

**F-03 : ADOPTION OF MODERN CULTURAL PRACTICES IN PADDY CULTIVATION : A CASE STUDY IN THE MATARA DISTRICT**

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Field investigations were carried out in six villages of Kamburupitiya Agrarian Services Centre area of the Matara district to examine the adoptability of modern cultural practices in paddy cultivation. Collected data were analysed using simple tables and following results were obtained.

About 19% of farmers in the sample found to be as innovators while 60% and 12% of farmers were as middle adopters and laggards, respectively. Results demonstrate

that both economic and institutional factors influenced the rate of adoption of modern cultural practices in paddy cultivation. Major factors which contributed to accelerate the adoption of modern cultural practices are off farm income, bearing posts on social activities, communication media, demonstration and the extension contact. High cost of inputs especially labour, fertilizer, and non availability of other inputs on time were the major causes for partial or not adopting the modern cultural practices. Hence, due consideration should be given to the supply of credit and other inputs facilities on time to realize the full benefits of the package of modern cultural practices.