

KNOWLEDGE OF THE RESPONDENTS TOWARDS IMPROVED LITCHI PRODUCTION PRACTICES IN MUZAFFARPUR DISTRICT OF BIHAR

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ABSTRACT

The study was conducted in Muzaffarpur District of Bihar to measure the Knowledge of the respondents towards improved litchi production practices. A total number of 120 respondents were selected randomly from six villages under Musahari block which were selected purposively because productivity, production and area under litchi cultivation were found to be maximum. The data were collected by personnel interview method by using pre structured interview schedule and later appropriate statistical analysis was done to find out the meaningful results. The findings of the study revealed that majority of the respondents 60.00 per cent belonged to the middle- aged, 55.83 per cent had medium level of education and majority of the respondents' annual income was between 1 lakh – 2 lakh. The findings also revealed that 59.17 per cent had medium level of knowledge followed by 20.00 % and 20.83 % of the respondents with low and high levels of knowledge regarding improved litchi production practices. It was found that the independent variables i.e. age, education, annual income, land holding, mass media exposure, extension contact, were positively and significantly correlated with the Knowledge of litchi growers towards improved litchi production practices at 0.01 % of probability. Whereas the variable occupation and family size availed was negatively and non-significantly correlated with the knowledge of litchi growers towards improved litchi production practices at both 0.01 % & 0.05 % of probability respectively.

KEYWORDS: Knowledge Chi Production Practices

Article History

Received: 23 Apr 2022 | Revised: 25 Apr 2022 | Accepted: 27 Apr 2022
