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Farmers' Adoption Behaviour in Rice Technology: An Analysis of Adoption Behaviour of Farmers in Rice Technology under Different Farming Systems in Assam

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ABSTRACT The study to ascertain different adoption behaviour of farmers was conducted in Sonitpur district of Assam with 135 farmer respondents selected by using proportionate cum random sampling. The results indicated that majority of the respondents had medium level of adoption of improved rice cultivation practices under the selected three farming systems that is, Paddy+Vegetable+Dairy+Fishery (FS₁) (44.44%), Paddy+Vegetable+Dairy+Poultry (FS₂) (51.11%) and Paddy+Dairy+Fishery+Poultry (FS₃) (44.44%), respectively. The study further reveals that farmers were poor in adoption of recommendations of those relatively complex practices in nature such as seed treatment, application of manure and fertilizers and plant protection measures under different farming systems. Among the selected independent variables, extension contact, annual income, innovation proneness and positive attitude towards farm diversification of farmers had positively significant relationships with the extent of adoption of improved rice cultivation practices under different farming systems.