

A study on correlation of profile and adoption behaviour of Rythu Seva Kendras in Andhra Pradesh

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ABSTRACT

Rythu Seva Kendras (RSKs) are established for the welfare of the farmers in every panchayat in the state of Andhra Pradesh to cater to the needs of the grass-roots level. The RSKs provide a wide range of services like e-crop booking, crop health monitoring, Polambadi (farmers field school programs), product procurement, financial assistance in inputs and field advisory. The present study highlights the correlates of the adoption behavior of RSK beneficiaries in the selected districts of Andhra Pradesh. Simple random sampling method was used, and a sample size of 240 was selected from the East Godavari, Nellore and Kurnool districts. An ex post facto research design was used for the purpose of the study. The findings specified that the variables viz., land holding, social participation, source of information, mass media exposure, market orientation, risk orientation, scientific orientation, economic orientation and innovativeness had a positive and significant relationship with the level of adoption of technologies disseminated by RSKs.

Keywords: *Adoption, Beneficiaries and Rythu Seva Kendra (RSK)*