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Profile Characteristics of *Adarsha Rythus* of Chittoor District in Andhra Pradesh

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ABSTRACT

This paper describes the socio-personal characteristics of *Adarsha Rythus in Chittor district of Andhra Pradesh.* The Data was collected from 260 *Adarsha Rythus following ex-post-facto research design.* The study revealed that majority of them were under the age group of 26 - 40 years, had intermediate education, had medium sized family, had marginal and small sized land holdings, had medium farming experience and medium mass media exposure. Majority of the respondents had medium levels of achievement motivation, scientific orientation, management orientation and innovativeness.

Key words :

The extension services in the state of Andhra Pradesh have been strengthened by positioning *Adarsha Rythu* (A model farmer) as a facilitator at village level for generating more awareness among the farmers on advanced crop planning, production, horticultural crops, micro irrigation practices, marketing issues, post harvest technology, credit related issues, irrigation and other allied agricultural activities. Andhra Pradesh was the first state to select *''Adarsha Rythus''* in tune with the Swaminathan Commission report. The main objective behind the identification of *Adarsha Rythus* is to introduce a nodal functionary between the farmers and the extension staff of agriculture and other line departments to help in bridging the gap between the research and the extension. The *'Adarsha Rythu'* should have minimum of 10th class qualification, 25-45 years of age, having good communication skills, resident of selected village and compulsory a practicing farmer. Each *Adarsha Rythu* will be paid an honorarium of Rs. 1,000/- per month. To strengthen the extension services 49,161 *Adarsha Rythus* were deployed as against the target of 50,000 in the state. *Adarsha Rythus* are maintaining the list of 200-250 farmer holdings allotted to him/her and the registers with the information on the type of soils, extent of crops grown, number of sheep, cows, fish ponds, particulars of the credit availability etc., on each farm holding. The present study was conducted with the main objective of studying the socio- personal characteristics of *Adarsha Rythus*.

MATERIAL AND METHODS

Ex-post-facto research design was used in the present investigation. To fulfill multifarious functions, , all the *Adarsha Rythus* are given training at divisional level on latest production technologies of agriculture and allied fields and different farmer welfare schemes for 5 days every year as a mandatory activity. Krishi Vigyan Kendra of Rastriya Seva Samithi (RASS NGO KVK) located at Tirupati is one of the resource centre for giving on- campus residential training programmes in Chittoor district of Andhra Pradesh. Three batches of *Adarsha Rythus* were trained on different technologies during 2nd fortnight of November to 1st fortnight of December 2009 in the KVK. The study was conducted with 260 farmers of Chittoor district of Andhra Pradesh state who had attended the above three training programmes. The data were collected with a structured schedule through personal interview method.

RESULTS AND DISCUSSION

The socio-personal characteristics of the *Adarsha Rythus* are presented with the help of data in the Table-1

Age :

It is revealed from Table 1 that majority of the *Adarsha Rythus* were in 31-40 years age category (59.61%) followed by 20-30 years (27.33%) and more than 40 years (13.07%). It shows that the selection of *Adarsha Rythus* was done as per

the criteria fixed and hence majority were below 40 years of age who can be dynamic in performing different roles assigned to them. Young farmers might have been encouraged as they are the future foundation pillars for agricultural development.

Education:

It is clear from the Table 1 that majority of the respondents were educated upto Intermediate (44.61%) followed by equal number of respondents completing their 10th standard (27.69%) and Degree (27.69%). As the minimum qualification for *Adarsha Rythus* is 10th class, all of them were with 10th class and above education. The encouraging factor here is that 3/4th of the *Adarsha Rythus* had intermediate, degree and post-graduate qualification. This is an indication for choosing agriculture as respectable occupation by the highly educated people also in the villages. On the other side, agriculture department has also taken due care in selecting the educated farmers as *Adarsha Rythus*. Majority of the respondents had completed Intermediate course which indicates that Junior colleges are easily approachable to their villages and higher education i.e degree and post-graduation facilities are far from their living areas. About 27.69 percent respondents had stopped their education at high school level which could be due to their poor socio-economic conditions.

Family size:

From Table 1 it could be seen that majority of the respondents had medium family size (66.53%) with 4-6 members followed by 24.61 percent having small family and 8.84 percent having large families. As the culture is dynamic and changing from time and slowly oriented towards fragmentation leading to nucleus family system. Being educated people *Adarsha Rythus* also might be trying to have more individuality and divided from their parents and brothers to be in nucleus families.

Farm size :

It is clear from the Table 1 that majority of the *Adarsha Rythus* were marginal farmers (41.92%) followed by small (35%), medium (20.38%) and big farmers (2.69%). The probable reason might be that the culture of nuclear families in rural areas resulted in fragmentation of land resulting in small and marginal farmers. On the other side the land is becoming limiting factor because of conversion of agricultural lands in to residential sites. Intensive cultivation with multiple cropping systems might be adopted by these farmers with their knowledge. Hence majority of them were small and marginal farmers.

Farming experience:

From the Table 1 it is revealed that majority of the *Adarsha Rythus* (54.62%) had medium farming experience followed by low (25%) farming experience and high (20.38%) farming experience. This might be due to the fact that majority of the *Adarsha Rythus* are young and dynamic with good education which made them continue their traditional occupation. Moreover, the results are in conformity with the norms of the selection of *Adarsha Rythus* that they should have adequate farming experience to be role model for other farmers.

Mass media exposure :

It is evident from Table 1 that 78.07 percent of *Adarsha Rythus* had medium mass media exposure, 11.53 percent had high exposure while 10.38 percent had low mass media exposure. The probable reason might be due to the fact that majority of the respondents were educated and they are supposed to get equipped with adequate information on the technologies by exposing them to different media. Better availability and access to print and electronic media might also have contributed for this trend.

Achievement motivation:

From Table 1 it is seen that majority of the *Adarsha Rythus* (73.85%) had medium achievement motivation followed by high (20.77%) achievement motivation and low (5.385%) achievement motivation. This could be due to fact that the most of the *Adarsha Rythus* had high n-Ach factor which indicates the extent to which they want to perform difficult and challenging tasks on a high level. McClelland believes that these people make the best leaders, although there can be a tendency to demand too much of their staff in the belief that they are all also highly results driven. Being young, energetic, enthusiastic and educated farmers they might had high achievement motivation.

Scientific orientation:

Perusal of the Table 1 reveals that majority of the respondents (85%) had medium scientific orientation followed by 10.58 percent with high and a meager 4.61 percent with low scientific orientation. This might be due to the fact that the *Adarsha Rythus* are the nodal functionary between the farmers and extension functionaries of all line departments and hence they need to have adequate awareness,

Table 1. Socio- personal characteristics of *Adarsha Rythus.*

S.no	Category	Frequency	Percentage	Mean	S.D
Age					
1	20 – 30 years	71	27.33		
2	31 – 40 years	155	59.61	34.56	5.47
3	> 40 years	34	13.07		
Education					
1	10th standard	72	27.69		
2	Intermediate	116	44.61	2.09	0.79
3	Degree & Post Graduation	72	27.69		
No. of family members					
1	Small (1-3 members)	64	24.61		
2	Medium (4-6 members)	173	66.53	1.874	0.64
3	Large (>7 members)	23	8.84		
Farm size					
1	Marginal	109	41.92		
2	Small	91	35.00	1.83	0.84
3	Medium	53	20.38		
4	Big	7	2.69		
Farming Experience					
1	Low	65	25.00		
2	Medium	142	54.62	14.80	6.93
3	High	53	20.38		
Mass Media Exposure					
1	Low	27	10.38		
2	Medium	203	78.07	12.471	1.618
3	High	30	11.53		
Achievement Motivation					
1	Low	14	5.385		
2	Medium	192	73.85	17.89	1.892
3	High	54	20.77		
Scientific orientation					
1	Low	12	4.61		
2	Medium	221	85.00	24.11	2.95
3	High	27	10.38		
Management Orientation					
1	Low	18	6.923		
2	Medium	187	71.92	19.272	2.471
3	High	55	21.15		
Innovativeness					
1	Low	18	6.92		
2	Medium	208	80.00	11.596	1.581
3	High	34	13.07		

knowledge and skills in latest agriculture and allied technologies. Their education might have helped them in getting better comprehension of the latest production technologies in different crops.

Management orientation:

It is observed from Table 1 that 71.92 per cent of the *Adarsha Rythus* had medium management orientation followed by 21.15 per cent with high management orientation and 6.92 per cent with low management orientation. The trend might be due to the fact that *Adarsha Rythus* are model farmers in the village and they are having adequate management abilities to maintain their farm, implement different government schemes successfully in the ground level, co-ordinate with farmers at one end and departmental staff and Research Scientists at other end. They might be cautious in adopting appropriate interventions at appropriate time to suit to the present needs of their farming.

Innovativeness:

It is evident from Table 1 that 80 percent of the *Adarsha Rythus* had medium innovativeness followed by high (13.07%) and low (6.92%) levels of innovativeness. The possible reason for this trend might be that the *Adarsha Rythus* had higher education and to excel in their duties they need to upgrade themselves in knowledge and skills. As *Adarsha Rythus*, they should be innovative in adopting any new technologies in their fields first before they suggest it to other farmers. They always seek for changes in their faming and update their knowledge and skills in turn directing towards taking rational risks in their farming.

CONCLUSION

The *Adarsha Rythus* identified by the agriculture department had satisfactory profile as expected by the Government with respect to the characteristics viz., age, education, family size, land holding and farming experience. However, the characteristics like mass media exposure, achievement motivation, scientific orientation, management orientation and innovativeness need to be improved towards higher side in order to fully justify the objectives of their selection as a facilitator at village level for generating more awareness among the farmers by acting as a nodal functionary between the farmers and the extension staff of agriculture and other line departments (Krishna Kumar and Sailaja, 2011). Since *Adarsha Rythu* processes and evaluates the information available with him he needs to be regularly trained to improve their technical competency levels and boost their confidence levels while dealing with group of people.

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