Profile Characteristics of Paddy Farmers in East Godavari district

R Praveen Babu, G Sivanarayana T Gopikrishna and G Raghunadha Reddy

Department of Exetension, Agricultural College, Bapatla 522 101, Andhra Pradesh

ABSTRACT

A study on profile characteristics revealed that majority of paddy farmers were middle aged, college education, with semi-medium land holdings, medium farming experience, annual income, extension contact, social participation, innovativeness, risk orientation, mass media exposure, cosmopoliteness, cropping intensity, market orientation and medium economic orientation.

Key words : College education , Landholding, Profile characteristics, Social participation.

Oryza sativa is grown all over the world. India is the second leading producer of rice in the world after China. Rice is grown extensively in India in 43.77 million ha. area with an annual production of 96.43 million tonnes, with average yield of 2203 kg/ha. Annual consumption of rice in India is around 85 million tonnes. In India rice is cultivated in both cropping seasons - winter and summer In Andhrapradesh rice is grown in an area of 34.41lakh ha. with a production of 105.38 lakh tonnes . The major rice growing districts in Andhrapradesh are East Godavari, West Godavari Krishna, Guntur, Nellore and Warangal. East Godavari is the leading district with a production of 8.42 lakh tonnes and productivity is also far higher (3994 kg/ha) .The soil and climate of East Godavari district is most suitable for rice cultivation and production of rice can be increased through timely adoption of recommended rice production technologies by the farmers. Certain characteristics of farmers tend to have profound influence on acquisition of knowledge and extent of adoption. These include age, education, landholding, farming experience, mass media exposure ,extension contact, innovativeness, socialparticipation, cosmopoliteness, cropping intensity, market orientation , economic orientation etc. In this backdrop, a study was conducted to assess these profile characteristics of paddy farmers in East Godavari district of Andhra Pradesh.

MATERIAL AND METHODS

The investigation was carried out in East Godavari district of Andhra Pradesh purposively with ex-post facto research design duly following the proportionate random sampling. The study was taken up in four mandals viz., Amalpuram, I.Polavaram, Kakinada rural, sakhinetipalli covering two villages each per mandal thus making up a sample of 120 rice farmers. The data was collected through well structured pre-tested interview schedule , which was coded ,tabulated and analysed in computer and presented in tables to make the findings meaningful and easily understandable. Various statistical measures such as frequency, percentage, mean and standard deviation was used. The findings were suitably interpreted and necessary conclusions were drawn.

RESULTS AND DISCUSSION

Majority (56.67%) of the respondents belonged to middle age followed by 31.67% in the old age category, and only 11.66 per cent fell under young age category. The possible reason might be that a larger portion of the younger generation didn't prefer agriculture as they turned towards industries, IT and management. The above findings corroborate with the findings of Santhi (2006).

A majority of the respondents were educated up to high school level (27.50%), intermediate education (17.60%), followed by (12.50%) primary school education and (15.80%) functionally literate and 15.00% the respondents were graduates. A meagre portion (11.60%) of them were illiterate. This might be because of the availability of the higher secondary schools and Arts and Science College in the study area. (latha 2002).

A majority of the respondents were semi-

Table 1. Selected profile characteristics of the paddy farmers.   n=120

	Independent variables	Category	Respondents	
			Frequency	Percentage
1	Age	Young age (< 35 years)	14	11.66
	$\overline{X}$ =45.25	Middle age (36-58 years)	68	56.67
	σ = 9.07	Old age (> 58 years)	38	31.67
2	Education	Illiterate	14	11.7
		Functionally literate	19	15.8
		Primary school	15	12.5
		High school	21	17.5
		College education	33	27.5
3	Land Holding	Graduation	18	15.0
		Marginal (0.1-1.0 ha)	19	15.80
		Small (1.1-2.0 ha)	30	25.10
		Semi-medium (2.1-4.0 ha)	39	32.50
		Medium (4.1-10.0 ha)	13	10.80
4	Farming experience	Large (10.0+ ha)	19	15.80
	$\overline{X}$ =3.71	Low (< 2.52)	19	15.83
	σ = 1.18	Medium (2.53 to 4.90) High	64	53.37
5	Annual Income	(>4.91)	37	30.80
	$\overline{X}$ =5.40	Low (<4.52)	22	18.33
	σ = 0.88	Medium (4.52 to 6.29) High	80	66.67
6	Extension contact	(>6.29)	18	15.00
	$\overline{X}$ = 19.90	Low (<16.6)	19	15.83
	σ = 3.28	Medium (16.6 to 23.3)	79	65.83
7	Social participation	High (23.3>)	22	18.34
	$\overline{X}$ = 19.68	Low (<15.70)	20	20.80
	σ = 3.97	Medium (15.70 to 23.65)	75	62.50
8	Innovativeness	High (>23.65)	25	16.70
	$\overline{X}$ = 19.40	Low (<16.34)	18	15.00
	σ = 3.05	Medium (16.34 to 22.45)	80	66.60
9	Risk orientation	High (>22.45)	22	18.40
	$\overline{X}$ = 13.44	Low (<11.37)	19	15.80
	σ = 2.065	Medium (11.37 to 15.50)	81	67.50
10	Mass Media exposure	High (15.50>)	20	16.70
	$\overline{X}$ = 13.29	Low (<11.42)	17	14.17
	σ = 1.86	Medium (11.42 to 15.15)	90	75
11	Cropping intensity	High (>15.15)	13	10.83
	$\overline{X}$ =2.60	Low (<2.04)	19	15.83
	σ = 0.55	Medium (2.04 to 3.15)	64	53.34
12	Cosmopoliteness	High (>3.15)	37	30.83
	$\overline{X}$ =8.50	Low (<6.55)	18	15
	σ = 1.95	Medium (6.55 to 10.46)	78	65
13	Market orientation	High (>10.46)	24	20
	$\overline{X}$ = 12.06	Low (<9.59)	19	15.80
	σ = 2.47	Medium (9.59 to 14.5)	80	66.60
14	Economic orientation	High (>14.5)	21	17.60
	$\overline{X}$ = 18.10	Low (<18.18)	23	19.17
	σ = 3.35	Medium (18.19 to 20.33)	68	56.67
		High (>20.34)	29	24.16

medium (32.50%) ,small (25.10%) followed by marginal(15.80%), and medium(15.80%) land holders. A meagre portion of them are having (10.80%) medium land holding. The possible reason might be that in the recent times most of the families are of nuclear system and joint family system is gradually fading away. This resulted in fragmentation of land among the family members. As the capital investment in farming was rising, more and more farmers showed interest towards the conversion to commercial ventures. (Man and Sadiya 2009).

Majority (53.33%) of the paddy farmers had high level of farming experience followed by medium (30.83%) and low (15.84%) farming experience . This might be due to the fact that majority of the respondents belonged to middle and old age categories. Hence, most of the respondents were falling under high to medium farming experience. This result is in line with Sajith Kumar (2004) and Man and Sadiya (2009).

Majority (66.67%) of the respondents had medium level of annual income followed by low (18.33%) and high (15.00%) levels of annual income. The possible reason that could be attributed was their better socio-economic conditions. The other possible reasons that could be attributed to non-farm occupations are dairy and aquaculture to support their income (Lakshmisha 2000).

Majority (65.83%) of the respondents had medium extension contact followed by high (18.34%) and low (15.83%) levels of extension contact. The possible reason for the medium level of extension contact could be that majority of the respondents were lured by the subsidies. A sizable portion of them in first two of the adopter categories were keen in keeping touch with department officials and they had high level of extension contact. This might be the possible reason for the medium followed by the high levels of extension contact. (Ramesh and Govind 2005).

A little more than half (62.5%) of the respondents had medium level of social participation followed by low (20.8%) and high (16.7%) levels. It could be concluded that, few paddy farmers were enrolled as members in rythu mithra Groups, Agricultural co-operative credit societies, Water user associations and Gram panchayat and others were concentrating on their own business. This might be the possible reason for their medium to low level of social participation. (Santhi 2006).

Majority (66.6%) of the respondents had medium innovativeness followed by high (18.4%) and low (15%) levels of innovativeness. Because of their good educational status and extension contact were curious about new cultivation methods as they were cultivating the crop from generations together and they also shown more interest on the latest developments of paddy technology. This result is in agreement with (Ramu 2005 and Naik 2006).

A 67.5% of the Paddy farmers had medium level of risk orientation, followed by low (15.8%) and high (16.7%) levels of risk orientation. Three fourth of the Paddy farmers were found to have medium level of risk orientation. This indicates that the young, educated and interested respondents with medium levels of innovativeness were ready to face the risk while adopting the paddy technology. (Subramanian 2000).

Majority (75%) of the respondents had medium mass media exposure followed by low (14.17%) and high (10.83%) levels. This trend might be due to differences in level of education as majority of the respondents were semi-medium and medium farmers with medium level of education. Almost every household possessed television, They were keen on watching television and listening to radio. Like this they also showed much attention to print media as it is available at lower rate. Hence they showed more interest towards print media, educational films and agricultural programmes in television etc. (Hemanth Kumar 2002).

Majority (53.34%) of the respondents had medium level of cropping intensity followed by high (30.83%) and low (15.83%) levels of cropping intensity. The reason is that most of the farmers are having semi-medium and medium land holdings and majority of the farmers are growing three crops annually on the same land. It's quite natural that the exposure of cultivating three crops annually adds to their knowledge dimension other way. (Rao 1996).

More than half (65%) of paddy farmers belonged to medium cosmopoliteness category, whereas (15%) and (20%) of the respondents belonged to low and high categories respectively. This might be due to their medium social

participation and selling of their produce through middle men and majority of farmers get the information from their fellow farmers who were cosmopolite in nature. (Kiran and Shenoy 2010).

A 66.66 % of the Paddy farmers had medium market orientation followed by high (17.6%) and low (15.8%) levels of market orientation. The plausible reason for this trend might be that majority of respondents had semi-medium land holding with medium income, medium to high extension contact and mass media exposure and they wanted to gain more profits out of their produce. (Gopinath 2005).

A 56.67% of the paddy farmers had medium economic orientation followed by farmers with high (24.16%) and low (19.17%) levels of economic orientation respectively. The reason for the above finding might be due to majority of farmers had semi-medium to medium land holdings with high school education are mostly engaged in agriculture for their livelihood. Farmers having high economic orientation were willing to take calculated risk for their field operations. (Mallarayudu 1997).

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