

COTTON EXTENSION IN PEPSU A CASE STUDY, 1955.

1. The Study

The introduction of medium staple American cotton and propagation of certain improved methods of cultivation in the cotton growing areas of PEPSU brought about significant changes in the agricultural economy of the area. In view of these large scale changes, a sample survey was undertaken to study the character, extent, reasons and the effects of these changes.

2. Objectives

- i) To examine the changes in the Crop-pattern, increase in the area of cotton over the past three years , changes in the relative proportions of the American and Deshi cotton, extent of acceptance of facilities given by the extension staff and the extent of adoption of American varieties and various cultural practices;
- ii) To study the effect of size of holding on the acceptance of certain practices.
- iii) To study the cost structures of various inputs (e.g. labour, irrigation etc.) of cotton production.
- iv) To study the factors, if any, which motivated the cultivator to adopt one practice in preference to the others.

3. Sample Size/Criteria for Selection of Sample

The survey was conducted in four blocks viz. Bhadson Pilot Extension Project, Payal Block of the Dhure Community Project excluding villages of Malerkotla tehsil included in the Payal Block, part of Sangrur tehsil, and Amloh sub-tehsil. The first two, areas were selected to study the impact of intensive development while Sangrur & Amloh sub-tehsils were 'Control Areas, where no such special efforts were made to popularise the new practices.

The selection of sampling units was done in two stages. In the first stage, villages and in the second stage, cultivator families growing cotton were selected.

10 villages each were selected in Bhadson and Payal Blocks and 5 each in Sangrur and Amloh. From each of these 30 villages, six cotton growing cultivators were selected at random making a total sample of 180 families of which 60 families each were selected in Payal Block, Bhadson and control (30 in Amloh and 30 in Sangrur).

4. **Reference Period**

The survey was conducted during December, 1953 to February, 1954 and the information collected related to cotton crops of the 1953-54 agricultural season.

5. **Main findings**

1. Acceptance of American cotton had been quite wide-spread during the last three years. The area under cotton as a whole increased substantially and also partly replaced some other competitive crops. But much of the extension of area under American cotton was at the expense of desi cotton. However, such increase in cotton area had also been observed in those blocks where no extension agency existed during the beginning of the 1953 season.

2. There was sufficient evidence that the acceptance of the American cotton was resulted mainly from the expectation of favourable prices it could fetch.

3. While advocating these American varieties, the extension agency was also able to propagate scientific methods of sowing with a large measure of success.

4. Extension staff was successful in persuading cultivators to use improved implements notably seed drills and plough hoeing.

5. With regard to use of better implements, it was observed that there was yet some prevalence of 'kera' **method** of sowing when seeds were sown in line. This method was considered inefficient for line sowing by the Extension Agency. As regards line sowing itself, it was observed that a considerable proportion of cultivators, particularly those cultivators who grew American cotton in smaller plots, still sow the American variety by broadcasting method of sowing.

6. In regard to the labour input, it was observed that higher amounts of labour input did not seem to bring corresponding yields.

7. The higher price which the medium staple varieties of American cotton were fetching was infact the most important consideration in the adoption of that variety.

6. **Major Suggestions**

The improved agricultural practice makes more intensive labour profitable and in many cases provides more work for animals as well. one finds more employment, more production and more earning with the adoption of better practices. This is a typical case of a development practice affecting the production structure and income levels of a rural community. Therefore, along **with other** necessary facilities, all efforts should be made to persuade the farmers more convincingly to adopt improved agricultural practices.