

Profile Characteristics of the Farmers in the Adopted and Non-adopted Villages of Krishi Vigyan Kendra, Amadalavalasa in Srikakulam

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ABSTRACT

A study was conducted to assess the difference between the profile characteristics of the farmers in the adopted and non-adopted villages of KVK. Results revealed that there was a significant difference between the farmers of adopted and non-adopted villages regarding mass media exposure, extension contact, risk orientation, economic orientation, achievement motivation and innovativeness except the education and landholding.

Key words : Adopted Village, Farmers, Krishi Vigyan Kendra, Non-adopted Village, Profile Characteristics