



RESEARCH ARTICLE :

Constraints in adoption of SAWAJ brand bio fertilizers under field condition by the farmers of Surendranagar district in Gujarat state

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SUMMARY : A bio-fertilizer is a substance which contains living micro-organisms which, when applied to seeds, plant surfaces, or soil, colonize the *Rhizosphere* or the interior of the plant and promotes growth by increasing the supply or availability of primary nutrients to the host plant. Bio fertilizers are known to play a number of vital roles in soil fertility, crop productivity and production in agriculture as they are eco-friendly and cannot at any cost replace chemical fertilizers that are indispensable for getting maximum crop yields. Junagadh Agricultural University is engaged in production of bio-fertilizers and made it available to farming community since year 2005-06. In the year 2014-15, JAU sold *Azotobacter*, *Rhizobium* and PSM (each 500 ml bottles) to the farmer were 1981, 11698 and 1987, respectively. While in the year, 2015-16 it was 2857, 2520 and 4552 bottles, respectively. Whereas in the year 2016-17, total sell of *Azotobacter*, *Rhizobium* and PSM (each 500 ml bottles) was 2716, 2994 and 4520, respectively. It shows static adoption by farmers which need to be enhanced. Junagadh Agricultural University made available bio fertilizer in the brand name "SAWAJ bio fertilizer" to farming community since year 2005-06. Since then its production and selling increased manifold. Therefore, this study is undertaken for following objectives. To know the constraints faced by respondents in adoption of bio fertilizers. To seek suggestions to overcome the constraints. Present study was carried out in Surendranagar district. Surendranagar district has 10 talukas. Out of 10 talukas, 5 talukas were randomly selected. Then from each taluka, 20 respondents who are using SAWAJ brand bio fertilizers were selected for study purpose. Thus total 100 respondents were selected from five talukas who have used SAWAJ brand bio-fertilizers. For study purpose, an interview schedule was prepared and data collected through the structured interview schedule. For analysis and interpretation of data, appropriate statistical methods and measures used. Findings of this study shows that in case of constraints faced by respondents, unavailability of SAWAJ brand bio fertilizer at taluka level and lack of moisture in soil at the time of application in standing crop were the most important constraints. Most of the respondents (53%) suggested that SAWAJ brand bio fertilizers should be made locally available and Govt. should provide subsidy on SAWAJ brand bio fertilizers (52%).

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