



RESEARCH ARTICLE :

Soil health card adoption behaviour of farmers in Andhra Pradesh State of India

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SUMMARY : The Government of Andhra Pradesh had launched the Bhoochetana Project (Soil Testing Project) in 2010-11 for distributing Soil Health Cards (SHCs) to farmers to encourage judicious application of fertilizers and to maintain soil fertility. Therefore, a study was undertaken to evaluate the project in terms of knowledge level on Soil Health Management (SHM) among beneficiary farmers, extent of adoption of SHC recommendations by beneficiary farmers, and factors that determined the adoption of SHC recommendations. The study was conducted in Orvakal and Banaganapalli Blocks of Kurnool District of Andhra Pradesh state. Among the two Blocks, 100 farmers were selected, who formed the respondents of the study. It was found that a vast majority (83.00%) of the respondents had medium level of overall knowledge on SHM. Since the launch of the Bhoochetana project in 2010-11, 47 respondents had followed the SHC recommendations for all the five years. This is followed by nine respondents who had followed for four years, 21 respondents for three years, 14 respondents for two years, and the rest nine respondents for one year. Among adopters of SHC recommendations, cent per cent of the farmers had adopted the SHC recommendations as such without any deviation. Whereas, among non-Adopters of SHC recommendations, an overwhelming proportion (92.45%) of farmers fell under excess adoption category. The top five factors expressed by the respondents that determined use of SHC recommendations were to improve soil health, good for crops and increasing yields, extension functionaries of SDA, interest, and past experience.

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