

Factors Influencing the Productivity of the Participant and Non Participant Farmers of Rice FFSs

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ABSTRACT

The present investigation was carried out in Nellore district of Andhra Pradesh state during 2014-15 to study the productivity and factors influencing the productivity of the participant and non participant farmers of rice FFS. A total of 150 respondents were selected for the study out of which 75 farmers were participant farmers of rice FFS and the other 75 were non participants. The results of the study revealed that 52.00 per cent of the participant farmers were having medium level of productivity, followed by equal (24.00%) percent of the farmers having low and high productivity levels. In case of non participant farmers 44.00 per cent were having medium level of productivity, followed by low (42.70%) and high (13.30%) levels. The profile characteristics viz., education, social participation, mass media exposure, extension contact, innovativeness, scientific orientation, achievement motivation and management orientation were found to be positively significant with the productivity of participant and non participants. Further, all the selected 12 independent variables put together explained about 77.60 per cent variation in the productivity of the participant farmers of rice FFSs and whereas in case of non participant farmers it was found 60.90 per cent.

Key words: *Integrated Crop Management, Farmer Field School, Productivity.*