

# **Adoption Level of Poly Culture Fish Practices in Southern Andhra Pradesh**

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## **ABSTRACT**

The present study was carried out during 2013-2014 in the purposively selected Krishna, Guntur and Prakasam districts of southern Andhra Pradesh focused on the factors influencing adoption of fish farmers towards poly culture fish practices. The findings revealed that majority (82.86%) of fish farmers belonged to medium to high adoption category. The adoption of fish farmers towards poly culture fish practices was positively and significantly influenced by the factors like education, occupation status, socio economic status, social participation, possession of fishing equipments, annual income, size of land holding, risk orientation, scientific orientation, innovative proneness, extension participation, extension agency contact, mass media participation, size of water body, distance of water body to the residence, extent of weed infestation and negatively by their age and economic performance. Economic performance, risk orientation, scientific orientation, innovative proneness and extension participation are significant with adoption level.

**Key words :** Adoption, Fish farmers, Poly culture fish practices.