



RESEARCH ARTICLE :

A study on association of profile characteristics with the level of attitude of watershed farmers towards various NRM practices in watershed areas of Andhra Pradesh state

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SUMMARY : The paper describes the association of profile characteristics with the level of attitude of watershed farmers towards various NRM practices in watershed areas of Andhra Pradesh state. The results indicated that positive and significant relationship is seen between level of attitude of watershed farmers towards NRM practices and their profile characteristics like age, education, farm size, farming experience, extension contact, mass media exposure, risk taking ability, status of watershed, group leadership and group norms. The value of the Co-efficient of multiple determination (R^2) indicated that the five independent variables namely trainings, information seeking behaviour, mass media exposure, extension contact and input usage pattern put together could explain 79.42 per cent of variation in the dependent variable of the level of attitude of watershed farmers towards various NRM practices.

KEY WORDS:

NRM, Watershed farmers and attitude

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