

**RESEARCH NOTE**

**PERSONAL AND SITUATIONAL FACTORS ASSOCIATED WITH  
ACCEPTANCE OF RECOMMENDED FARM PRACTICES  
AMONG SUGARCANE GROWERS**

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This study investigated various aspects in the life situation of farm operators assumed to be influential in the adoption of recommended farm practices. Chisquare analysis revealed that a general predisposition to adopt recommended farm practices was significantly related to education, cane growing experience, age, and operational holdings.

**INTRODUCTION**

Agriculture sector is the mainstay of Pakistan's economy accounting for about 25.6% of the gross domestic product (GDP). It employs 51.15% of the labour force and earns 70% of the country's foreign exchange.

Sugarcane is one of the cash crops of the growers and a major raw material input for the domestic sugar processing industry. The area under sugarcane during 1990-91 was 884 thousand hectares with the production of 35.99 million tonnes.

There are 48 sugar mills in Pakistan, of which 23 are situated in Punjab, 20 in Sindh, and 5 in NWFP. Thus, Punjab occupies an important position in cane growing provinces of Pakistan. Punjab grows sugarcane on about 0.5 million hectares with cane production of about 19 million tonnes. Consequently, it shares 58.64% area and 52.64% production of cane in Pakistan. Pakistan ranks fifth in respect of cane acreage, whereas its position with respect to average yield is eighteenth among the cane growing countries.

There may be so many reasons for low production but non-adoption of agricultural

innovations due to personal and situational factors seems to be of prime importance. The present study was, therefore, planned to determine the role of these factors in the adoption of recommended farm practices by sugarcane growers.

**METHODOLOGY**

The study was conducted in Hussain Sugar Mills area, tehsil Jaranwala, district Faisalabad. Five villages (112/GB, 240/GB, 644/GB, 653/GB and 654/GB) were randomly selected. Further, from each village, 20 cane growers were selected randomly. The total number of respondents was restricted to one hundred only. The data were collected through a well-designed and pretested interviewing schedule.

**1. Personal and situational factors:** Age, education, operational land holdings, social status and cane growing experience.

**2. Farm practices:** Varieties, seed treatment, seed rate, doses of chemical fertilizer, irrigation applied and farm implements.

## RESULTS AND DISCUSSION

A highly significant association was found between the education of the farmers and adoption of recommended implements. A significant association was observed between the cane growing experience and adoption of recommended varieties of sugarcane.

A highly significant association was found between the age of the farmers and adoption of the recommended seed rate of the most recent varieties of sugarcane. A significant association was revealed between the operational land holdings and adoption of the recommended seed rate of the most recent varieties of sugarcane. A significant

association was also observed between the cane growing experience and adoption of the recommended seed rate of the most recent varieties of sugarcane.

## REFERENCES

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