

Profile Characteristics of *Adarsha Rythus* of Chittoor District in Andhra Pradesh

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ABSTRACT

This paper describes the socio-personal characteristics of *Adarsha Rythus* in *Chittoor district of Andhra Pradesh*. The Data was collected from 260 *Adarsha Rythus* following *ex-post-facto research design*. The study revealed that majority of them were under the age group of 26 - 40 years, had intermediate education, had medium sized family, had marginal and small sized land holdings, had medium farming experience and medium mass media exposure. Majority of the respondents had medium levels of achievement motivation, scientific orientation, management orientation and innovativeness.

Key words :