

## **Profile characteristics of paddy farmers in Eluru district, Andhra Pradesh**

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### **ABSTRACT**

The socio-economic characteristics of paddy farmers were studied in Eluru district of Andhra Pradesh, which was purposively selected due to its significant contribution to paddy cultivation and residue generation. Three mandals viz., Bhimadolu, Denduluru, and Pedapadu were selected randomly, and a total of 120 farmers were selected using a simple random sampling technique. The results showed that majority (50.83%) of the respondents were middle aged with medium levels of innovativeness (63.33%), mass media exposure (62.51%), extension contact (72.50%) and market orientation (74.16%). More than half (53.33%) of the farmers were from the medium income category (Rs. 2,00,001-4,00,000), and slightly more than one-fourth (25.84%) were small landholders. Rice-rice (43.33%) and rice-pulse (39.17%) were the most common cropping patterns followed by the respondents

**Keywords:** *Paddy farmers, Residue generation and Socio-economic characteristics*