

Analysis of Socio-personal Characteristics of Adopters of Resource Conservation Technologies (RCTs) Under Rice Cultivation in Manipur

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ABSTRACT The present study with the primary objective to ascertain socio-personal, economic, communication and psychological characteristics of the farmers who have been practicing resource conservation technologies in rice cultivation was carried out in the Imphal West district of Manipur state in India. A total of 120 rice growers were selected as respondents through proportionate random sampling from 10 selected villages of the district. Data collection from the selected respondents was made with the help of pre-tested structured schedule through personal interview method. The study shows that out of 120 respondents, the majority was of middle age with medium education level and high social participation in case of their personal characteristics. Majority respondents were marginal farmers and they belonged to medium category of annual income, that is, between INR 32,285 to INR 165,066 under economic characteristics. In case of communication variables, most of the respondents had medium level of extension contact and mass media exposure. The findings also indicated that over half of the respondents had possessed medium level of economic motivation, risk orientation, innovation proneness, attitude towards RCTs and knowledge about RCTs in their farming system.