



RESEARCH ARTICLE :

Farmer's perception of NSL brand of hybrid paddy *vis-a-vis* other competitors brands in Uttar Pradesh

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SUMMARY : The production of hybrid rice has increased because of increasing popularity and profitability of hybrid rice among the rice farmers of Eastern Uttar Pradesh, Bihar, Jharkhand and Chattisgarh. Large scale adoption of hybrid rice is expected in these states during next decades. Hybrid rice is also picking up in Haryana and Punjab states in recent years. It is reported from these states that less fertilizers and water are needed for hybrid rice as compared to the high yielding varieties. The earliness of hybrids is also another advantage reported, facilitating timely sowing of wheat crop or creating possibility of growing short duration inter crops. Keeping in view the importance of hybrid rice in India's food security system, the study on consumer's perception of NSL hybrid paddy *vis-a-vis* competitors in Uttar Pradesh state was carried out.

KEY WORDS :

Hybrid rice,
Perception, Food
security, Profitability

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