



RESEARCH PAPER

Impact of weather based agro advisories on superior production and income of the farmers in Srikakulam district of A.P.

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Abstract : Agricultural production depends primarily on weather, which varies with space and time, hence, its prediction can help to trim down the farm losses through precise scheduling and running of agricultural operations. The whole losses due to weather factor is not feasible to lessen but it can be minimized to some extent by making adjustments through timely and precise information of weather forecast. Weather forecasting and weather based agro advisories facilitate in rising the economic profits of the farmers by recommend with appropriate suggestion according to the weather conditions. A study was, consequently undertaken on observation of agromet advisory bulletin and economic impact of agromet advisory services for rice during *Kharif* and *Rabi*, 2021-22 for assessing the impact of agromet advisory services on farmers as users of agromet advisory services (DAMU farmers) and non-users of agromet advisory services (non-DAMU farmers) were chosen from different villages of Srikakulam district of Andhra Pradesh. Results revealed that the farmers, who practiced the agromet advisories, are able to reduce the input cost and gain in the net profit as compared to the non- AAS farmers in rice. This profit was due to the crop supervision done by the farmers according to agromet advisory bulletins. Thus, the use of agromet advisory bulletin, based on present and forecasted weather is a valuable tool for enhancing the production and profits of the farmer.

Key Words : Weather based agro advisories, Superior production, Income, Farmers

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