

Knowledge of NFSM-Rice beneficiaries in Guntur District of Andhra Pradesh

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ABSTRACT

The present study was conducted in Guntur district of Andhra Pradesh with a sample size of 120 beneficiaries. It was found that majority of beneficiaries with medium knowledge (58.34%) followed by low (24.16%) and high (17.50%). Out of fourteen variables such as education, training received, socio-political participation, extension contact, mass media exposure, decision making, achievement motivation, market orientation, scientific orientation and innovativeness were significant at 1% level of probability, whereas age was significant at 5% level of probability. Risk orientation was negatively significant with knowledge. Land holding was non-significant with knowledge whereas farming experience was negatively non-significant with knowledge of beneficiaries about NFSM-Rice programme. The Multiple Linear Regression analysis indicated that all fourteen variables put together explained 86.80 per cent of variance especially education, farming experience, socio-political participation and risk orientation had significant relation with extent of knowledge.

Key words : *Knowledge, NFSM-Rice programme, Profile,*