

# **A Study on Profile of Direct Sown Rice Farmers in Guntur District of Andhra Pradesh**

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## **ABSTRACT**

The present study was conducted in Guntur district of Andhra Pradesh during 2014-15 to study the profile of direct sown rice farmers. A total of 120 respondents constituted the sample of the present study. The variables selected for studying the profile of farmers were personal (Age, Education, Landholding, Occupation, Experience, Training received), socio-economic (Annual income, Source of information, Social participation, Extension contact) and psychological variables (Innovativeness, Economic motivation, Risk orientation, Scientific orientation). The findings revealed that majority of the farmers were middle aged, educated upto middle school, had small to marginal land holding, Agriculture and labour work as the main occupation, untrained on direct sown rice farming, 11 to 20 years of farming experience. Regarding socio-economic variables, findings revealed that majority of the farmers were coming under medium annual income, medium level of source of information, social participation and extension contact. Regarding psychological variables, majority of the respondents were under medium level of economic motivation and scientific orientation, low level of risk orientation and high level of innovativeness.

Key words: Direct sown rice, Knowledge.