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KNOWLEDGE OF FARMERS TOWARDS IMPROVED CHILLI CULTIVATION PRACTICES IN GUNTUR DISTRICT OF ANDHRA PRADESH

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ABSTRACT

The study was conducted in Guntur District of Andhra Pradesh during the year 2022. The main purpose of this study is to measure the Knowledge of Chilli growers in Guntur District of Andhra Pradesh. A total 120 respondents were selected randomly from six villages under Amaravati block because most of the respondents were chilli growers. Descriptive research design was adopted for the study and data were collected by personal interview method by using pre structured interview schedule. The findings of the study revealed that age, farming occupation, family size, land holding, annual income, farming experience, mass media exposure, social participation, extension contact of the respondents were found under medium level; majority of the respondents were having low level of education. The findings also revealed that majority (55.83%) of chilli growers had medium level of knowledge on improved chilli cultivation practices, 10.00 per cent and 34.17 per cent of the chilli growers had low and high level of knowledge respectively. It was found that independent variables like age, family size, land holding, annual income, farming experience, mass media exposure, social participation, extension contacts were positively and significantly correlated with knowledge of chilli growers at 0.01 per cent of probability.

KEYWORDS: *Knowledge, Chilli Growers*