

Study on profile of rice farmer beneficiaries of rythu seva kendras in Andhra Pradesh

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ABSTRACT

The profile was studied to measure the profile of rice farmers in East Godavari, Nellore and Kurnool districts of Andhra Pradesh. Relevant items covering social, economic and psychological aspects from the literature available in relation to the beneficiaries were taken into consideration. Scores are assigned for measuring each variable. Scoring was reversed for negative statements. The total score of the respondents on all items was taken on the basis of response and the beneficiaries were categorized into three groups having low, medium and high level of categories.

Keywords: *Age, Education, Innovativeness, Mass media exposure and Profile*

Agriculture is the main source of livelihood for most of the population in India. Pre and post green revolution extension systems in India had played a commendable role in the dissemination of transfer of technologies. On the contrary farmers face many problems in the process of input procurement, product selling, market prices etc. it impossible for the extension worker to meet each farmer personally to control these problems the government of Andhra Pradesh established Rythu Seva Kendra. With a trained staff of various disciplines of agriculture and allied sectors. Earlier the farmers had to reach the mandal level offices of agriculture, horticulture, veterinary, fisheries to address any work but with the introduction of RSK at panchayat level, the staff including Village Agriculture Assistant (VAA), Village Horticulture Assistant (VHA), Village Sericulture Assistant (VSA), Village Fisheries Assistant (VFA) are easily accessible to the farmers at village level. Services like agri-input shop, farmers knowledge centre, custom hiring centres, PM-kisan, E-Crop Booking, crop health monitoring, Commodity Market Price and Procurement, Polambadi (Farmer Field School), Polampilustundi magazines, Paadipantalu You tube channel, method demonstrations, quality inputs distribution, etc. are availed under this farmer' welfare establishment in the aegis of Andhra Pradesh Government.

MATERIAL AND METHODS

Research methodology followed

An ex-post-facto research design was followed.

Locale of the Study

The present study was conducted in East Godavari, Nellore and Kurnool districts of Andhra Pradesh.

Selection of Respondents

Three districts from three regions of Andhra Pradesh, East Godavari district from North Coastal region, Nellore district from South Coastal region and Kurnool district from Rayalaseema region were randomly selected. From each of the selected districts two mandals were purposively selected based on the highest number of RSKs in the districts thus comes a total of six mandals. From each of the selected mandal, four villages were selected by using simple random sampling procedure thus coming to a total of 24 villages and from each of the selected village, 10 RSK beneficiaries were selected by using simple random sampling procedure thus coming to a total of 240 respondents.

Statistical tools used

Descriptive statistics such as Frequency, Percentage, Mean, Standard deviation and Mean

scale value were used for categorizing the respondents.

RESULTS AND DISCUSSION

As revealed in the Table 1 that, 71 per cent of beneficiaries of RSK in pooled sample as a whole clearly found to be middle aged followed by those belonged to young (27%) and old (3%) age in all the selected districts. The individuals in this age group usually have families and similar to the findings of Sravya (2022). It was found that that overall, 30% of beneficiaries of RSK were illiterate/ no schooling, middle school (22.5%) followed by those educated up to high school (20%), primary school (12.5%), intermediate/diploma (10.41%) and graduation (4.58%) possible reasons for the various education levels may be due to lack of interest and awareness among elders in the villages and findings was in conformity with Affiaphenica (2018) and Archana (2016). Overall, 55.83% of rice farmer beneficiaries were belonged to agriculture followed by animal husbandry (21.25%), horticulture (17%), agricultural laborer (11.6%) and sericulture (3.52%), evident from the result that most of the farmers rely mainly on farming as agriculture. The probable reason could be that the most of the farmers belonged to the middle and young age group in the study were illiterate and having difficulty in finding secondary source of income in line with the study of Amutha (2011), Anuhya (2021), Kondal (2014). Also indicated that, 70.83 per cent of the rice farmer beneficiaries of RSK had medium (Rs. 70,976/- to Rs. 3,55,859/-) annual income followed by 16.67 per cent had high (>Rs. 3,55,859/-) annual income and 12.5 per cent had low annual income (<Rs. 70,976/-) in all the selected districts. The farmers under medium and small land holding category might be taking up agriculture and allied activities as a part of their farming and earn their income by adopting sustainable farming practice. The finding of the study was in affinity with the findings of Jain (2017).

It is evident that overall, 56.66 per cent of rice farmer beneficiaries of RSK belonged to marginal land holding followed by those belonged to small (22.91%), land less (12.91%), semi medium (8.33%), large (6.27%), medium (5.83%) land holdings. The reason might be that, in the recent times, most of the families were of nuclear system and joint family system was gradually fading away. This result is in partial

agreement with Saifuddin (2022), Anuhya (2021) and Divya (2017). Social participation of more than three-fifths (75.83%) of the rice farmer beneficiaries of RSK found to be medium in social participation followed by those with high (10.83%) and low (13.34%). Due to the increased nuclear family pattern, the farmers might be living in isolation and leading their lives without much interaction with the members of the society. This situation might have created less scope for source of information among the rice farmer beneficiaries. This result is in agreement with Abirami *et al.* (2012), Divya (2017), Jain (2017) and Anuhya (2021).

More than three-fifths (68%) of the beneficiaries found to be medium in source of information followed by those with low (22%) and high (10%), this phenomenon would be due to their greater exposure to mass media. The results of the present study were in accordance with the findings of Mishra (2020) and Shankar (2020). About 70 per cent of beneficiaries found to have medium mass media exposure followed by those had low (17%) and high (13%) mass media exposure, the farmers might have been motivated to utilise different mass media for different technological interventions. The access of different social media viz., television, radio, mobile apps might have significantly influenced the farmers in creating awareness and acquisition of knowledge for better farm management. This result is in agreement with Sriramana (2014), Archana (2016), Vasanthi (2017) and Saifuddin (2022).

Majority (76.25%) of the beneficiaries have medium market orientation followed by those with low (12.5%) and 11.25 per cent of the rice farmer beneficiaries of RSK found to have high market orientation. It also indicated that, less than two-thirds (53.33%) of the rice farmer beneficiaries found to have medium risk orientation followed by 29.17 per cent with low and 17.50 per cent with high risk orientation. The progressive/innovative farmers might be so cognitive and always taking up optimistic risk in their day to day farm operations. This finding is in line with the findings of Satyanarayana (2014) and Ramalakshmi (2023). More than half (71.25%) of beneficiaries found to have medium scientific orientation followed by those with low (18.33%) and 10.42 per cent of the beneficiaries had high scientific orientation. Less contact with extension personnel and poor exposure to various information sources were also considered as other probable reasons for 'medium

Table 1. Distribution of respondents according to their selected characteristics

S. No	Profile	Categories	Frequency	Percentage (%)	Mean	S.D
1	Age	Young (<35 years)	64	27	39.2	9.6
		Middle (36-58 Years)	170	71		
		Old (>58 Years)	6	3		
2	Education	Illiterate / No Schooling	72	30		
		Primary School	30	12.5		
		Middle School	54	22.5		
		High School	48	20		
		Intermediate / Diploma	25	10.41		
		Graduation	11	4.58		
		Post-Graduation	0	0		
3	Occupation	Agriculture	134	55.83		
		Animal husbandry	30	12.05		
		Horticulture	41	17		
		Sericulture	7	3.52		
		Agricultural laborer	28	11.6		
4	Annual income	Low (Up to Rs. 70976)	30	12.5		
		Medium (Rs. 70976 to Rs. 355859)	170	70.83		
		High (More than Rs. 355859)	40	16.67		
5	Land holding	Landless (No Land)	0	0		
		Marginal (Up to 2.5 Acres)	136	56.66		
		Small (2.5 to 5 Acres)	55	22.91		
		Semi medium (5 to 7.5 Acres)	20	8.33		
		Medium (7.5 to 10 Acres)	14	5.83		
6	Social participation	Low	25	10.42	29.7	6.5
		Medium	183	76.25		
		High	32	13.33		
7	Source of information	Low	52	22	36.7	12
		Medium	163	68		
		High	25	10		
8	Mass Media Exposure	Low	41	17	9.7	2.1
		Medium	167	70		
		High	32	13		
9	Market orientation	Low	30	12.5	13	1.4
		Medium	183	76.25		
		High	27	11.25		
10	Risk orientation	Low	42	17.5	15.4	1.3
		Medium	128	53.33		
		High	70	29.17		
11	Scientific orientation	Low	44	18.33	12.2	1.7
		Medium	171	71.25		
		High	25	10.42		
12	Economic orientation	Low	24	10	12.7	1.9
		Medium	188	78.33		
		High	28	11.67		
13	Innovativeness	Low	38	15.83	17.8	1.7
		Medium	75	72.92		
		High	27	11.25		
14	Information seeking behaviour	Low	34	14.17	33.9	5.4
		Medium	148	61.67		
		High	58	24.17		

to low' level of scientific orientation. This finding was in line with Divya (2017) and Sarnaik *et al.* (2020).

Furthermore, it is observed in Table 1, that more than half (78.33%) of the beneficiaries had medium economic orientation followed by those with high (11.67%) and 10 per cent of the beneficiaries had low economic orientation. Majority (72.92%) of beneficiaries with medium innovativeness, reason might be due to lack of knowledge and skills in handling the situation leading to poor performance. These findings are in line with Anju and Padmanabhan (2016) and Ramalakshmi (2023). Majority (61.67%) of beneficiaries with medium information seeking behavior. This phenomenon would be due to their greater exposure to mass media promoted by RSK. The results of the present study were in accordance with the findings of Kavitha (2014).

CONCLUSION

The state has with good opportunities to enhance the socio-economic and farming conditions of farmers. Majority of the farmers had benefitted by adopting improved technologies disseminated by RSKs. Majority of the characteristics of beneficiaries belongs to medium level followed by high and low level categories. As a result the production, the production is not up to the mark. Government should make provisions to create awareness regarding services of improved disseminated technologies to achieve maximum utilization of the Rythu Seva Kendras.

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