

# **Extent of Adoption of FFS Farmers in Rice and its Relationship with Profile Characteristics**

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## **ABSTRACT**

The study revealed that majority of Farmers Field School (FFS) farmers were of medium adoption (57.50%) followed by high (29.17%) and low (13.33%) levels. The relationship between profile characteristics and extent of adoption of FFS farmers in rice cultivation was observed that the computed 'r' values of mass media exposure, extension participation, achievement motivation, scientific orientation, innovativeness, FFS training received were significant at 1% level of probability. Whereas age, education and farming experience were found non-significant. Farm size is negatively and non-significantly associated with adoption of FFS farmers on rice cultivation. The multiple linear regression revealed that all ten variables explained around 76.65 per cent of variation in the extent of adoption. The independent variables contributed significantly in explaining the variation of the dependent variable. The independent variables like achievement motivation, innovativeness and FFS training received were significantly related with the extent of adoption.

**Key words** : Adoption, Farmers Field School, Profile, Relationship, Rice