Determinants of Adoption of Swarna (MTU-7029) Rice Variety in Godavari Zone of Andhra Pradesh

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ABSTRACT

Swarna (MTU-7029) rice variety alone occupies 51.65 % of the area in *kharif* season and grown in 1.85 lakh ha of total area under rice cultivation in Godavari zone of Andhra Pradesh. Determinants of adoption of Swarna (MTU-7029) rice variety was analysed by using binary logistic regression analysis. Multi stage sampling technique was employed to select 160 respondents and a well-structured questionnaire was used for data collection. The results of binary logistic regression model revealed that farmers' education, labour availability, average annual farm income and yield were positive and significant at 1% level of significance, whereas, access to information was positively significant at 5% level. The seed cost was negatively significant at 1% level of significance. On the contrary, farm size and distance to market for transportation were non-significant.

Keywords: *Adoption, Determinants, Godavari zone and Logit.*