

Adoption Dynamics of Improved Sugarcane Cultivation in Chittoor District of Andhra Pradesh

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ABSTRACT

Adoption of the improved technology is the ultimate aim of the social scientists for enhancing the production and income of the farming system. This study was conducted in Chittoor district of Andhra Pradesh in 2014 with the sample size of 120 respondents. The ex-post facto research design was used for the study. The findings revealed that around 56.67 per cent of the respondents were medium category adopters of ISCP (Improved sugarcane cultivation practices). The study revealed that majority of the sugarcane growers had poor adoption level about soil testing, seed treatment, bio-fertilizer application, intercropping and mechanization in sugarcane. Thus, the study suggests for immediate attention of the extension functionaries for convincing the sugarcane growers which would result in the higher adoption and increase their income.

Key words : Adoption; Improved technology; Sugarcane growers.