

**TECHNOLOGICAL INTERVENTIONS IN VEGETABLE PRODUCTION FOR
RURAL LIVELIHOOD MANAGEMENT IN THE MID CENTRAL TABLE
LAND ZONE OF ODISHA**

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ABSTRACT

This paper summarizes the results of a study conducted to assess the status of rural livelihood management during 2012-2013 in Angul district of mid central table land zone of Central Odisha. To determine the distribution of adoption of the technologies, a set of key factors was developed from the stratification and by classifying households. Survey questions were used to identify the reasons for household adoption and the reasons for the distribution of adoption of related technological interventions in the areas of study with respect to vegetable production and suitable methods of approach for transfer of technology under rainfed and irrigated areas to sustain a livelihood system specifying attributes of innovations were studied taking 240 respondents from 4 villages comprising both rainfed and irrigated situations. In looking at the differences between two situations (rainfed and irrigated) in adoption of vegetable technology, significant difference is observed in case of pesticide application (48.34%), fertilizer management (20.00%), post harvest care with storage facility (1334 % each). A comparative study to find the difference in technological interventions in both situations revealed soil fertility and market remain unaffected whereas sowing technique and fertilizer management are different.

KEYWORDS: Vegetable Cultivation, Technological Interventions, Adoption, Attributes of Innovation