



## RESEARCH PAPER

# Attitude of farmers towards e-peek pahani mobile app

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**Abstract :** The present study “Attitude of farmers towards e-peek pahani mobile app” was conducted in Amravati district of Achalpur tahsil has been selected as on pilot basis e-peek pahani programme first time conducted in this tahsil by Maharashtra Government. The exploratory research design was used in the present investigation. The present study was carried out in the Amravati district of the Vidarbha region to know the attitude of farmers towards e-peek pahani mobile app. There are 120 e-peek pahani mobile app users were selected from 10 villages, all e-peek pahani app users were selected purposively for study. *i.e.*, 12 e-peek pahani mobile app users selected from each village. The data was collected by personally interviewing the respondents with the help of the presented structured schedule. The collected data was first tabulated, and then mean, frequency, standard deviation, and correlation were employed for interpretation of the findings.

**Key Words :** Attitude, E-peek pahani programme, Mobile app, Users

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