# Adoption level and constraints of direct sown rice farmers in Guntur district of Andhra pradesh

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**ABSTRACT**

The present study was conducted in Guntur district of Andhra Pradesh during 2014-15 to study the level of adoption of recommended technology of direct sown rice cultivation. A total of 120 respondents constituted the sample of the present study. Majority of the farmers (48.33%) studied were found to be low level adopters. Farmers in the study area had fully adopted simple practices like optimum seeding depth (2-3 cm), sowing of DSR with 80-100 mm rainfall, drilling of seed, application of 12kg N at 40-45DAS and 60-65DAS, etc. Overly adopted practices include recommended seed rate, weed control with Oxadiargyl, Pendimethalin,  Bispyribac sodium and application of $ZnSO_4$. Partially adopted practices were use of plant protection chemicals. Cultivation of MTU1001 and MTU1010 varieties, spray of $ZnSO_4$ and $FeSO_4$, use of liquid biofertilizers, weed control using Glyphosate, Cyahalofop P butyl, Phenoxoprop P ethyl, 2,4-D sodium salt, poison baiting for rodent control, pest management based on Economic Threshold Level, use of trichocards, use of pheromone traps, Neem Coated Urea were not adopted by most of the farmers. The constraints were grouped as irrigation, production, financial and marketing constraints under which late release of canal water, ineffectiveness of recommended herbicides for management of weeds, high labour costs and lack of remunerative minimum support price were the major constraints. The suggestions perceived by the farmers to overcome the constraints were giving good minimum support price by the government, timely provision of inputs on subsidized rates, development of fine varieties suitable for direct sowing and provision of sufficient godown facilities for storage of their produce.

**Keywords:** *Adoption, constraints, direct sown rice.*