

Farmers' Perception towards Certified and Farm Produce Seeds of Cereals

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ABSTRACT

The study entitled "Farmers' Perception towards Certified and Farm Produce Seeds of Major Cereals in Jammu" was conducted in Jammu Region for analyzing farmers perception towards certified and farm produce seeds of major cereals on the basis of primary as well as secondary data. Two blocks from Jammu district were taken for the proposed study on the basis of highest area under proposed crops. The list of farmers of selected blocks was prepared with the help of concerned Sarpanch of the sample area. Two villages were selected randomly from each block. Twenty (20) farmers were selected randomly for the study from each village. Therefore total sample size was 80 farmers.

Keywords: perception, farm produce, certified seeds, blocks

Seed is considered to be the most essential component for productive agriculture. India has made a remarkable development in agriculture since from last four decades; the seed sector role has been substantial. The extension of seed industry has transpire in equidistant with the growth in agriculture productivity. Considering the certainty that the basic growth to crop with increasing demand to greater extent on the rate of development and control of innovative technologies, the seed would recommence to be the key element for decades to come. The organized seed industry of India is only forty years old, still its growth and development has been exceptional India is one of the very few countries of the world where seed sector is enough already considerable advanced. The private seed industry is no more restricted only on production and marketing of seed but also well acquired technological potential to fulfill the different requirements.

Indian seed industry has witnessed amazing growth in recent times. Conducive policy adaptation and government support has fuelled the transformation of this industry recent times. Many regional and multinational players have occupy the strong position and today private sector is has an intense presence. Private sector has played a dominant role in shaping India's seed sector. Investment and technical skilled gather from various different parts of the globe has made this fete possible.

Farmers' perceptions are significant in influencing their seed variety preference and use. Their perception shapes their actions in terms of seed variety choice which, in turn, effects on-farm conservation and crop varietal diversity. For instance, if they view local varieties as better adapted to the local (and harsh) environment (pests, diseases, erratic rainfall, etc.), they will keep on using traditional varieties to the extent that adaptability is their concern. If

they appreciate the role of traditional varieties to their livelihoods (e.g. stabilizing incomes), they will maintain these varieties to the extent they value steady income. Thus, to assimilate their information in upcoming on-farm management policy, there is a need to understand their views and perceptions. If the perception patterns across farmers can be established, they can be used in the devising of on-farm preservation policy suitable to farmers contextually (Bellon and Risopoulos, 2001; Prakash and Singh, 2016; Sidhu, 1996; Singh *et al.* 1998).

MATERIALS AND METHODS

Both primary as well as secondary data methods were used for collection of data from the sample area. The Jammu district was selected purposively as the district has highest area under wheat and paddy crop and has adopted a random sampling technique to conduct the survey among the farmers. The data has been collected through the survey using questionnaires as the measurement tool. Two blocks from Jammu district were taken for the proposed study on the basis of highest area under proposed crops. The list of farmers of selected blocks was prepared with the help of concerned Sarpanch of the sample area. Two villages were selected randomly from each block from which twenty farmers were selected randomly. The results were analysed using percentage method.

$$\text{Percentage} = \frac{x}{y} \times \frac{100}{1}$$

Where x = number of respondents reacted; y = total number of respondents.

RESULTS AND DISCUSSION

Type of wheat seeds preferred by the farmers

As the main objective of the study was to study the perception of farmer towards farm produce and certified seeds. Therefore, farmers of both wheat and paddy crops were taken. Table 1 represents type of wheat seeds preferred by the farmers. Out of 80 respondents, the 62 respondents (i.e. 77.50 per cent) said that they preferred farm produce seeds, followed by 18 respondents (i.e. 22.50 per cent) who said that they preferred certified seeds.

Table 1: Type of wheat seeds preferred by the farmers

Type	No. of respondents	Percentage
Farm produce	62	77.50
Certified	18	22.50
Total	80	100

Type of paddy seeds preferred by the farmers

The type of paddy seeds preferred by the farmers is depicted in Table 2. Out of 80 respondents, the 73 respondents (i.e. 91.25 per cent) said that they preferred farm produce seeds, followed by 7 respondents (i.e. 8.75 per cent) who said that they preferred certified seeds.

Table 2: Type of paddy seeds preferred by the farmers

Type	No. of respondents	Percentage
Farm produce	73	91.25
Certified	7	8.75
Total	80	100

Reasons for the preference of certified seeds of wheat

It was also important to find out the various reasons for the preferring a particular type of seed. The reasons for the preference of certified seeds of wheat are depicted in Table 3.

Table 3: Reasons for the preference of certified seeds of wheat

Reasons	No of respondents	Percentage
Availability	22	27.50
Productivity	26	32.50
Price	11	13.75
Brand	9	11.25
Pest and disease resistance	12	15.00
Total	80	100

Out of 80 respondents, the 22 respondents (27.50 per cent) said that the major reason for the preference of certified seeds of wheat was availability, followed by 26 respondents (32.50 per cent) who said that the

major reason for the preference of certified seeds of wheat was productivity, followed by 11 respondents (13.75 per cent) who said that the major reason for the preference of certified seeds of wheat was price, followed by 9 respondents (11.25 per cent) who said that the major reason for the preference of certified seeds of wheat was brand, followed by 12 respondents (15.00 per cent) which revealed that the major reason for the preference of certified seeds of wheat was pest and disease resistance.

Reasons for the preference of certified seeds of paddy

The reasons for the preference of certified seeds of paddy are presented in Table 4. Out of 80 respondents, the 19 respondents (23.75 per cent) said that the major reason for the preference of certified seeds of paddy was availability, followed by 33 respondents (41.25 per cent) who revealed that the major reason for the preference of certified seeds of paddy was productivity, followed by 7 respondents (8.75 per cent) who said that the major reason for the preference of certified seeds of paddy was price, followed by 3 respondents (3.75 per cent) who said that the major reason for the preference of certified seeds of paddy was brand, followed by 18 respondents (22.50 per cent) which submitted said that the major reason for the preference of certified seeds of paddy was pest and disease resistance.

Table 4: Reasons for the preference of certified seeds of paddy

Reasons	No of respondents	Percentage
Availability	19	23.75
Productivity	33	41.25
Price	7	8.75
Brand	3	3.75
Pest and disease resistance	18	22.50
Total	80	100

Reasons for the preference of farm produce seeds of wheat

The reasons for the preference of farm produce seeds of wheat are presented in Table 5. Out of 80 respondents, the 30 respondents (37.50 per cent)

said that the major reason for the preference of farm produce seeds of wheat was availability, followed by 12 respondents (15.00 per cent) who revealed that the major reason for the preference of farm produce seeds of wheat was productivity, followed by 31 respondents (38.75 per cent) who said that the major reason for the preference farm produce seeds of wheat was price, followed by 7 respondents (8.75 per cent) that revealed that the major reason for the preference of farm produce seeds of wheat is pest and disease resistance.

Table 5: Reasons for the preference of farm produce seeds of wheat

Reasons	No of respondents	Percentage
Availability	30	37.50
Productivity	12	15.00
Price	31	38.75
Pest and disease resistance	7	8.75
Total	80	100

Reasons for the preference of farm produce seeds of paddy

The preference of farm produce seeds of wheat is presented in Table 6.

Table 6: Reasons for the preference of farm produce seeds of paddy

Reasons	No of respondents	Percentage
Availability	39	48.75
Productivity	8	10.00
Price	22	27.00
Pest and disease resistance	11	13.75
Total	80	100

Out of 80 respondents, the 39 respondents (48.75 per cent) revealed that the major reason for the preference of farm produce seeds of paddy was availability, followed by 8 respondents (i.e. 10.00 per cent) who said that the major reason for the preference of farm produce seeds of paddy was productivity, followed by 22 respondents (27.00 per cent) who said that the major reason for the preference farm produce seeds of paddy was price, followed by 11 respondents (13.75 per cent) that revealed that the major reason

for the preference of farm produce seeds of wheat was pest and disease resistance.

CONCLUSION

It can be concluded that the farmers perceived farm produce seeds as compared to certified seeds.

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