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Involvement of Bt. cotton farmers in feedback management

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Abstract

Study entitled "Involvement of Farmers in Feedback Management with Reference to Bt cotton" was undertaken in Umarkhed Panchayat samiti in Yavatmal district of Vidarbha region of Maharashtra state. Ex-post facto research design was used for the same. The farmers growing Bt cotton since last three years consecutively were identified and from each selected village 12 Bt cotton growers as respondents were selected randomly to constitute sample size of 120 respondents. The data from Bt cotton growers were collected by personal interview method. In case of involvement of farmers in feedback management relatively higher proportions of the respondents (57.50%) were moderately involved in feedback management. Little less than one fourth of the respondents (25.83%) had low level of involvement in feedback management and 16.67 per cent of the respondents had high level of involvement in the feedback management.

Keywords: Involvement, Bt. Cotton farmers and feedback management

Introduction

Cotton cultivation in India covers an area of approximately 12.4 million ha. The average yield of Cotton, 505 kg/ha still far below the world average of 775 kg/ha. India ranks first in the world in respect of area and third in total production of Cotton 32.5 million bales. (FAOSTAT, 2018). In India, Maharashtra, Gujarat, Madhya Pradesh, Andhra Pradesh, Karnataka, Tamil Nadu, Rajasthan, Punjab and Haryana are the major growing states. Maharashtra ranks first in acreage with 4.2 million ha and second in production yielding 8.5 million bales. With average productivity of 343 kg/ha which is low as compared to the national average (505 kg/ha), low productivity is mainly due to maximum area 85-90 percent under rainfed condition. In Vidarbha region, Yavatmal, Amravati, Buldhana, Wardha, Washim, Nagpur and Akola area the prominent district of Cotton cultivation. (Indiaagristat.com, 2018). In Yavatmal district area under Cotton is 4.20 lakh ha and productivity of Cotton 444 kg/ha and production 1.97 million tonnes.

Feedback plays a very important role in communication system because it tells us how our message is being interpreted. It helps in improving the process of communication through increasing the accuracy of the information and removing the doubts of the receiver. It is an error correcting mechanism that can overcome noise, which ultimately helps to increase the fidelity of communication Benor and Harrison (1977). It is also observed that inter-personal communication with relevant feedback is most effective in transfer of technology (Ingle and Supe 1990). It may be true in several other developments also. Communication research indicates that learners perceived better gain in knowledge and retain longer when the opportunities of feedback are provided. If there is no feedback, no communication has taken place that means feedback helps to maintain the stability and equilibrium of communication system.

In agriculture, Feedback plays a vital role in the process of transfer of technology and helps the farmers in identifying and communicating their problems to the source. Of course, for an effective transfer of technology and its assured adoption by the farmers, effective linkage between farmers, extension workers and research is needed which is possible only through feedback. Thus, feedback helps in building the linkage between scientists, extension workers and farmers such to and fro mechanism is based on feedback provided by the farmers and feedback received by the extension worker. If the feedback provided by the farmers is effective, it may promote understanding, encourage acceptance and persuade the adoption of related to agriculture.

An effective feedback management helps in timely rectification of farmer problems. However, unless farmers or extension worker identifies, significant and relevant constraints in adoption of technology, feedback has practically no value. Therefore, it is true that management of

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feedback on the part of all concerned is necessary as it determines the effectiveness of transfer of technology. Ingle (1987) Has given a feedback model with modification for Training and Visit system as follows:

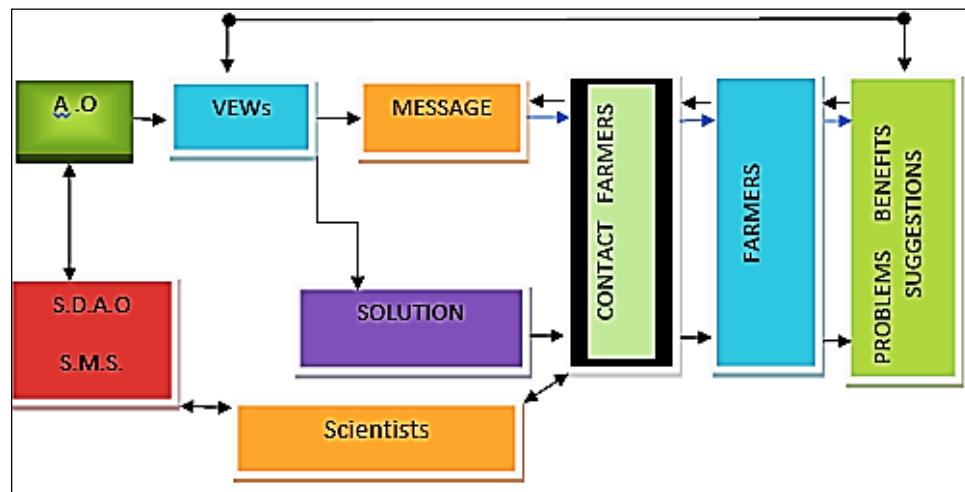


Fig 1: His model can provide us a guideline for the management of feedback concerned with all the persons included in feedback management

The success or failure of an enterprise depends on its management. Every enterprise basically is interested in increasing the productivity. The importance of management has been realized in every sphere of entrepreneurship. Hence conceptual clarity in this regard is very essential. Management is the creation and control of technological and human environment of an organization in which human skill and capacities of individuals and groups find full scope for their effective use in order to accomplish the objectives for which an enterprise has been set up.

Methodology

The study was confined to the Umakhed Panchayat Samiti in Yavatmal district in Vidarbha region of Maharashtra State. For the present study, ex-post facto design of social research was thought to be appropriate, as the study emphasized on ascertaining involvement of farmers in feedback management with reference to Bt cotton. The sampling plan adopted for this research has been described under subhead. Out of 16 tahsil of Yavatmal district, Umakhed tahsil was purposively selected on the basis of maximum area under Bt cotton cultivation amongst all the tahsils. As per discussion with Taluka Agriculture Officer, Umakhed, about Bt cotton production in this tahsil, it was noticed that, mostly farmers were growing Bt cotton in Umakhed tahsil followed by Soybean. On this basis, list of Bt cotton growing villages in Umakhed panchayat samiti was obtained from Taluka Agriculture Officer amongst which 10 villages were selected purposively on the basis of larger area under Bt cotton cultivation during the year 2017-18. The selected villages were Bhawani(J), Brahmangaon, Dhanki, Dhigdi, Kharus(B), Lohara (Kh), Pimpri-Devet, Soit (GH), Taroda and Unchwadad. The list of farmers growing Bt cotton since last three years consecutively in the selected villages was obtained from Taluka Agriculture officer, Umakhed and from each selected village, 12 Bt cotton growers as respondents were selected randomly by using simple random sampling method to constitute sample size of 120 respondents

Results and Discussions

Feedback management of Bt. Cotton farmers were studied in terms of identification of feedback, analysis of feedback, provision of feedback to the proper source and timeliness of feedback

Identification

Identification of feedback in present case does not mean the whole feedback about Bt cotton cultivation, but if even in part it has been identified by the respective respondent, he was considered as identifier.

Table 1: Distribution of respondents according to identification

Sl. No.	Identifier	Respondents (n=120)	
		Number	Percentage
1	Self	120	100.00
2	Neighbor's/friends	47	39.17
3	Progressive farmers	13	10.83
4	Personnel of Krishi Seva Kendra	00	00.00
5	Agriculture university scientist	12	10.00
6	VEWs	19	15.83
7	Others	00	00.00

From the distribution of respondents on the basis of identification of feedback from Table 1, it was revealed that cent per cent of the respondents identified feedback themselves (Table 1) followed 39.17 per cent of the problems, benefits, suggestions etc helped by their neighbours and friends which may include the same as identified by the respondents. One tenth (10.83%) respondent's problems, suggestions, benefits etc were identified by the progressive farmers during the discussion with them. Village Extension Workers identified the problems, suggestion, benefits of the 15.83 per cent of the respondents whereas, Agriculture University Scientists were identified the feedback of only 10.00 per cent respondents. None of the feedback was identified by other sources. Due to multiple problems, suggestions, benefits etc the frequency at different identifier level was different might be in the same situations. Farmers were not aware about the concept of feedback but at least were aware about some problems to be identified and referred to related source.

Analysis

Analysis of feedback in present case does not mean the whole feedback about Bt cotton cultivation, but if even in part it has been analysed by the respective person he was considered as analyser. In the present study analysis means the correct perception of the identified feedback.

Table 2: Distribution of respondents according to analysis of feedback

Sl. No.	Analysis	Respondents	
		Number	Percentage
1	Self	102	85.00
2	Neighbor's/friends	05	04.16
3	Progressive farmers	26	21.67
4	Personnel of Krishi Seva Kendra	15	12.50
5	Agriculture university scientists	12	10.00
6	VEWs	15	12.50
7	Others	00	00.00

The bird eye view of Table 2 indicated that majority of the respondents (85.00%) were analysed the feedback as problems benefits, suggestions themselves whereas 21.67 per cent of the feedback of the respondents were analysed by progressive farmers. Equal proportion of the respondents (12.50%) feedback were analysed by VEWs and Krishi Seva Kendra personnel about problems of seed germination, pesticides or fertilizers and only 10.00 per cent respondents feedback was analysed by Agriculture University scientists during their visit with Department of Agriculture personnel or during their campaign. Very few of the respondents were helped by neighbours, friends in analysing the feedback which may include to clear the confirmation of the feedback. None of the respondents were taken help to analyse their problems, suggestions or benefits by others excepts above mentioned sources.

Provision of Feedback

Provision of feedback to the proper source is important for increasing the agricultural production. The data regarding this is presented in Table 24.

Table 3: Distribution of respondents according to their provision of feedback to different sources of information

Sl. No.	Feedback receives	Respondents(n=120)	
		Number	Percentage
1	No feedback	26	21.67
3	Neighbor's/friends	82	68.33
4	Progressive farmers	09	07.50
5	Personnel of Krishi Seva Kendra	81	67.50
6	Agriculture university scientist	07	5.83
7	VEWs	25	20.83
8	Others	00	00.00

In the present case provision of feedback means provide of feedback to the proper source. Due to multiple feedback, provision of the same was occurred at different sources. It is evident from the Table 3 that maximum number of respondents (68.33%) were not provided feedback neighbours, friends etc. Followed by little more than third the respondents (67.50%) were provided feedback to the personnel of Krishi Seva Kendra. Slightly more than one fifth of the respondents (21.67%) were not provided the feedback to any other sources. While, 20.83 per cent of the respondents provided the feedback to VEWs. Whereas, 7.50 per cent of the respondents provided feedback to the progressive farmers. Only 5.83 per cent of the respondents were provided feedback to the Agriculture University Scientists.

It is thus clear that the major source of information was the neighbor and friends and flow of feedback by most of respondents is directed to them. Krishi Seva Kendra personnel were next close to the respondents to whom the problem and

reactions regarding Bt cotton cultivation was feedback. It is mainly because of the closeness of their sources. The problems which was not sort out for solution that problems were flows from VEWs to Agriculture Scientists for getting solution through Department of agriculture personnel.

Timeliness of Feedback

Timeliness of feedback plays a vital role in effectiveness of feedback management. The profile of the respondents according to their timely provision of feedback has been presented in Table 4

Table 4: Distribution of respondents according to their timeliness of feedback

Sl. No.	Timeliness of feedback	Respondents	
		Number (94)	Percentage
1	Timely	33	35.10
2	Late	61	64.90
Total		94	100.00

It is observed that from table 4 that timeliness of feedback provision was considerably low. Majority of the respondents provided feedback to the source late (64.90%), whereas 35.10 per cent respondents provided it in time. The timeliness in feedback management is very necessary. Otherwise the main purpose of feedback is defeated.

The above findings are in consistent with the findings of Shambharkar (2009) [3] who reported that majority of the respondents were provided feedback late to the source.

Involvement of Farmers in Feedback Management

Involvement in feedback management of Bt cotton growers is important for increasing the agricultural production. Bt cotton growers need to be psychologically involved in process of effective identification, analysis and provision of feedback to the source within the time limit hence it has been studied in the present case.

The profile of the respondents according to their involvement in feedback management has been presented in the Table 5.

Table 5: Distribution of respondents, Bt cotton growers according to their level of involvement in feedback management

Sl. No.	Involvement of farmers in feedback management	Respondents (n=120)	
		Frequency	Percentage
1	Low (Up to 26.87)	31	25.83
2	Medium (26.88 to 59.61)	69	57.50
3	High (Above 59.61)	20	16.67
	Total	120	100.00

Mean= 43.24 S.D. = 16.37

It was revealed from the Table 5 that relatively higher proportion of the respondents (57.50%) were moderately involved in feedback management. Little less than one fourth of the respondents (25.83%) had low level of involvement in feedback management and 16.67 per cent of the respondents had high level of involvement in the feedback management. It may be inferred that on the whole a moderate involvement has been noticed which indicate the large scope for involving farmers in effective feedback management.

These findings in accordance with the findings of Shambharkar (2009) [3] who reported that, majority of respondents had medium involvement of farmers in feedback management.

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