

## ASSOCIATION BETWEEN FARMERS' PERSONALITY TRAITS AND AWARENESS TOWARDS SOIL PARAMETERS

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**Abstract:** The present study was carried out to study the socio-economic profile and awareness level about soil parameters of respondents. Haryana is divided into two Agro-Climatic zones such as North Eastern Zone and South Western Zone. From each zone two districts will be selected purposively viz. Kurukshetra and Karnal from North-Eastern zone and Bhiwani and Rewari from South-Western zone. Total sample size of 240 respondents was selected for collecting the data. The majority of the respondents were middle age group, 90 per cent were literate from primary to graduate or above and maximum 49.17 percent respondents had medium Socio-economic status (SES). Majority of the respondents had low mass media exposure and extension contacts. Respondents had high awareness about soil texture, soil colour and crops which are suitable for their soil. Education and SES were found significantly correlated with awareness of respondents about soil parameters.

**Keywords:** Awareness level, Soil parameters, Correlation, Farmers

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