Profile Charectreristics of Groundnut Farmers in Chittoor District of Andhra Pradesh

Key words : Profile Characteristics, Groundnut farmers

Groundnut is the single largest source of edible oil in India and constitutes about 50 per cent of oilseed production. The Groundnut cultivation in India had shown largest amount of variation over six decades. The area of groundnut in India has increased from 4.49 million hectare in 1950-51 to 6.22 million hectare in 2008-09 and production from 3.48 million tones in 1950-51 to 7.34 million tonnes in 2008-09 (http://www.agricoop.nic.in). Andhra Pradesh state shares about 1/3rd of Groundnut area of the country and occupies 3rd place in production contributing 18.81 per cent of the production in the country.

The significant contribution of researchers, extension functionaries and farming community play pivotal role in achieving the above success. The researchers developed sustainable technologies to meet the production requirements of the farmers followed by effective dissemination of technologies by the extension functionaries so as to bring the technologies to the farmers for adoption. The farming community adopting successfully those technologies so as to increase the productivity levels of groundnut. As the farmers are the key contributors of farm production, the present study was taken up to study the profile characteristics of groundnut farmers.

Ex-post-facto research design was followed for the study. The investigation was carried out in Chittoor district of Rayalaseema region of Andhra Pradesh during the year 2010. Four mandals were selected in chittoor district and from each mandal three villages were selected purposively based on highest area under irrigated groundnut for both mandals and villages. From each of the selected village, ten groundnut farmers were selected randomly thus making a total of 120 respondents for the study. The data were collected by personal interview method with the help of structured interview schedule.

The groundnut farmers were distributed into different categories based on their selected profile characteristics and are presented in the Table-1.

Age

Majority (52.50%) of the groundnut farmers belonged to middle age category followed by young (25.83%) and old age (21.67%) categories. The probable reason for distribution might be that the agriculture in the present situation has been perceived as a profitable enterprise in particular as the groundnut is one of the remunerative crops for the farmers. Middle age and young age farmers were motivated to cultivate groundnut by adopting latest production technologies and obtaining good returns. More over, the old age people might have given responsibility of the cultivation to their offsprings. Hence the above trend was observed. It is in conformity with the findings of Begum (2008) and Madhusekhar (2009).

Education

Majority (23.33%) of the respondents were educated up to middle school level followed by illiterate (20.00%), functionally literate (13.33%), primary school (13.33%), high school (12.50%) and Intermediate (10.83%) and 6.67 per cent were educated up to college level. The probable reason for distribution might be that, at the village level there is an opportunity for this type of primary to high school level education. Hence more than half of the respondents had primary to secondary school education. Intermediate and college education might be requiring more finance, transport and other basic amenities which made majority of the respondents not to have access for attending higher education. On the other side, one-fourth of them were illiterates might be because of their poor socio-economic conditions. It is in conformity with the results of Kishorbabu (2004) and Gopinath (2005).

Farm Size

Majority (58.33%) of the groundnut farmers were small farmers followed by marginal farmers (29.17%) and big farmers (12.50%). The probable reason might be that the rural society might be adopting the nuclear family approach, which led to the fragmentation of the land holding resulting in

small and marginal farmers. It is in conformity with the findings of Gopinath (2005).

Farming experience

Majority **(**65.00%) of the groundnut farmers had medium farming experience followed by high (19.17%) and low farming experience (15.83%). The probable reason might be that as majority of the farmers belonged to middle age group and also there was awareness among the farming community about the education which made them to enter into farming after completing their education. Hence the above trend was observed. It is in conformity with the findings of Ratnam (2000) and Naik (2006).

Extension contact

Majority (56.66 %) of the respondents were having medium extension contact followed by low (26.66%) and high (16.66%) extension contact. The probable reason for the above trend might be that the majority of the respondents were small and marginal farmers and the extension functionaries might have been concentrating more on big farmers for transfer of technology. On the other side lack of sufficient number of extension personnel at grassroot level also could be the reason for the above results. It is in conformity with Kishorbabu (2004), Sajithkumar (2004) and Gopinath (2005).

Mass media exposure

Majority of the respondents were having medium mass media exposure (53.33%) followed by low (27.5%) and high (19.17%) levels of mass media exposure. The probable reason for this trend might be due to the fact that majority of the respondents had primary to high school education which made them to have slight inclination towards utilization of recommendations of agricultural extension personnel for their farm production. On the other hand, more than one fourth of the respondents who might be small and marginal farmers had low extension contact due to their illiteracy. It is in conformity with Ramu (2005).

Achievement motivation

Majority (46.67%) of groundnut farmers had medium achievement motivation followed by high (38.33%) and low (15.00%) achievement motivation. This is because of the fact that most of the respondents had high n-Ach factor which is an index of their entrepreneurial character. It is in conformity with the findings of Sailaja (1996) and Begum (2008).

Scientific Orientation

Nearly half of the (44.17 %) of the respondents had medium scientific orientation followed by low (39.17%) and high (16.66%) of scientific orientation. The probable reason might be that due to lack of proper awareness, knowledge and skills in latest recommended agricultural production technologies which contributed due to scanty guidance by the extension personnel. On the other side the practical feasibility of the technologies at the farmers levels were not appropriate. It is in conformity with Reddy (2003) and Begum (2008).

Management Orientation

Majority (59.17%) of groundnut farmers had medium Management Orientation followed by low (21.66%) and high (19.16%) management Orientation. This might be due to the fact that as the agricultural scenario is changing from sustainability to commercialization, the farmers are oriented towards getting more profit rather than higher productivity with their better managerial abilities. On the other side the people with traditional way of farming includes laggards, illiterates, old people might be adopting the age old practices without proper resource management. It is in conformity with the findings of Himaja (2001).

Innovativeness

Majority (59.17%) of the respondents had medium innovativeness followed by high (20.83%) and low (20.00%) levels of innovativeness. The possible reason for this trend might be that the farmers with higher education and social contact were able to update their knowledge and skills time to time and ready to accept the new technologies in their farming. On the other side the illiterates; resourceful farmers might be lacking the awareness, risk taking ability to adopt such technologies. It is in conformity with the findings of Mahitakiran (2000).

CONCLUSION:

Majority of the groundnut farmers were middle aged with middle school education, had small farm size, had medium farming experience, had medium extension contact and medium mass media exposure. This signifies the need for providing proper functional lieracy programmes supplemented with awareness on importance of extension personnel and mass media in transfer of technology. They also need to trained in the areas of achievement motivation, scientific orientation, management orientation and innovativeness which are the pillars for success of any human being.

Table 1. Profile charecteristics of groundnut farmers   (n=120)

S.No	Category	Frequency	Percentage	MEAN	S.D.
AGE					
1.	Young (<35 Years)	31	25.83	-	-
2.	Middle(36-55 Years)	63	52.50		
3.	Old (>56 years)	26	21.67		
	Total	**120**	**100.00**		
EDUCATION					
1	Illiterate	24	20.00		
2.	Functionally literate	16	13.33		
3.	Primary school	16	13.33		
4.	Middle school	28	23.33	-	-
5.	High school	15	12.50		
6.	Intermediate	13	10.83		
7.	College level	8	6.67		
	Total	**120**	**100.00**		
FARM SIZE					
1.	Marginal farmer	35	29.17		
2.	Small farmer	70	58.33	-	-
3.	Big farmer	15	12.50		
	Total	**120**	**100.00**		
FARMING EXPERIENCE					
1.	Low	19	15.83		
2.	Medium	78	65.00	22.70	8.83
3.	High	23	19.17		
	Total	**120**	**100.00**		
EXTENSION CONTACT					
1.	Low	32	26.67		
2.	Medium	68	56.67	5.63	2.68
3.	High	20	16.66		
	Total	**120**	**100.00**		
MASS MEDIA EXPOSURE					
1.	Low	33	27.51		
2.	Medium	64	53.33	3.71	2.029
3.	High	23	19.16		
	Total	**120**	**100.00**		
ACHIEVEMENT MOTIVATION					
1.	Low	18	15.00		
2.	Medium	56	46.66	15.341	4.30
3.	High	46	38.34		
	Total	**120**	**100.00**		
SCIENTIFIC ORIENTATION					
1.	Low	47	39.16		
2.	Medium	53	44.16	12.70	3.80
3.	High	20	16.66		
	Total	**120**	**100.00**		
MANAGEMENT ORIENTATION					
1.	Low	26	21.67		
2.	Medium	71	59.17	39.49.	9.99
3.	High	23	19.16		
	Total	**120**	**100.00**		
INNOVATIVENESS					
1.	Low	24	20.00		
2.	Medium	71	59.17	17.825	6.117
3.	High	25	20.83		
	Total	**120**	**100.00**		

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