

## ATTITUDE OF FARMERS' SONS TOWARDS PERMANENTLY WORKING IN RURAL AREA

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### ABSTRACT

*The study was conducted on farmers' sons from Anand and Kheda Districts. Five random Talukas from each district were selected. Two random villages where numbers of practicing farmers were higher were selected randomly. A random sample of total 200 farmers' sons was selected for the study to know their attitude towards permanently working in rural area. The data were collected by personal contact. Ex-post-facto research design was used. 100.00 per cent farmers' sons had favourable to highly favourable attitude towards permanently working in rural area. The attitude towards permanently working in rural area of the farmers' sons was positively correlated with their psychological characters like scientific orientation, economic motivation, risk orientation, market orientation and innovation proneness.*

**Keywords:** attitude, farmers' sons, permanently working in rural area

### INTRODUCTION

The economy of India is directly or indirectly dependent on agriculture. There are so many industries and activities which are highly dependent on agricultural production. This implies that unless and until human capital is prepared to work and stay in the rural area to provide the services, it is difficult for an agro-based economy like India to make significant progress to its maximum capacity. Around the country it is observed that the young generation of farmers is not ready to work in the rural areas. The persons who want to be a part of farming occupation are expected to work in rural area and should have willingness to work and stay in a rural set up to carryout farming. This has prompted the researcher to search attitude of the farmers' sons towards permanently working in rural area.

### OBJECTIVES

- (1) To study the level of attitude of the farmers' sons towards permanently working in rural area
- (2) Find out the relationship between attitude of the farmers' sons and their profile

### METHODOLOGY

The study was conducted on farmers' sons from Anand and Kheda Districts. Five random Talukas from each district were selected. Two random villages where numbers of practicing farmers were higher were selected randomly. A random sample of total 200 farmers' sons was selected for the study to know their attitude towards permanently working

in rural area. The data were collected by personal contact. Ex-post-facto research design was used. All the responses were recorded and transferred to master sheet. They were compiled, scored, tabulated and analyzed to give statistical treatment in such a way that they might give proper answer to the specific objective of the study. Frequency, percentage and Karl Pearson's coefficient of correlation were used for interpreting the data.

### RESULTS AND DISCUSSION

#### Attitude of the farmers' sons towards permanently working in rural area

**Table 1: Farmers' sons according to their attitude towards permanently working in rural area (n= 200)**

Sr. No	Category	Number	Per cent
1	Highly negative (Up to 20% score)	00	00.00
2	Negative (Above 20 to 40% score)	00	00.00
3	Neutral (Above 40 to 60% score)	00	00.00
4	Favourable (Above 60 to 80% score)	22	11.00
5	Highly favourable (Above 80% score)	178	89.00

The data shown in Table 1 indicate that overwhelming majority (89.00 per cent) of the farmers' sons had highly

favourable attitude towards permanently working in rural area, followed by 11.00 per cent of them had favourable attitude towards permanently working in rural area and it was surprising to notice that none of the respondents was with highly negative, negative and neutral attitude towards permanently working in rural area. It can be concluded that 100.00 per cent farmers' sons had favourable to highly favourable attitude towards permanently working in rural area. The probable reasons might be that they emotionally love to work in rural area to keep them close to motherland and they might be prepared working with rural people to experience the real beauty of life and resources already developed by their parents to tackle farming occupations. This finding is not in line with Elvis (2020).

**Relationship between attitude of the farmers' sons and their profile**

**Table 2: Relationship between attitude of the farmers' sons and their profile** n= 200

Sr. No	Independent variables	Correlation Coefficient
<b>A</b>	<b>Personal variables</b>	
X <sub>1</sub>	Age	-0.024
X <sub>2</sub>	Education	0.049
X <sub>3</sub>	Marital Status	-0.042
<b>B</b>	<b>Economic variables</b>	
X <sub>4</sub>	Land holding	0.006
X <sub>5</sub>	Occupation	0.093
X <sub>6</sub>	Annual income	0.029
<b>C</b>	<b>Social variables</b>	
X <sub>7</sub>	Type of family	-0.012
X <sub>8</sub>	Social participation	-0.041
<b>D</b>	<b>Communicational variables</b>	
X <sub>9</sub>	Farm mass media exposure	0.057
X <sub>10</sub>	Exposure of digital media	0.037
X <sub>11</sub>	Extension Contact	0.039
<b>E</b>	<b>Psychological variables</b>	
X <sub>12</sub>	Scientific orientation	0.361**
X <sub>13</sub>	Economic motivation	0.348**
X <sub>14</sub>	Risk orientation	0.360**
X <sub>15</sub>	Market orientation	0.389**
X <sub>16</sub>	Achievement motivation	0.065
X <sub>17</sub>	Innovation proneness	0.411**

\* Significant at 0.05 level

\*\* Significant at 0.01 level

The relationship between the attitude of the farmers' sons towards permanently working in rural area and the

selected independent variables were measured by computing "Coefficient of correlation (r)". The data have been presented in Table 2.

It can be seen in the data presented in Table 2 indicating that, the attitude towards permanently working in rural area of the farmers' sons was positively correlated with their psychological characters like scientific orientation, economic motivation, risk orientation, market orientation and innovation proneness. It means that the practicing farmers' sons with high opinion and regards for scientific techniques to develop occupation and life, who had high level of ambition to develop their financial situation to live happy and prosperous life, who through their own capability and willpower were as much as necessary to manage and handle farming connected risks and who were innovative in nature had favourable attitude towards permanently working in rural area. It was however observed as seen in the result of Table 2 that variables like age, education, marital status, family land holding, family occupation, annual income, type of family, social participation, farm mass media exposure, exposure of digital media and extension contact had not any significant role in generating favourable attitude of the practicing farmers' sons towards permanently working in rural area.

**CONCLUSION**

It can be concluded that majority (89.00 per cent) of the farmers' sons had highly favourable attitude towards permanently working in rural area and rest of them (11.00 per cent) falls under favourable attitude towards permanently working in rural area. The attitude towards permanently working in rural area of the farmers' sons was positively correlated with their psychological characters like scientific orientation, economic motivation, risk orientation, market orientation and innovation proneness.

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