

PERCEPTION OF FARMERS TOWARDS SOIL HEALTH CARD SCHEME IN ANANTAPUR DISTRICT OF ANDHRA PRADESH

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ABSTRACT

Soil health and fertility are the basis for sustainable profitability of farmers all over the world. Further, utilising optimum doses of fertilizers & cropping pattern according to scientific recommendation is the initial step towards sustainable farming. Applying fertiliser to your soil without knowing the exact and actual nutrient that it needs will lead to over-fertilization. Testing your soil prior and receiving informed fertiliser recommendation prevents farmers from applying excessive amount of fertilizers and minimizing the related environmental damages. Ex-post-facto research design was followed for carrying out the study. The study was conducted in Anantapuramu district of Andhra Pradesh (2018- 2019). A total of 240 SHC beneficiaries were selected from six mandals. The results revealed that the majority (79.58%) of SHC scheme farmers had possessed moderate level of perception about SHC scheme followed by 12.09 and 8.33 per cent had good and poor level of perception about SHC scheme respectively. The probable reason might be due to the fact that farmer had education up to secondary level, medium level of mass media exposure and good scientific orientation. There is a need to set up laboratories in large numbers so that Soil testing becomes easy for the farmers. Development and popularization of low-cost technologies for SHT so that farmers use them in their fields and on their own is the need of the hour.

KEYWORDS: SHC, SHT, Perception & Awareness

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