Profile Charecterstics of the Beneficiaries of NFSM-Rice Programme in Guntur District of Andhra Pradesh

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ABSTRACT

The present study was formulated during the year 2016 in Guntur district of Andhra Pradesh, with a sample of 120 beneficiaries from selected 12 villages by proportionate random sampling method. Results revealed that out of selected fourteen independent variables, eleven and nine variables had showed positive and significant relationship with direct and indirect changes experienced by beneficiaries respectively. While observing regression values, it was acknowledged that variables viz., mass media exposure and scientific orientation were found to be positively significant at 0.01 level of probability. Whereas achievement motivation was found to be positively significant at 0.05 level of probability. Whereas, in case of indirect changes independent variables such as decision making and innovativeness were found to be positively significant at 0.01 level of probability. Whereas mass media exposure was found to be positively significant at 0.05 level of probability.

Key words: *Association, Direct changes, Indirect changes, NFSM-Rice programme, Profile.*