Personal, socio-economic and psychological characteristics of vegetable growers in Kakinada district

R Ramani, P L R J Praveena, M Rama Devy and B Ravindra Reddy
Department of Agricultural Extension Education, Acharya N G Ranga Agricultural University, Agricultural College, Bapatla - 522101, Andhra Pradesh, India

ABSTRACT

The study conducted in Kakinada district of Andhra Pradesh to assess the personal, socio-economic and psychological characteristics of vegetable growers revealed that half of the respondents (50.83%) were middle aged, with majority (60.00%) possessing high farming experience of over 20 years. Nearly two-fifth of the respondents (44.17%) in the study area were illiterate. Most of the vegetable growers were small land holders (51.67%) who relied on lift irrigation (77.50%) and diversified their income through farm and non-farm (77.50%) activities. 64.17 per cent earn a high annual income exceeding one lakh rupees. Majority of growers exhibit medium levels of extension contact (68.34%), economic motivation (66.17%) and mass media exposure (64.17%) while 67.50 per cent possessed medium level of scientific orientation.

Key Words: *Psychological Characteristics, Personal, Socio-Economic and Vegetable growers*