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Adoption of BARI dhan49 by the Farmers of Bogra Sadar Upazila in Bangladesh

ABSTRACT

The research examined the status of adoption of BRRI dhan49 and explored the contribution of the selected characteristics of the cultivators to their adoption of BRRI dhan49. The methodology of this study is an integration of quantitative and qualitative methods based on data collection in Ashokola, Polikukrul, Teldhap, Shashibadoni, Darial and Ontahar villages under Noongola union of Bogra Sadar Upazila. Data were collected from 116 BRRI dhan49 cultivators from January 21 to February 20, 2017. Descriptive statistics and multiple regressions were used for analysis. Most of the farmers (78.4 percent) belong to medium adoption followed by high adoption (11.2 percent) by the rice cultivators. Among the influential variables, the level of education, annual family income, extension media contact, rice cultivation knowledge and attitude towards BRRI dhan49 were significant contributors and provided 53.8 percent contribution on adoption of BRRI dhan49. It was also found that 3.4%, 16.3%, 38.8%, 33.7% and 7.8% farmers were innovators, early adopters, early majority, late majority and laggards, respectively. It is concluded that the composite adoption of BRRI dhan49 production technologies is moderate and needs further advancement. Based on the findings, it is recommended that respective authorities should implement and popularize farm-based projects on a massive scale for the adoption of BRRI dhan49.

Keywords: Technologies, rice cultivation, adopters, adoption.

UNDER PEER REVIEW