

AN ANALYSIS OF KNOWLEDGE OF WOMEN ABOUT AGRO – BASED ENTERPRISES IN KRISHI VIGYAN KENDRA, UTUKURU, KADAPA DISTRICT OF ANDHRA PRADESH

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ABSTRACT

Women are vital to Indian economy and are a major productive work force. Nearly 84 per cent of all economically active women in India are engaged in agricultural and allied activities. In Indian agriculture, women continue to share a number of farm operations with men. Agriculture sector employs 80% of all economically active women in India; they comprise 33% of the agriculture labour force and 48% of the self-employed farmers. In India, 85% of rural women are engaged in agriculture, yet only about 13% own land.

The study was conducted Utukuru, Kadapa district of Andhra Pradesh with the objective of ascertain the extent knowledge of the respondents about different agro based enterprises. Total 120 respondents were selected purposively under Kadapa. Descriptive type of research procedure followed to developed scale. The finding of the study related that 57.50 percent of the respondents belong to middle level aged group. It also revealed that 21.66 percent respondents high school level of education and 45 percent respondents have medium level of annual income and 50.83 percent respondents were medium level of land holding. The finding also revealed that 52.50 percent of the respondents were having medium level of knowledge on agro based enterprises in KVK. The independent variables of the respondents are age, education, annual income, farming experience, type of house, family size, land holding, mass media exposure, material possession and extension contact were positively and significantly correlated with the dependent variable (knowledge) at 0.01% of probability. Therefore null hypothesis was rejected for these variables

KEYWORDS: Knowledge, Adoption and Empowerment of Rural Women

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