

Socio-Economic and Psychological Characteristics of Bengal Gram Farmers in Prakasam District

B Mukunda Rao, G Ramesh and R Praveen Babu

Department of Extension Education, Agricultural College, Bapatla 522 101, Andhra Pradesh

ABSTRACT

A study was conducted in Prakasam district of Andhra Pradesh to study the socio-economic and psychological characteristics of Bengal gram farmers. Ex post-facto research design was followed for the study. Prakasam district was purposively selected because of its largest area, production and productivity under Bengal gram crop in coastal districts of Andhra Pradesh. The study was conducted in six villages Nagulapalem, Parchur, Veerannapalem, Pothavaram, Nagulauppalapadu and B. Nidamanuru, a total number of 120 respondents were selected from these villages. Majority of the Bengal growers were middle aged having high school education, farming experience up to ten years, small landholding, cultivation as their main occupation, medium marketing orientation, high planning orientation, low farm power, high economic orientation, high scientific orientation and medium extension contact.

Key words : Bengal gram growers, Psychological, Socio-economic characteristics.