

Profile Characteristics of Paddy Farmers in East Godavari district

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ABSTRACT

A study on profile characteristics revealed that majority of paddy farmers were middle aged, college education, with semi-medium land holdings, medium farming experience, annual income, extension contact, social participation, innovativeness, risk orientation, mass media exposure, cosmopolitaness, cropping intensity, market orientation and medium economic orientation.

Key words : College education , Landholding, Profile characteristics, Social participation.