ISSN (Online) : 2455 - 3662
SJIF Impact Factor :4.924

EPRA International Journal of

Multidisciplinary Research

Monthly Peer Reviewed & Indexed
International Online Journal

Volume: 4 Issue:7 July 2018

Published By :
EPRA Journals

Volume: 4 | Issue: 7 | July 2018 SJIF Impact Factor: 4.924 ISSN (Online): 2455-3662

EPRA International Journal of
Multidisciplinary Research (IJMR)

A STUDY ON KNOWLEDGE LEVEL OF COLEUS PLANT GROWERS

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ABSTRACT

The present investigation was conducted in Thiruvannamalai district of Tamil Nadu state to study the knowledge level of coleus plant growers.120 respondents were selected randomly by proportionate random sampling method from selected villages and they were interviewed personally to collect the data with the help of structured interview schedule. The collected data were processed and statistically analyzed. The study revealed that majority of the respondents had medium level of knowledge (55.00 per cent). The independent variables namely educational status, experience in medicinal plant cultivation, extension agency contact, scientific orientation, risk orientation and credit orientation were positively significance with the level of knowledge of recommended medicinal plant growers.

KEY WORDS: *Knowledge, Relationship, Coleus plant Growers.*

INTRODUCTION

India has been considered a treasure house of valuable medicinal and aromatic plant species. It has a rich and unique collection of flora with an estimated 45,000 plant species spread over many different geographical and climatic zones. Many of these species have been used in the traditional medicine systems of Ayurveda, Unani and others (Pal and Jain 1998). Coleus forskohlii is an important indigenous medicinal plant in India. It has been used in traditional Ayurvedic medicine for curing various disorders and this is the only source of the diterpenoid forskolin. Forskolin is used for the treatment of eczema, asthma, psoriasis, cardiovascular disorders and hypertension, where decreased intracellular cAMP level is believed to be a major factor in the development of the disease process. Hence this study was taken up with the following objectives.

1. To study the knowledge of Coleus plant growers.
2. To study the relationship of Relationship of characteristics of respondents with their knowledge.

METHODOLOGY

In Thiruvannamalai district, Chengam taluk was selected for the study, as it has the maximum area under Coleus cultivation compared to other taluks. In this taluk, three blocks namely Chengam, Thandarampattu and Pudupalayam were selected based on maximum area criteria.120 respondents were selected by proportionate random sampling method from selected villages and they were interviewed personally to collect the data with the help of structured interview schedule. The collected data were processed and statistically analyzed.

RESULT AND DISCUSSION

Table 1-Distribution of respondents according to their knowledge level on Coleus cultivation practices

(n=120)

S.No	Category	Number of respondents	Per cent
1.	Low	25	20.84
2.	Medium	61	50.83
3.	High	34	28.33
	Total	**120**	**100.00**

According to Table 1 it could be noticed that more than half the proportion (50.83 per cent) of the respondents had medium level of knowledge about coleus cultivation practices followed by high (28.33 per cent) and low (20.84 per cent) levels. Majority of the farmers had medium to high level of knowledge on coleus cultivation practices. This crop also has more popular among the farmers due to its medicinal value. This may be the probable reason for such a medium to high level of knowledge of the respondents on coleus crop. This finding derives support from the findings of Bharathideepa (2003) and Mary (2004).

Table 2-Practice wise knowledge on recommended technologies in Coleus cultivation

(n=120)

S.No	Technologies	Number of respondents	Per cent
1	Planting season	94	78.33
2	Varieties	87	72.50
3	Propagation method	97	75.83
4	Method of planting	97	75.83
5	Spacing	94	78.33
6	Irrigation	92	76.66
7	Weeding	68	56.66
8	Farm yard manure application	79	65.83
9	Fertilizer application	95	79.17
10	Plant protection measures	74	61.66
11	Harvesting	92	76.66

It could be observed from the table 2 that 78.33 per cent of the respondents possessed knowledge about planting season and spacing followed by 76.66 per cent of the respondents about irrigation and harvesting. It was also observed that majority of respondents possessed knowledge on method of propagation (75.83 per cent), method of planting (75.83 per cent) and 72.50 per cent of the respondents had knowledge on varieties. Also, the respondents had knowledge on fertilizer application (67.50 per cent), farm yard manure application (65.83 per cent) and plant protection measures (61.66 per cent).Knowledge on weeding was possessed by 56.66 per cent of the respondents. This might be due to lack of awareness

about weeding practices. This finding derives support from the findings of Kalimuthu (2006) and Muthukumar (2012).

Table 3. Relationship of characteristics of respondents with their knowledge on medicinal plant cultivation practices.

(n=120)

S.No.	Variables	'r' value	Regression Co-efficient	Standard error	't' value
X1	Age	0.101NS	1.214	0.867	1.400NS
X2	Educational status	0.269**	0.945	0.435	2.172*
X3	Occupational status	0.078NS	0.472	0.398	1.185NS
X4	Annual income	0.045NS	0.246	0.198	1.242NS
X5	Farm size	-0.109NS	1.176	0.900	1.306NS
X6	Area under medicinal plant cultivation	0.121NS	0.746	0.625	1.193NS
X7	Experience in medicinal plant cultivation	0.199*	2.426	1.498	1.676*
X8	Social participation	-0.125NS	0.258	0.221	1.167NS
X9	Extension agency contact	0.205*	0.968	0.560	1.712*
X10	Scientific orientation	0.241*	1.598	0.745	2.144*
X11	Risk orientation	0.195*	2.446	1.378	1.775*
X12	Credit orientation	0.272**	0.998	0.427	2.337**
X13	Post-harvest facilities	0.113NS	0.375	0.299	1.254NS
X14	Market perception	0.091NS	0.698	0.525	1.329NS

R^2= 0.547 a= 14.566 F=6.786**

*- Significant at 5% level **- Significant at 1% level NS- Non-significant

It could be observed from Table 3 that out of the fourteen variables studied, experience in medicinal plant cultivation, extension agency contact, scientific orientation and risk orientation showed positive and significant relationship at five per cent level of probability whereas, educational status and credit orientation showed positive and significant relationship at one per cent level of probability with the knowledge level of medicinal plant growers. All other variables were found to be non-significant.

CONCLUISON

Majority of the respondents possessed knowledge about planting season (78.33 per cent), spacing (78.33 per cent), irrigation and harvesting (76.66 per cent), propagation method (75.83 per cent), method of planting (75.83 per cent), varieties (72.50 per cent), fertilizer application (67.50 per cent), farm yard manure application (65.83 per cent) and plant protection measures (61.66 per cent). Knowledge on weeding was possessed by 56.66 per cent of the respondents.Out of the fourteen variable studied, educational status, experience in medicinal plant cultivation, extension agency contact, scientific orientation and risk orientation showed positive and significant relationship at five per cent level of probability whereas, educational status and credit orientation showed positive and significant relationship at one per cent level of probability with the knowledge level of coleus plant growers. All other variables were found to be non-significant.

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