DO BACKWARD INTEGRATION BOOST THE TECHNOLOGY ADOPTION BY CHILLI FARMERS? THE EVIDENCE FROM ANDHRA PRADESH, INDIA

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Abstract: The study intends to analyse the impact of backward integration on technology adaptation by chilli farmers. A sample of 128 farmers has been selected purposively from four mandals of Prakasam district in Andhra Pradesh. Technology adoption index, probit regression and poisson model with endogenous regression model used to analyse the impact backward integration on technologies adoption by chilli farmers. The findings show that majority (46.87%) of the chilli farmers who are following backward integration are adopting maximum technologies with technology adoption index 80-90 and the farmers who are not following backward integration (73.43%) are adopting less than four technologies with adoption index <50. The extension service (0.11) and backward integration (0.53) had a positive significant at 10 per cent and 5 per cent levels effect on adoption of technologies.

Keywords: Backward integration, Chilli farming, Technology adoption index, Probit regression, Poisson model

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