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## **RESEARCH ARTICLE:** STCR approach for optimizing yield and economics in sunflower

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ARTICLE CHRONICLE:SUMMARY : STCR approach for target yield is unique in indicating both soil test based fertilizer doseReceived :and the level of yield that can be achieved with good agronomic practices. A field experiment was11.07.2017;conducted to validate the STCR equation developed for sunflower crop of cuddapah soils of AndhraAccepted :Pradesh.It was observed that the highest yield of 22.23 q/ha was obtained in treatment  $T_3$  (Targeted25.08.2017yield of 22 q ha<sup>-1</sup> with chemical fertilizers+ VC 5 t ha<sup>-1</sup>) over farmers practice (13.71q/ha). Even the B:Cratio was more in  $T_3$  compared to farmers practice.

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<u>KEY WORDS:</u> Approach, Economic, Sunflower

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