

Profile Characteristics of Bengalgram Farmers in Prakasam District of Andhra Pradesh

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ABSTRACT

Bengalgram is the most important pulse crop in India. The study was taken up in, Parchur, Inkollu, Korisapadu, Nagulauppalapadu, and Ongole mandals of Prakasam district by following random sampling procedure. Three villages from each of the selected mandals were selected by following simple random sampling procedure. Thus making a total of 15 villages. A total sample of 120 bengalgram growers were selected by selecting 8 farmers from each village by simple random sampling procedure. Majority of the Bengal gram farmers had high school education, small land holding with high farming experience and medium socio-Political participation. They had medium extension contact, medium mass media exposure, medium Innovativeness, medium scientific orientation, medium risk orientation, medium economic orientation and medium market orientation.

Key words: Bengalgramfarmers, Profile characteristics