**Research Article**

# A study on personal, socio-economic, psychological and situational characteristics of agro-service providers and beneficiaries in Gujarat state

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**SUMMARY :** Present study was conducted in year of 2008-09 to study the personal characteristics, socio-economic, psychological and situational characteristics of agro-service providers and Beneficiaries in Gujarat State. The study concluded that, by and large, majority of the agro-service providers and beneficiaries were in the middle age group, secondary level of education, medium size family, farming + animal husbandry + business as their major occupations, medium level of annual income, medium land holding, membership in one organization, medium level of farming experience, medium level of innovativeness, medium level of overall modernity, medium level of economic orientation, medium level of scientific orientation medium level of risk orientation, medium level of management orientation, medium level of progressivism, favourable attitude towards their enterprise, medium level of knowledge of their enterprise, medium level of information input and processing behaviour, medium level of sales and purchasing behaviour.

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