



Research Article

A study on adoption of orange production technology by the farmers in Chhindwara district of M.P.

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SUMMARY : Keeping this view, study was conducted in Chhindwara District of (M.P.) in 2011. Being major orange growing area, the study was conducted in Sausar blocks of the District. Ten villages were selected randomly. List of orange growers of selected villages was prepared. Total 120 respondents were selected with the random sampling method. Out of total 11 independent variables, all the variables namely educational qualification, size of land holding, social participation, socio-economic status, attitude towards new technologies, mass media exposure, extension participation, innovativeness market orientation and annual income were found significantly associated with both knowledge and adoption behaviour of orange growers about recommended orange production technology except age which was found non-significant. Horticulture is prominent sector among agriculture and allied activities as a means of diversification for making agriculture more profitable through efficient use of natural resources. In the horticultural development map of the world, the nature has place our country in a place of pride as it has favourable climate and soils for growing a large number of horticultural crops.

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Analysis of orange production technology, Constraints analysis

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