

Farmer's Perception Towards Farm Machinery in Groundnut

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ABSTRACT

The study was conducted in Chittoor district of Andhra Pradesh during 2013 with 120 groundnut farmers. The results of the study depicted that the majority of the respondents were found in middle age category (59.16%), literate (83.34%), medium to high farming experience (70%), small and marginal farmers (79.19%) and medium material (5-8) possession category. About 85 percent had low to medium extension contact; fifty percent had medium mass media exposure and social contact. More than half of the groundnut farmers had medium **risk orientation** (54.18%), achievement motivation (57.50%), scientific orientation (54.18%) and management orientation (52.50%). About 46 per cent of the groundnut farmers were having medium magnitude of positive perception towards farm machinery followed by high (28.33%) and low (25.84%) magnitude of positive perception towards farm machinery. The variables like education (0.7039), land holding (0.5074), material possession (0.6536), extension contact (0.4449), mass media consumption (0.5089), Social contact (0.6985), risk orientation (0.5966), achievement motivation (0.4014), scientific orientation (0.6252) and management orientation (0.6710) had positively significant relationship with the magnitude of positive perception.

Key words: *Farm mechanization, Groundnut, Perception, Profile of farmers, Relationship.*