

Study on profile of rice farmer beneficiaries of rythu seva kendras in Andhra Pradesh

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ABSTRACT

The profile was studied to measure the profile of rice farmers in East Godavari, Nellore and Kurnool districts of Andhra Pradesh. Relevant items covering social, economic and psychological aspects from the literature available in relation to the beneficiaries were taken into consideration. Scores are assigned for measuring each variable. Scoring was reversed for negative statements. The total score of the respondents on all items was taken on the basis of response and the beneficiaries were categorized into three groups having low, medium and high level of categories.

Keywords: *Age, Education, Innovativeness, Mass media exposure and Profile*