

RESEARCH ARTICLE :

Factors influencing implementation of paddy promotion programmes under different levels of planning

■ Salpriya Seby, M.J. Mercykutty and R. Sendilkumar

ARTICLE CHRONICLE :

Received :

14.08.2018;

Revised :

19.09.2018;

Accepted :

04.10.2018

SUMMARY : This paper reports on a study conducted in Thrissur district of Kerala State to identify the factors influencing implementation of paddy promotion programmes that could lead to an improved success and sustainability rate for the interventions. Three leading paddy producing blocks from Thrissur district viz., Pazhayanur, Puzhakkal and Anthikkad and from them leading paddy producing Grama Panchayats namely, Chelakkara, Arimpur and Adat, respectively were selected by adopting multi-stage sampling method. Thirty extension personnel were randomly interviewed using pre-tested questionnaire. Factor index was used and the analysis identified resource perspectives and scheme features as the most influencing factors that could determine the success of the implemented schemes though in varying degree as in case of schemes under decentralized planning and Centrally sponsored and State schemes. Also, the individual factor indices thus generated for factors influencing Centrally and State sponsored schemes and those under decentralized planning were compared using independent t- test and was found out that the factors influencing the implementation in both cases were significantly different.

KEY WORDS :

Factors,
Implementation,
Paddy, Schemes,
Decentralized
planning

How to cite this article : Seby, Salpriya, Mercykutty, M.J. and Sendilkumar, R. (2018). Factors influencing implementation of paddy promotion programmes under different levels of planning. *Agric. Update*, 13(4): 390-395; DOI : 10.15740/HAS/AU/13.4/390-395. Copyright@2018: Hind Agri-Horticultural Society.

Author for correspondence :

Salpriya Seby

Department of
Agricultural Extension,
College of Horticulture,
Vellanikkara (Kerala)
India
Email:salpriyaseby555@
gmail.com

See end of the article for
authors' affiliations