RESEARCH PAPER

Measuring perceptions of recommended technologies of sali rice by farmers of Assam

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Abstract : Rice (*Oryza sativa* L.) is the staple food for most of the Asian country including India. To achieve national food security, numerous technologies have already been developed to harness the potential yield of rice. But these technologies still awaits their full exploitation by the farmers due to differential perception of farmers towards those technologies. Farmers' perception towards the attributes of recommended technologies if studied can provide useful information and help in improving the adoption rate and speeding up the whole diffusion process. Therefore, the present study was conducted to determine the perception of the farmers towards attributes of recommended technologies of sali rice for adoption decisions. In the present study sali rice varieties recommended by Assam Agricultural University were studied in Jorhat district of Assam. Total 120 farmers' respondents were taken as a sample. Total five perceived attributes were studied. The study found that a majority of the respondents perceived the recommended practices like variety, seed selection, field preparation, compost application, transplanting age, depth of planting of seedlings and manual intercultural operations to be relatively advantageous. Recommended practices like seed treatment, line transplanting, number of seedlings per hill, water management practices and plant protection measures were perceived to be complex by the majority of the respondents.

Key Words : Perceived attributes, Sali rice technology, Farmers, Assam

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