

STUDY ON KNOWLEDGE AND ADOPTION OF SERICULTURAL TECHNOLOGIES BY THE SILKWORM REARERS OF DISTRICT ANANTNAG

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ABSTRACT : Sericulture industry is of great economic importance to state as it gives occupation to large number of people. Jammu & Kashmir is the only state of the country which is at the same altitude in which leading Bivoltine sericulture countries of the world lie and is having climatic edge over the other states of the country in production of Bivoltine cocoon production as well as silk. Although optimum productivity is the essential pre-requisite of any enterprise be it industrial or agricultural. This is true of sericulture also which in Kashmir is characterized by low productivity and higher cost of production. In India's raw silk production contribution of Jammu & Kashmir state is very small, although Kashmir was at one time the premier producer of silk in the country yet with the passage of time there has been a decline in cocoon production. In Kashmir division sericulture is practiced in ten districts among which Anantnag Pulwama, Kupwara and Baramulla are famous for cocoon production yet Anantnag district is considered to be famous and traditional district of sericulture with the well organized base and emotional attachment of the people with sericulture where 121 villages are even now involved in sericulture having more than 1399 sericulture families producing 56622 kgs of cocoons from 1304 ozs of silkworm eggs (DFLs) and earning Rs. 1,35,72,951.00. Dissemination of technology is considered more vital than the development of technology itself. The partial adoption of new technologies leads to loss of interest and confidence of the farmers towards new developments. personal, economic, communicational and psychological characteristics. In the present study, 120 sample respondents were selected from district Anantnag to study their knowledge and adoption of sericultural technologies. 55.16 and 35.83 percent of the respondents were having medium and low knowledge of the sericulture technologies respectively while as 50.00 and 47.5 percent of the respondents were having low and medium adoption of the technologies respectively. This is attributed to many reasons like less land holdings, sericulture being a subsidiary occupation, low exposure to various sources of information and medium level of scientific orientation. The various types of constraints faced by the respondents included production constraints, marketing constraints, economic constraints, social constraints and financial constraints. Need for green cocoon markets, trainings and rearing sheds, support from the department, availability of the leaf and insurance facilities and crop insurance and finance were the unanimous demands of the respondents.

Key words : Adoption, Anantnag, constraints, knowledge, respondents, sericulture.

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INTRODUCTION

The prospective changes in the economic environment of any country are largely brought about by the product related services and diversified agriculture. Nowadays, a lot of emphasis is given to the diversification of agriculture so that a farmer can utilize his resources more efficiently. Sericulture is one such activity where farmer can utilize even his wasteland for mulberry cultivation and silkworm rearing to generate additional income by

producing silk. Sericulture, being a rural based agro-industry is suited for improving the socio-economic conditions of the rural farmers especially poor and marginal ones. Sericulture provides employment opportunities in its every phase especially in mulberry cultivation, silkworm rearing, silk reeling, weaving and marketing.

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