is an important constituent of curry powder and is utilized for unchanging flavour of food items. It is also used as a condiment in vegetables and prepared custard, because of its colour and mild flavour. It is used in pickles and other food stuff as a preservative. It is also used for dyeing wool, silk and cotton textile. As a medicine turmeric has been used in Ayurvedic system of medicine in India. It is claimed to be a stomachic tonic, blood purifier, antiseptic, antacid and carminative.

Turmeric is one of the important cash crops in India. India is the larger producer and exporter of turmeric in the world. Turmeric occupies about 6 per cent of the total area under spices and condiment products in India. In the year 2012-13, turmeric cultivation was 194 thousand ha with the production of 971 thousand tonnes. It reached to 233 thousand ha with the production of 1190 thousand tonnes in the year 2014-15 (Anonymous, 2015)<sup>[2]</sup>.

Chhattisgarh is also one of the important states of turmeric cultivation. In the Chhattisgarh state cultivated area of turmeric is about 11.021 thousands ha with production of 113.34 thousand tonnes (Anonymous, 2014)<sup>[1]</sup>. Looking to the sizeable area of turmeric in Chhattisgarh state is the present investigation was carried out during the year 2015-16 and 2016-17 with following objectives.

**Materials and Methods**

The present study was conducted during the years 2015-16 and 2016-17 in Chhattisgarh plains. The state comprises 27 districts, out of which 5 districts were selected purposively on the basis of maximum area and maximum number of turmeric growers. From each selected districts, 2 blocks were selected purposively for the study on the basis of maximum area and maximum number of turmeric growers. From each selected block, 4 villages were selected purposively on the basis of maximum area and maximum number of turmeric growers. From each selected villages, 4 beneficiaries and 4 non-beneficiaries were selected randomly for the comparison between both groups. In this way total 320 farmers were considered as respondents for the study. Data were collected by the personal interview method using structured schedule. The *ex-post-facto* research design was used for the study. Appropriate statistical tools used for analysis and interpretation of data.

**Correspondence****YS Dhruw**

Ph. D. Scholar, Department of  
Agricultural Extension, IGKV,  
Raipur, Chhattisgarh, India

## Results and Discussion

The data which highlight the psychological characteristics of the turmeric growers regarding turmeric production technology.

### Psychological characteristics of the respondents

#### Scientific orientation:

The data presented in Table 1 reveals that out of the total, 72.81 per cent of the respondents had medium level of scientific orientation, followed by 19.69 per cent had low and 7.50 per cent had high level of scientific orientation.

**Table 1:** Distribution of the respondents according to their scientific orientation

S. No.	Category	Respondents					
		Beneficiaries		Non-beneficiaries		Total	
		F	%	F	%	F	%
1	Low level	36	22.50	27	16.87	63	19.69
2	Medium level	111	69.38	122	76.25	233	72.81
3	High level	13	8.12	11	6.88	24	7.50
	Total	160	100	160	100	320	100

F – Frequency, % - percentage

In case of beneficiaries, 69.38 per cent of the respondents had medium level of scientific orientation, while 22.50 per cent had low and 8.12 per cent had high level of scientific orientation.

Similarly, in case of non-beneficiaries, 76.25 per cent of the respondents had medium level of scientific orientation, followed by 16.87 per cent had low and 6.88 per cent had high level of scientific orientation.

**Table 3:** Distribution of the respondents according to their Cosmo politeness

S. No.	Cosmo politeness	Respondents					
		Beneficiaries		Non-beneficiaries		Total	
		F	%	F	%	F	%
1	Once in a month	46	28.75	41	25.62	87	27.19
2	Once in a week	84	52.50	83	51.88	167	52.19
3	Twice or more in a week	30	18.75	36	22.50	66	20.62
	Total	160	100	160	100	320	100

F – Frequency, % - percentage

In case of beneficiaries, 52.50 per cent of the respondents had medium Cosmo politeness, whereas 28.75 per cent respondents had low and 18.75 per cent respondents had high Cosmo politeness.

Similarly, in case of non-beneficiaries, 51.88 per cent of the respondents had medium Cosmo politeness, while 25.62 per cent of them low and 22.50 per cent respondents had high Cosmo politeness.

It can be concluded that the majority of the respondents of both groups had low to medium level of Cosmo politeness.

#### Achievement motivation

The data presented in Table 4 indicates that out of the total, 63.75 per cent of the respondents had medium level of achievement motivation, followed by 25.00 per cent had low and 11.25 per cent had high level of achievement motivation.

In case of beneficiaries, 63.12 per cent of the respondents had medium level of achievement motivation, whereas 26.25 per cent had low and 10.63 per cent had high level of achievement motivation.

### Risk orientation

The data presented in Table 2 shows that out of the total, 80.31 per cent of the respondents had medium level of risk orientation, followed by 11.56 per cent had low and 8.13 per cent had high level of risk orientation.

**Table 2:** Distribution of the respondents according to their risk orientation

S. No.	Category	Respondents					
		Beneficiaries		Non-beneficiaries		Total	
		F	%	F	%	F	%
1	Low level	28	17.50	9	5.62	37	11.56
2	Medium level	126	78.75	131	81.88	257	80.31
3	High level	6	3.75	20	12.50	26	8.13
	Total	160	100	160	100.00	320	100

F – Frequency, % - percentage

In case of beneficiaries, 78.75 per cent of the respondents had medium level of risk orientation, while 17.50 per cent had low and 3.75 per cent had high level of risk orientation.

Similarly, in case of non-beneficiaries, 81.88 per cent of the respondents had medium level of risk orientation, followed by 12.50 per cent had high and 5.62 per cent had low level of risk orientation.

It can be concluded that the majority of the beneficiaries and non-beneficiaries respondents had preferred to take medium level of risk.

#### Cosmo politeness

The data presented in Table 3 reveals that out of the total, 52.19 per cent had medium Cosmo politeness, followed by 27.19 per cent respondents had low and 20.62 per cent respondents had high Cosmo politeness.

**Table 4:** Distribution of the respondents according to their achievement motivation.

S. No.	Category	Respondents					
		Beneficiaries		Non-beneficiaries		Total	
		F	%	F	%	F	%
1	Low level	42	26.25	38	23.75	80	25.00
2	Medium level	101	63.12	103	64.37	204	63.75
3	High level	17	10.63	19	11.88	36	11.25
	Total	160	100	160	100	320	100

F – Frequency, % - percentage

Similarly, in case of non-beneficiaries, 64.37 per cent of the respondents had medium level of achievement motivation, followed by 23.75 per cent had low and 11.88 per cent had high level of achievement motivation.

It can be concluded that the majority of the beneficiaries and non-beneficiaries respondents had medium level of achievement motivation.

### Economic motivation

The data presented in Table 5 were subjected to percentage distribution of the respondents according to their economic motivation. The data indicates that out of the total, majority of the respondents (75.00%) had medium level of economic motivation, followed by 20.62 per cent had low and 4.38 per cent had high level of economic motivation.

**Table 5:** Distribution of the respondents according to their economic motivation

S. No.	Category	Respondents					
		Beneficiaries		Non-beneficiaries		Total	
		F	%	F	%	F	%
1	Low level	32	20.00	34	21.25	66	20.62
2	Medium level	121	75.62	119	74.37	240	75.00
3	High level	7	4.38	7	4.38	14	4.38
	Total	160	100	160	100	320	100

F – Frequency, % - percentage

In case of beneficiaries, majority of the respondents (75.62%) had medium level of economic motivation, while 20.00 per cent had low and 4.38 per cent had high level of economic motivation.

Similarly, in case of non-beneficiaries, majority of the respondents (74.37%) had medium level of economic motivation, followed by 21.25 per cent had low and 4.38 per cent had high level of economic motivation.

It can be comprehended from the above results that the majority of the respondents had medium economic motivation in case of both beneficiaries and non-beneficiaries respondents.

### Conclusion

From the findings of the study, it can be concluded that, majority of the respondents had medium level of scientific orientation, medium level of risk orientation, medium cosmopolitaness, medium level of achievement motivation and medium level of economic motivation regarding turmeric production technology.

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