

Relationship Between Profile Characteristics And Impact of Groundnut Production Technologies of Groundnut Farmers

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ABSTRACT

The research study was conducted to know the relationship between selected profile characteristics of groundnut farmers and the impact of groundnut production technologies as perceived by groundnut farmers in Chittoor district of Andhra Pradesh. The study revealed the selected profile characteristics like education, farming experience, extension contact, mass media exposure, achievement motivation, management orientation, scientific orientation and innovativeness were found to be positively significant while age and land holding were found to be negatively significant with impact of groundnut production technologies of groundnut farmers.

Key words : Groundnut farmers, Profile characteristics, Relationship