RELATIONSHIP BETWEEN PROFILE OF THE FARMERS AND THEIR ATTITUDE TOWARDS KRISHI MAHOTSAV

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ABSTRACT

The present study was undertaken in Anand district of Gujarat State. A random sample of 120 farmers from 10 villages of Anand district, who had participated in Krishi Mahotsav were selected for the study by employing Ex-post facto research design. The study discloses that majority of the farmers (61.70 per cent) of the farmers belonged to medium level of extension contact (61.70 per cent), medium exposure to agricultural mass media exposure **(**54.20 per cent), attended KM up to two times (47.50 per cent), high level of innovativeness (41.60 per cent), medium level of economic motivation (53.35 per cent), very high level of scientific orientation **(**66.60 per cent) and very high level of risk orientation (63.30 per cent). Social participation, annual income, extension contact, agricultural mass media exposure, no. of Krishi Mahotsav attended, innovativeness, economic motivation, scientific orientation and risk orientation showed highly significant influence on the attitude of farmers towards Krishi Mahotsav.

Keywords: *attitude, Krishi Mahotsav, profile of farmers*

INTRODUCTION

India is self-sufficient in production but, Indian farmers are not self-reliant. The average monthly income of farmers is far less than the income of his non-agriculture counterpart (Ramesh, 2017). Thus, there is a need to increase and sustain the income of farmers. Scientific research has no meaning unless it reaches the stakeholders on time and according to their needs. Extension plays an important role in bridging the gap between the researcher and the farmer. Government of Gujarat has introduced a proactive extension mode i.e. Krishi Mahotsav. Krishi Mahotsav is a demand led extension approach aims to bring all the line departments personnel to the door steps of the farmers. Since, it provides direct interaction with farmers, it fastens the process of diffusion of technologies among the farmers. As it is participatory approach, farmers should play an active role in the implementation of the programme. Attitude is the driving force for any work. There are no researches measuring such feeling of the farmers. This has prompted the researcher to conduct a study on "Attitude of the farmers towards Krishi Mahotsav" with the following objectives.

OBJECTIVES

(1) To study profile of the farmers participating in Krishi Mahotsav

(2) To ascertain the relationship between the attitude of farmers towards Krishi Mahotsav and profile of farmers

METHODOLOGY

The present study was undertaken in Anand, Anklav, Borsad, Sojitra and Petlad talukas of Anand district of Gujarat state. Ex-post facto research design was used. A random sample of 120 farmers from 10 villages of five talukas in Anand district, who had participated in Krishi Mahotsav were selected for the study. The data were collected from the respondents through personal interview method. The data collected were classified, tabulated and analysed in order to make the research findings meaningful. The statistical tools used were percentage and coefficient of correlation.

RESULTS AND DISCUSSION

The profile of the farmers

Table 1: Distribution of farmers as per their profile **(**n=120)

Sr. No.	Characteristics	Categories	Per cent
1	**Age**	Young age group (up to 35 years)	22.50
		Middle age group (above 35 to 50 years	42.50
		Old age group (above 50 years)	35.00
2	**Education**	Illiterate	00.80
		Primary education ($1^{st}$to 7^{th}standard)	15.00
		Secondary education ($8^{th}$to 10^{th}standard)	51.60
		Higher secondary education ($11^{th}$and 12^{th}standard)	19.20
		Graduate	11.70
		Post Graduate	01.70
3	**Experience in farming**	Up to 10 years	26.60
		11 to 19 years	19.20
		20 to 28 years	24.20
		29 to 37 years	20.00
		38 and above	10.00
4	**Social participation**	No membership	01.70
		Membership in one organization	39.10
		Membership in two organizations	40.80
		Membership in more than two organizations	09.20
		Membership along with position holding	09.20
5	**Land holding**	Marginal farmer (Up to 1 ha)	45.80
		Small farmer (Above 1 to 2 ha)	35.80
		Medium farmer (Above 2 to 4 ha)	11.70
		Large farmer (4.01 ha and above)	06.70
6	**Annual income**	Up to ₹ 1,00,000	57.50
		₹ 1,00,001 to 2,00,000	11.70
		₹ 2,00,001 to 3,00,000	08.30
		₹ 3,00,001 to 4,00,000	06.70
		₹ 4,00,001 and above	15.80
7	**Occupation**	Farming only	15.00
		Farming+ Animal husbandry	66.60
		Farming+ Service	01.70
		Farming+ Animal husbandry+ Service	07.50
		Farming+ Animal husbandry + Business	07.50
8	**Extension contact**	Very low (Up to 20.00 per cent)	00.80
		Low (20.01 to 40.00 per cent)	24.20
		Medium (40.01 to 60.00 per cent)	61.70
		High (60.01 to 80.00 per cent)	12.50
		Very high (Above 80.00 per cent)	00.80

Sr. No.	Characteristics	Categories	Per cent
9	**Agricultural mass media exposure**	Very low (Up to 20.00 per cent)	03.30
		Low (20.01 to 40.00 per cent)	21.70
		Medium (40.01 to 60.00 per cent)	54.20
		High (60.01 to 80.00 per cent)	18.30
		Very high (Above 80.00 per cent)	02.50
10	**No. of KM attended**	Up to two times	47.50
		Three to four times	35.85
		Five to six times	10.85
		Seven to eight times	02.50
		More than eight times	03.30
11	**Innovativeness**	Very low	00.00
		Low	06.70
		Medium	20.00
		High	41.60
		Very high	31.70
12	**Economic motivation**	Very low (Up to 20.00 per cent)	00.00
		Low (20.01 to 40.00 per cent)	00.00
		Medium (40.01 to 60.00 per cent)	53.35
		High (60.01 to 80.00 per cent)	43.35
		Very high (Above 80.00 per cent)	03.30
13	**Scientific orientation**	Very low (Up to 20.00 per cent)	00.00
		Low (20.01 to 40.00 per cent)	00.00
		Medium (40.01 to 60.00 per cent)	01.70
		High (60.01 to 80.00 per cent)	31.70
		Very high (Above 80.00 per cent)	66.60
14	**Risk orientation**	Very low (Up to 20.00 per cent)	00.00
		Low (20.01 to 40.00 per cent)	00.00
		Medium (40.01 to 60.00 per cent)	02.50
		High (60.01 to 80.00 per cent)	34.20
		Very high (Above 80.00 per cent)	63.30
15	**Opinion**	Very low (Up to 20.00 per cent)	00.00
		Low (20.01 to 40.00 per cent)	00.00
		Medium (40.01 to 60.00 per cent)	10.00
		High (60.01 to 80.00 per cent)	86.70
		Very high (Above 80.00 per cent)	03.30

The data presented in the Table 1 shows that slightly more than two fifth (42.50 per cent) of the farmers were in the middle age group, followed by 35.00 per cent and 22.50 per cent of them were in old age group and young age group, respectively.

More than half (51.60 per cent) of the farmers had secondary education, followed by 34.20 per cent of them had primary level of education to higher secondary education, respectively. Among the farmers, 13.40 per cent were graduates to post-graduates. Only 0.88 per cent of the farmers were illiterates.

Majority (54.20 per cent) of the farmers had 20 to 38 and above years of experience in farming. Slightly more than one fourth (26.60 per cent) of the farmers had up to 10 years of experience in farming. About 19.20 per cent of the farmers had 11 to 19 years of farming experience. A majority

(79.90 per cent) of the farmers had membership in one to two organizations.

About 45.80 per cent of the farmers possessed marginal land holding, followed by 35.80 per cent of them were with small land holding and 18.40 per cent of them possessed medium to large land holding. The probable reason might be due to that fact that with the increasing population, pressure on the fragmentation of land holding also increases.

More than half (57.50 per cent) of the farmers had annual income of up to ₹ 1,00,000, followed by 26.70 per cent of them had ₹ 1,00,001 to 4,00,000 annual income. While, 15.80 per cent had ₹ 4,00,001 and above annual income. The low levels of income may be attributed to the facts that majority of the farmers had marginal to small farm holdings, followed by limited crop diversification and price fluctuations at the time of marketing.

A majority (66.60 per cent) of the farmers had Farming+ Animal husbandry as their occupation, followed by 15.00 per cent of the farmers were with only Farming as their occupation, equal per cent (7.50 per cent) of the farmers were with Farming+ Animal husbandry + Service and Farming+ Animal husbandry+ Business as their occupation and equal per cent (1.70 per cent) of the farmers had Farming+ Service and Farming+ Business as their occupation, respectively.

Majority (61.70 per cent) of the farmers had medium level of extension contact, followed by 24.20 per cent and 12.50 per cent of the farmers had had low and high level of extension contact, respectively. Whereas, an equal per cent (0.80 per cent) of them were with very low and very high level of extension contact.

A great majority (94.20 per cent) of the farmers had low to high level of agricultural mass media exposure, followed by 03.30 per cent of them had very low level of agricultural mass media exposure. While, only 02.50 per cent of them had very high agricultural mass media exposure.

Majority (83.35 per cent) of the farmers had attended Krishi Mahotsav up to two times to four times, followed by 10.50 per cent of them had attended five to six times and 5.80 per cent of them had attended seven to more than eight times and above.

A great majority (93.30 per cent) of the farmers had medium to very high level of innovativeness, followed by 6.70 per cent of the farmers had low level of innovativeness. None of the farmers had very low level of innovativeness.

An overwhelming majority (96.70 per cent) of the farmers had medium to high level of economic motivation, followed by 3.30 per cent of them had very high level of economic motivation. No farmer had very low and low level of economic motivation.

About 97.30 per cent of the farmers were with high to very high degree of scientific orientation, followed by 1.70 per cent of the farmers had medium level of scientific orientation. None of the farmers had low and very low degree of scientific orientation.

An overwhelming majority (97.50 per cent) of the farmers had high to very high degree of risk orientation, followed by 2.50 per cent of the farmers were with medium level of risk orientation. No one of the farmers had low to very low level of risk orientation.

A majority (86.70 per cent) of the farmers had high level of overall opinion about Krishi Mahotsav, followed by 10.00 per cent and 3.30 per cent of the farmers had medium and very high level of overall opinion, respectively. None of the farmers had very low and low level of overall opinion about Krishi Mahotsav.

Relationship between profile of farmers and their attitude towards Krishi Mahotsav

Table 2: Relationship between profile of farmers and their attitude towards Krishi Mahotsav

(n=120)

Sr. No.	Independent Variables	Correlation Coefficient (r)
A	**Personal variables**	
X_1	Age	0.035
X_2	Education	0.100
X_3	Experience in farming	-0.064
B	**Social and economic variables**	
X_4	Social participation	0.202*
X_5	Land holding	0.170
X_6	Occupation	0.074
X_7	Annual income	0.231*
C	**Communicational variables**	
X_8	Extension contact	0.372**
X_9	Agricultural mass media exposure	0.413**
X_{10}	Number of Krishi Mahotsav attended	0.219*
D	**Psychological variables**	
X_{11}	Innovativeness	0.538**
X_{12}	Economic motivation	0.577**
X_{13}	Scientific orientation	0.433**
X_{14}	Risk orientation	0.341**
X_{15}	Opinion	0.047

From the above Table 2 it can be concluded

that extension contact, agricultural mass media exposure, innovativeness, economic motivation, scientific orientation and risk orientation had positive and highly significant influence on the attitude of farmers towards Krishi Mahotsav. It indicates that higher level of these variables results in high level of attitude. Whereas, social participation, annual income and number of Krishi Mahotsav attended are positive and significantly related with the attitude of farmers towards Krishi Mahotsav. However, age, education, land holding and occupation were positively and non-significantly correlated with the level of attitude of farmers towards Krishi Mahotsav. Only experience in farming has negative and non-significant influence on the attitude of farmers towards Krishi Mahotsav.

CONCLUSION

The findings of this study indicates that the attitude of farmers towards Krishi Mahotsav was observed significantly higher for the farmers, who had higher social participation, high annual income, high extension contact and agricultural mass media exposure, high degree of innovativeness, economic motivation, scientific orientation and risk orientation.

The level of attitude of the farmers was observed non-significant with their age, education, experience in farming, land holding, occupation and their opinion.

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