

# **Association of Profile of the Farmers of Adopted village with the Direct and Indirect Changes in Guntur District**

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## **ABSTRACT**

The present study was formulated during the year 2015 in Guntur district of Andhra Pradesh, with a sample of 60 respondents from adopted village were selected by proportionate random sampling method. Results revealed that out of selected fourteen independent variables, twelve variables had showed positive and significant relationship with direct and indirect changes of adopted village. While observing regression values, it was acknowledged that the variables viz., age, farming experience, extension contact and market orientation were found to be positively significant at 0.01 level of probability. Whereas, occupation, training received and mass media exposure were found to be positively significant at 0.05 level of probability. Whereas, in case of indirect changes independent variables such as training received and extension contact were found to be positively significant at 0.01 level of probability and independent variables like mass media exposure and achievement motivation found to be positively significant at 0.05 level of probability.

**Key words :** Association, Direct changes, Profile, Adopted Village, Village Adoption Programme.