



RESEARCH ARTICLE :

Effect of on-farm trials in popularization of rice variety NDLR-7 (Nandyal Sona) in Chittoor district of Andhra Pradesh

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ARTICLE CHRONICLE :

Received :

01.02.2020;

Revised:

24.09.2020;

Accepted :

12.10.2020

KEY WORDS :

Rice, BPH, Assessment, NDLR-7

SUMMARY : Rice crop is grown in 43934 ha in Chittoor district of Andhra Pradesh during *Kharif* and *Rabi*. The traditional medium slender grain cultivar BPT-5204 is most popularly grown variety during *Kharif* and occupies 30-40 per cent of area in the district, which is susceptible to BPH and blast resulting in low yields and low net returns. Hence, on farm trials were conducted during 2012-13, 2013-14 and 2014-15 with objective to assess the performance of new rice variety NDLR-7 which is medium slender short duration (130-135d) variety with tolerance to BPH and blast. During all the three years maximum number of BPH/sample was very low in NDLR-7 than BPT 5204 and maximum collections were recorded in November followed by October month. During all the years the variety recorded 6.1t/ha with average net returns of Rs.76,808/- per ha whereas BPT-5204 recorded 5.83t/ha with average net returns of Rs.68,542/ha. Because of its high yield, pest tolerance and good cooking quality it is widely accepted by farmers through horizontal spread of technology. Due to extension activities of KVK, Kalikiri area under NDLR-7 has been increased from 80ha in 2013-14 to 2000 ha in 2016-17 owing to its tolerance to BPH, fine grain and high market price and first choice of farmers, millers and traders.

How to cite this article : Ganesh Kumar, P., Prasanna Lakshmi, R. and Subramanyam, D. (2020). Effect of on-farm trials in popularization of rice variety NDLR-7 (Nandyal Sona) in Chittoor district of Andhra Pradesh. *Agric. Update*, 15(4): 315-318; DOI : 10.15740/HAS/AU/15.4/315-318. Copyright@ 2020: Hind Agri-Horticultural Society.

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