

Knowledge Level of Direct Sown Rice Farmers in Guntur district of Andhra Pradesh

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ABSTRACT

The present study was conducted in Guntur district of Andhra Pradesh during 2014-15 to study the level of knowledge of farmers about recommended technology of direct sown rice cultivation. A total of 120 respondents constituted the sample of the present study. The findings revealed that most of the respondents (35.83%) had medium knowledge level about recommended direct sown rice technology. Content analysis of knowledge statements showed that majority of the farmers have knowledge about practices like seed drilling, maturity of direct sown rice crop, recommended doses of weedicides, recommended chemicals for plant protection and suitable varieties for direct sown rice cultivation. The knowledge level of direct sown rice farmers was positively and significantly influenced by the factors like Age, Education, Experience, Training received, Source of information, Social participation, Extension contact, Innovativeness and Risk orientation. Age, Training received, Source of information, Extension contact and Innovativeness were significant with knowledge level in multiple regression.

Key words: *Direct sown rice, Knowledge.*