

A Comparative Analysis of the Selected Profile Characteristics of Farmers in East Godavari District of Andhra Pradesh

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ABSTRACT

The study was conducted during 2019-20 using ex-post facto research design in East Godavari district of Andhra Pradesh sampling three groups of farmers namely 45 tenant farmers, 45 owner cum tenant farmers and 45 owner farmers. The profile characteristics namely extension contact, mass media exposure, scientific orientation, risk orientation and market orientation were studied and compared among the three groups. More than one-third of the tenant farmers had low (40.00%) extension contact, while 68.89 per cent of the owner cum tenant farmers had high extension contact and 68.89 per cent of the owner farmers had medium extension contact. More than half of the tenant (55.56%) farmers had high mass media exposure, while 75.56 per cent of the owner cum tenant farmers and 73.33 per cent of the owner farmers had medium mass media exposure. Great majority of the tenant (91.11%) farmers, 71.11 per cent of the owner cum tenant farmers and 64.44 per cent of the owner farmers had medium social participation. More than half of the tenant farmers had low (51.11%) scientific orientation, 53.33 per cent of the owner cum tenant farmers had medium scientific orientation and more than three-fourth of the owner farmers had high (77.78%) scientific orientation. More than two-third of the tenant (71.11%) farmers had high risk orientation, two-third of the owner cum tenant farmers had medium (66.66%) risk orientation and less than two-third of the owner farmers had low (64.45%) risk orientation. More than three-fourth of the tenant farmers had medium (75.56%) market orientation, 71.11 per cent of the owner cum tenant farmers had high market orientation and less than two-third of the owner (62.22%) farmers had medium market orientation.

Keywords: *Owner cum tenant farmers, Owner farmers, Tenant farming and Tenant farmers.*