

Knowledge and Adoption of Rice Farmers on Integrated Nutrient Management Practices of Rice

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ABSTRACT

The study was conducted in West Godavari District of Andhra Pradesh during the year 2009-10 to know the level of knowledge and adoption of Integrated Nutrient Management (INM) practices by Rice farmers. Seventy per cent of the rice farmers possessed medium overall knowledge level whereas 22.5 and 7.50 per cent of them possessed high and low knowledge levels, respectively regarding recommended INM practices of rice. Similarly, sixty five percent of the rice farmers had medium adoption level of recommended INM practices followed by low (22.50%) and high (12.50%) adoption. Further it was also observed that personal socio-economic characteristics of rice farmers like exposure in training programmes, innovativeness, scientific orientation, mass media exposure, extension participation and extension contact exhibited positive and significant relationship with knowledge and adoption level of rice farmers on INM practices of rice.

Key words : Adoption, INM, Knowledge, Rice