

**PERCEPTION OF SEED TREATMENT OF FERTILIZER AND PESTICIDE DEALER  
WITH RESPECT THEIR SOCIO-ECONOMIC VARIABLE: A STUDY IN COOCHBEHAR  
DISTRICT**

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**ABSTRACT**

The seed treatment was essential for sowing of new plant. Seed treatments act a preventive of present and future pest and diseases. Every farmer needs seed treatments before sowing of any crops. Farmers were getting Seed treatment information from variety of sources. Among the variety of sources fertilizer and pesticide dealer were play an important role for information dissemination about Seed treatment. Fertilizer and pesticide dealer were closely contact with farmers. But there were several question may arises that is they have proper knowledge in seed treatment? On the basis above query Coochbehar Krishi Vigyan Kendra was organized an awareness generation programme on fertilizer and pesticide dealer of Coochbeahr district in eastern zone of India to know the perception of Seed treatment of fertilizer and pesticide dealer with respect their socio-economic variable. The study was conducted during March, 2016. The research design was followed in the study was survey research method. The respondents for this study included from the Coochbehar district. The entire trainees available at the time of awareness programme were considered as respondents. Semi-structure interview schedule were used for collection of data. The sample size for the study was 50. The dependent variable of this study was perception of seed treatment and independent variables were age, occupation, education, land holding, religion, family member, number of year associated with their occupation and annual income. The descriptive statistics like frequency, percentage and other statistical tools were used for the investigation.

**KEYWORDS:** Perception, Knowledge, Treatment, Information, Awareness