

EXTENT OF KNOWLEDGE AND ADOPTION SELECTED CASHEW PRODUCTION TECHNOLOGY AMONG CASHEW GROWERS IN SRIKAKULAM DISTRICT OF ANDHRA PRADESH

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ABSTRACT

The study was conducted in Vanjrapukothuru block of Srikakulam district, Andhra Pradesh. Both purposive and random sampling procedure was followed for selection of the district, blocks, villages and the respondents. The total sample size of the study was 120. The response was obtained from each individual respondent in a structured interview. The study revealed that the majority (54.16%) Cashew growers were the medium knowledge level. Regarding adoption, the majority (50.83%) Cashew growers were below the medium adoption level. The independent variables namely Age, Education, Farm holding, Farm experience, Annual income, Scientific orientation, Mass media exposure, Market orientation, Risk orientation, extension contact was positive and significant relationship with knowledge and adoption level obtained from correlation study, Whereas Family size showed positive and non-significant with knowledge and adoption level of cashew growers at 1 percent level of significance.

KEYWORDS: *Knowledge, Adoption*

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