



Profile Characteristics of Sugarcane Growers in Mandya District of Karnataka

T Abhishek Gowda, Ch Ramesh Babu, G B M Ram Naidu and V Srinivasa Rao
Department of Extension Education, Agricultural College, Bapatla 522 101, A P

ABSTRACT

The study was conducted with a Ex-post facto research design in Mandya district of Karnataka over a randomly drawn sample of 120 sugarcane growers and the results revealed that majority of the respondents are middle aged (<35 years), high school educated (33.33%), agriculture as their sole occupation (49.17%), operating small size of land holding (52.50%) with medium category of social participation (53.33%), extension participation (65.83%) and mass media participation (65.00%), majority are having low level of credit orientation (45.83%) and medium level of scientific orientation (70.83%) and management orientation (78.33%).

Key words : Profile Characteristics, Sugarcane.

India has been known as the original home of sugarcane and sugar. Sugarcane is one of the major commercial crops in India. India ranks first among the sugarcane growing countries of the world both in area and production. It is cultivated under diverse agro-climatic conditions. The sugarcane industry is the largest among the agro-based industries in the country and is being situated mostly in rural areas. It has a vital role to play in the rural economy. The sugar factories located in various parts of the country work as nuclei for development of rural areas by mobilizing rural resources and generating employment, transport and communication facilities. Over 45 million farmers, their dependents and a large mass of agricultural labour are involved in sugarcane cultivation. In spite of this much of production also we are unable to meet the increasing demand. To meet the increasing demand of the people for sugar, the chief sugarcane growing regions need to increase their sugarcane production. The future looks bright for innovative entrepreneurs who possess the skills and experiences needed for the challenges of this entrepreneurship. At this juncture, it is logical to analyze the profile characteristics of sugarcane growers in Mandya district of Karnataka.

MATERIAL AND METHODS

A study was conducted with an ex-post-facto research design to assess profile characteristics of Sugarcane growers in Mandya district of Karnataka which was purposively selected, as the state ranks fourth in respect to area and third in respect to production as well as average yield. Mandya district was purposively selected for the study because of

the predominance and extensive cultivation of sugarcane crop and the area was popularly known as "Land of Sugar". Mandya district comprise of seven taluks out of which four taluks namely Mandya, Malavalli, Srirangapattana and Pandavapura were randomly selected. From each of the selected taluks, three villages were selected based on random sampling procedure. Thus, totally twelve villages were selected for the study. A total sample of 120 sugarcane growers were selected by selecting 10 farmers from each village through simple random sampling procedure. Keeping the objectives of the study in view, a semi-structured interview schedule was developed and pretested. This was administered to sample respondents through personal investigation. The data obtained was coded, classified and tabulated. Finally statistical tools such as arithmetic mean, standard deviation, frequency and Percentages were used for the analysis of the data, so that the finding could be meaningfully interpreted and conclusions drawn.

RESULTS AND DISCUSSION

The data presented in Table 1 it could be inferred that majority (70.83%) of the respondents were under middle age group followed by young (16.67%) and old (12.50%) age categories. A critical observation of the above findings indicated that a considerable percentage of the respondents are of middle age. Middle aged farmers comparatively have free hand in financial affairs and they can take up independent decision to implement their ideas. Further the middle aged farmers are enthusiastic, possess more physical vigor and have more work

efficiency than old and young farmers. The findings are in conformity with the findings of Vijay Kumar (2001) who revealed that middle aged farmers are more enthusiastic to work than old aged farmers.

It is evident from the Table 1 that majority (33.33%) of the respondents were high school educated followed by collegiate (21.67%), middle school (14.17%), primary school (12.50%), (10.83%), illiterates, (4.17%) can read and write (3.33%), can read only respectively. The probable reason for majority of farmers to be in high school may be due to their medium annual income and poor economic status. For collegiate education they have to travel to taluk headquarters due to the realization of importance of formal education motivating them to pursue higher education. The reason for illiterates could be their lack of interest, lack of encouragement from their family members and their poor economic status. Therefore, efforts are needed to educate the illiterates and school drop-outs through adult education and functional literacy programmes in villages to increase the level of education. Similar trend was reported by Nagesha (2005).

A glance at the Table 1 indicated that most of the respondents (49.17%) were dependent only on agriculture. Whereas, 47.50 per cent of respondents were practicing agriculture and subsidiary enterprise like dairy and poultry *etc.*, while 3.33 per cent of respondents were engaged in agriculture, dairy and poultry and services. The majority of farmers practicing agriculture alone might be due to the continuation of ancestral traditional occupation of agriculture and their education level is not high enough to get an employment. The findings are in line with the studies of Dhamodaran and Vasanthakumar (2001) who revealed that agriculture is main source of employment and livelihood in Indian conditions.

It could be inferred from the Table 1 that majority (52.50%) of the respondents had small size of land holding followed by remaining with marginal (35.00%) and big (12.50%) land holding. The reason for possession of small and medium land holding could be due to fragmentation of land because of separation of families, more over on medium farms it might be easier to employ the latest technology rather than small and big farms. While big size of land holding might be due to continuation of ancestral property. The findings are in line with the study of Pandya (1996) who revealed that small size of land holding may be due to system inheritance prevailing resulting in fragmentation of holdings.

The data furnished in Table 1 clearly shows that most of the respondents (53.33%) had medium social participation followed by low (35.00%) and high (11.67%) social participation. The findings were in agreement with the findings of Pandya (1996) and Reddy (2003) who confirmed that social participation was seen more in big farmers with higher social status.

Social participation encourages farmer to establish contact with the support system, which can promote entrepreneurship through reinforcing behaviour. For medium and high social participation, the reason could be the farmers with high formal education and good economic conditions are keen to participate in social organizations for getting some social status. While, low social participation is due to lack of interest and time, non-attractiveness of the activities undertaken by the organizations, lack of perceived benefits and local politics hindering them to participate actively in social activities.

It was evident from the Table 1 that majority (65.83%) of the respondents had medium extension participation followed by low (20.00%) and high (14.17%) extension participation. The pertinent reason for above trend may be because of the interest of farmers in extension activities to gather recent information and the educational status also influences their participation in extension activities. Further, participation in activities certainly facilitate one to acquire first hand information and equip with latest technical know-how for putting technology into practice skillfully and scientifically. However, about one-fifth of the respondents had low extension participation which can be overcome by providing stipend and incentives during the training programmes. These findings have been confirmed by Patel *et al.* (2003).

A perusal of the data from the Table 1 indicated that majority of the respondents (65.00%) had medium mass media participation followed by low (19.17%) and high (15.83%) mass media participation. This type of trend might be due to the fact that mass media are the proven channels for quick dissemination of information to a widely dispersed and large number of people in a short period. Mass media provides information on experiences of successful farmers through various channels like television, radio, newspaper *etc.*, which provides confidence to other farmers to take up similar activities or try out new innovations. The reasons for low mass media participation might be their income level and educational status not

Table 1. Distribution of respondents according to their profile characteristics.

(n=120)				
S.No	Components	Categories	Frequency	Percentage
1	Age	Young	20	16.67
		Middle	85	70.83
		Old	15	12.50
2	Education	Illiterate	13	10.83
		Can read only	4	3.33
		Can read and write	5	4.17
		Primary school	15	12.50
		Middle school	17	14.17
		High school	40	33.33
		College	26	21.67
3	Occupation	Agriculture	59	49.17
		Agriculture + Dairy/ Poultry	57	47.50
		Agriculture + Dairy/ Poultry + services	4	3.33
			63	
4	Land holding	Small farmers	42	52.50
		Marginal farmers	15	35.00
		Big farmers	42	12.50
5	Social participation (\bar{x} : 4.16, σ : 3.44)	Low < 0.72	64	35.00
		Medium 0.72-7.6	14	53.33
		High > 7.6	24	11.67
6	Extension participation (\bar{x} : 5.57, σ : 2.69)	Low < 2.88	79	20.00
		Medium 2.88-8.26	17	65.83
		High > 8.26	23	14.17
7	Mass media participation (\bar{x} : 17.80, σ : 4.62)	Low < 13.18	78	19.17
		Medium 13.18-22.42	19	65.00
		High > 22.42	55	15.83
8	Credit orientation (\bar{x} : 1.25, σ : 1.24)	Low < 0.01	40	45.83
		Medium 0.01-2.49	25	33.33
		High > 2.49	25	20.84
9	Scientific orientation (\bar{x} : 14.08, σ : 2.16)	Low < 11.92	85	20.83
		Medium 11.92-16.24	10	70.83
		High > 16.24	20	8.34
10	Management orientation (\bar{x} : 36.50, σ : 3.56)	Low < 32.94	94	16.67
		Medium 32.94-40.06	6	78.33
		High > 40.06		5.00

permitted them to participate in various mass media sources. These findings were in accordance with the findings of Dhamodaran and Vasanthakumar (2001) and Reddy (2003) who reported that majority of respondents possessed radio and they regularly listen to both agricultural and non-agricultural programmes.

It is evident from the Table 1 that majority (45.83%) of the respondents had low level of credit orientation followed by medium (33.33%) and high (20.84%) level of credit orientation. The probable

reasons for above trend might be that provision of insufficient loan by government, meager subsidy on loan, require much of pledging of their entire property, for getting loan. Hence, the respondents were moderately oriented towards credit. It also indicated that one-third of the respondents were having good aptitude to seek credit for the gainful self-employment with timely repayment. These findings were in line with the findings of Vivekanand (1994) who reported that most of the respondents utilized institutional credit only, while only few of them had

utilized both institutional and non-institutional credit.

A perusal of the data from the Table 1 revealed that majority (70.83%) of the respondents had medium scientific orientation followed by low (20.83%) and high (8.34%) scientific orientation. The probable reason for majority having medium scientific orientation might be due to their educational qualifications, *i.e.* higher formal education helped the respondents to apply scientific practices in sugarcane cultivation. Other plausible reason may be the participation of respondents in training programmes, demonstrations, field visits, field day and krishi mela opening up of mental horizon of the individual. The knowledge and skill gained during these programmes motivated the farmers to apply scientific approach in sugarcane cultivation. The findings of the study are in line with the findings of Palaniswamy and Sriram (2001) who disclosed the reason for low scientific orientation as less education and poor social contacts leading to a little scope to know about new changes in modern technologies.

The data furnished in the Table 1 revealed that majority of the respondents (78.33%) had medium management orientation followed by low (16.67%) and high (5.00%) management orientation. The probable reason for above trend is field extension personnel of department of agriculture will be in regular contact with many prospective farmers and those interactions might have helped the farmers to manage the production and marketing activities and to re-orient their level of management orientation. The other plausible reason might be the exposure of farmers to various professional situations like extension meetings, exhibitions, field days, krishi melas *etc.* which might have contributed them to plan the crop production activities and synchronize these activities with the available resources like land, labour and capital *etc.* and attain higher yields in terms of profit. The findings are in accordance with the findings of Nagesha (2005) who reported that the farmer's interactions with the field extension personnel might have contributed them to develop their level of management as compared to other farmers.

LITERATURE CITED

- Dhamodaran T and Vasanthakumar J 2001.** Relationship between selected characteristics of registered sugarcane growers and their extent of adoption of improved sugarcane cultivation practices. *Journal of Extension Education* 12(2): 3138-3143.
- Nagesha P N 2005.** A study on entrepreneurial behaviour of vegetable seed producing farmers in Haveri District of Karnataka. M.Sc.(Ag.) Thesis University of Agricultural Sciences, Dharwad.
- Palaniswamy A and Sriram N 2001.** Modernization characteristics of sugarcane growers. *Journal of Extension Education* 11(4):2906-2916.
- Pandya R D 1996.** Entrepreneurial behaviour of sugarcane growers. *Journal of Extension Education* 6(1):10299-1301.
- Patel M M, Sanoria Y C and Amit Chatterjee 2003.** Communication factors and entrepreneurial behaviour of sugarcane growers. *Journal of Research, ANGRAU, Hyderabad* 31(3):62-67.
- Reddy Suneetha Singam 2003.** A study on entrepreneurial behaviour of sericulture farmers in Chittoor District of Andhra Pradesh. M.Sc.(Ag.) Thesis, Acharya N G Ranga Agricultural University, Hyderabad.
- Vijaykumar K 2001.** Entrepreneurial behaviour of floriculture farmers in Ranga Reddy District of Andhra Pradesh. M.Sc.(Ag.) Thesis, Acharya N G Ranga Agricultural University, Hyderabad.
- Vivekanand A 1994.** A study on entrepreneurial behaviour and employment-income generation beneficiaries under TRYSEM programme in West Godavari District of Andhra Pradesh. M.Sc.(Ag.) Thesis, Andhra Pradesh Agricultural University, Hyderabad.

(Received on 16.03.2009 and revised on 18.04.2011)