

SWOT Analysis of Bt Cotton cultivation in Andhra Pradesh

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ABSTRACT

SWOT as an acronym which represents strengths, weaknesses, opportunities and threats of an organization, programme and project. SWOT analysis was applied to unearth the strengths, weaknesses, opportunities and threats of Bt cotton cultivation as perceived by the 180 respondents selected from Guntur, Adilabad and Kurnool districts of Andhra Pradesh. Higher yields, higher net income and reduction in total number of pesticide sprays were the major strengths of Bt cotton. Weaknesses include higher incidence of sucking pests, Bt cotton potential is low under rain fed condition and escalating labour cost. Opportunities in Bt cotton cultivation were Bt cotton cultivation facilitates for strengthening public and private partnership in agriculture, scope for the Bt cotton farmers to repay long pending debts and facilitates to improve the efficiency of insecticides due to dual protection of Bt and insecticides. Frequent droughts, International policies and market fluctuations and environmentalists protects against Bt cotton were the threats as perceived by the respondents.

Key words : Bt cotton, SWOT, RBQ.