Relationship of Profile Charecteristics of Blackgram Growers With Their Level of Knowledge

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ABSTRACT

The present study was conducted in Guntur district of Andhra Pradesh during 2015-16 "A Study on the Knowledge and Extent of Adoption of the Farmers on Recommended Rice Fallow Blackgram Production Technology in Guntur District of Andhra Pradesh". A total of 120 respondents constituted the sample of the present study. The findings revealed that majotity (65.00%) of the blackgram growers had medium knowledge level followed by those with high (19.16%) and low (15.83%) about recommended rice fallow blackgram production technology. The level of knowledge of rice fallow blackgram farmers was positively and significantly influenced by the profile charecterstics like Extension contact, Social participation, mass media exposure, economic motivation, innovativeness, scientific orientation, Risk orientation, market orientation and annual income. Social participation, economic motivation, scientific orientation and market orientation were significant with level of knowledge in multiple linear regression analysis.

Keywords: *knowledge, rice fallow blackgram.*