

- 1354. Padmaiah, M. and Rama Mohan Rao, M.S. 1997.** Determinants of awareness, knowledge, attitude and adoption behaviour of farmers of integrated watershed development programme. *Indian J. Soil Conserv.*, 25(3): 250-252.

Presents results of a socio-economic study conducted under an Integrated Watershed Development Programme, which indicated that there was a set of variables viz. Education, caste, extension, contact, mass media exposure and income were correlated with awareness, while none of them was associated with knowledge. Only income was found positively correlated with attitude of farmers. The determinants, such as, extension contact, mass media exposure and income were positively correlated with adoption behaviour of farmers. Age and farming experience were independent and had no influence on awareness, knowledge, attitude and adoption behaviour of the farmers.