



Research Article

Societal paradox about coriander production technology by the coriander growers

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SUMMARY : In the present study, attempt has been made to know the association between extent of adoption of the farmers (dependent variable and their selected characteristics as independent variables) the correlation coefficient ('r' value) were calculated on the basis of operational measures developed for the variables. The characteristics of the respondents like education, social participation, extension contact, irrigation potentiality, coriander crop intensity, risk orientation, extension participation, innovativeness, exposure to information source and production were positively significant associated with the adoption of recommended coriander production technology. While, age was negative and significantly associated with the adoption about recommended coriander production technology, respectively. Whereas marketing orientation was negative and non significant associated with the adoption about recommended coriander production technology.

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