



Research Article

## Correlation between the personal, socio-economic, psychological and situational characteristics and factor affecting to the agro-service providers and beneficiaries

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**SUMMARY :** The study was conducted among the agro-service providers and beneficiaries of Navsari district in Gujarat state. Ex-post Facto research design was used and by using the proportionate random sampling technique 200 beneficiaries' respondents and 100 agro-service providers were obtained for the present study. The study concluded that the majority of the agro-service providers and beneficiaries had age to knowledge level were the critical variables influence the factor affecting to the agro-service providers and beneficiaries and The study concluded that the majority of the agro-service providers and beneficiaries had moderately performed their role and the pooled data indicated that the majority of the respondents had performed their role moderately followed by performed the role with higher level and factor affecting to the majority of the agro-service providers and beneficiaries had perceived such factors at moderate level. The overall data indicated that the majority of the agro-service providers and beneficiaries had experienced such factors at moderate level followed by of them had experienced such factors at lower level.

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