

Adoption and Relative Profitability of BARI Released Mustard Variety in Manikgonj District

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ABSTRACT

The study was conducted in three mustard-growing areas namely Singair, Manikgonj sadar and Ghior Upazilas of Manikgonj district to assess the extent of technology adoption, relative profitability, and farmers' attitude toward BARI Sarisha cultivation. In total 180 randomly selected farmers were interviewed from Manikgonj sadar, Singair and Ghior upazila of Manikgonj district during the period of February to April 2012. The study revealed that adoption level of technologies in terms of input use and agronomic practices was not encouraging as most farmers did not follow the recommendation made by BARI for mustard cultivation. Similarly, the variety adoption scenario was also discouraging since only 9.5% of the farmers cultivated BARI Sarisha. Adoption of new mustard varieties were mostly influenced by BARI scientists, DAE personnel and neighboring farmers. The yield of BARI Sarisha (1851 kg/ha) was significantly higher than that of local variety (1308 kg/ha), although it is much lower than its potential yields (2250 kg/ha). The production of BARI Sarisha was found profitable, since the net return and BCR were Tk. 45,972/ha and 2.1, respectively. The farmers, cultivated BARI Sarisha received 42% higher net profit than local variety. Farmers showed positive attitude towards mustard production, since nearly 27% of the adopters wanted to increase BARI Sarisha cultivation in next growing season. Although mustard was a profitable crop but due to some various setbacks many farmers showed negative attitude towards production of BARI Sarisha. They experienced different constraints to mustard production such as scarcity and high price of fertilizers, higher price of input and lack of scientific knowledge and training. Moreover, unavailability of BARI released mustard seed was also found to be a barrier to the adoption of improved mustard technologies in Manikgonj district.