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Knowledge and attitude of farmers about doubling farm income strategies

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Abstract

Agriculture has been and will continue to be the life line of an Indian economy. Economic growth of the country largely dependent on agriculture. After independence, India experienced an impressive growth and productivity gains in agriculture. Despite production and productivity in agricultural increased, economic condition of the farmers not improved in that order. Ex-post-facto research design was followed. A study was conducted in Navsari district of Gujarat state. Identification of strategies for doubling farm income indicated that there were five major strategies for doubling farm income viz; production and productivity enhancement, farming cost reduction, farm produce price maximizing, minimizing post-harvest loss of farm produce and non-farm income generating strategies. The results of the study revealed that the majority 74.00 per cent of the farmers had medium level knowledge and majority 58.66 per cent of the farmers had neutral attitude about strategies for doubling farm income.

Keywords: knowledge, attitude, Strategies for doubling farm income, farmers

Introduction

Agriculture has been and will continue to be the life line of an Indian economy. Economic growth of the country largely dependent on agriculture. After independence, India experienced an impressive growth and productivity gains in agriculture. Despite production and productivity in agricultural increased, economic condition of the farmers not improved in that order. Distress among the agrarian communities prevailed across the country. The obvious reason is that the past strategy for development of the agriculture focused primarily on raising agriculture output and improving food security rather than farmer welfare-centered approach. Therefore, there is needs shift the focus on farmers income. Considering this, the Government of India, based on the recommendations of National Commission on Farmers, announced to double the farmers income (DFI) by 2022. The intention of the Government of India is to double the income including farm and non-farm activities in a span of six years since the announcement requires a compound annual growth rate of 12.25 per cent from the base year 2016. Thus, the study was undertaken with the following specific objectives.

Objectives

1. To identify the strategies adopted for doubling farm income
2. Assessment of the knowledge of the farmers about strategies of doubling farm income
3. To measure attitude of the farmers towards doubling farm income
4. To find out the relationship between farmers profile and their knowledge and attitude towards doubling farm income

Methodology

In order to fulfill the objectives of study, multistage sampling technique was employed. Navsari district was purposively selected for the study. Three talukas viz., Jalalpore, Vandsa and Gandevi were purposively selected from Navsari district for the study. In next stage, five villages from each taluka and ten farmers from each village were selected randomly thus, the total 150 farmers were interviewed for the study. An interview schedule was prepared because of the objective of the study and data were collected by personal interview from the selected respondents. The data were tabulated and analyzed by using suitable statistical tools.

Result and Discussion

Majority of the farmers were in middle age group, having medium level of risk preference, having medium attitude towards farming, having moderate level of fatalism, medium level of decision-making ability, having medium level of management efficiency, having medium level of resource availability, having medium level of crisis management efficiency while more than

half respondents had medium level of economic motivation, possessed medium land holding, having medium level of scientific orientation, had medium farming experience and market orientation and nearly half of having primary level of education.

To identify the strategies adopted for doubling farm income

For identifying the strategies for doubling farm income practices adopted by the respondents were classified in to five

broad groups; (1) production & productivity enhancement strategies (2) Farming cost reduction strategies (3) Farm produce price maximizing strategies (4) Minimizing post-harvest loss of farm produce and (5) Non-farm income generating strategies. For identifying the strategies, practices within each particular broad group were classified again in to more precise groups and then frequency and percentage of responses of respondents for each of strategies were calculated and rank given based on per cent.

Table-1: Identified strategies doubling farm income (n=150)

Sr. No.	Strategies	Frequency	Percentage	Rank
A				
Production & productivity enhancement				
1	Selection of crops and varieties for higher production	134	89.33	I
2	Protecting crop from pests, diseases, birds and stray cattle	132	88.00	II
3	Adopting Farming system	124	82.67	III
4	Managing the weed to for higher production	122	81.33	IV
5	Efficient use of land	121	80.67	V
6	Maintaining of proper plant population	118	78.66	VI
7	Proper irrigation of crop	117	78.00	VII
8	Harvesting, threshing and storing crop properly	111	74.00	VIII
9	Effective and efficient application of fertilizers	108	72.00	IX
10	Adopting appropriate cropping system	74	49.33	X
11	Conservation Soil practices	24	16.00	XI
B				
Farming cost reduction strategies				
1	Purchasing farm input at fair price	124	82.67	I
2	Efficient labour management	117	78.00	II
3	Farm mechanization	76	50.67	III
4	Efficient use of inputs	75	50.00	IV
5	Soil and water conservation	67	44.67	V
6	Optimum farm operation	66	44.00	VI
7	Efficient use of farm energy	54	36.00	VII
8	Maximizing use of own farm input	48	32.00	VIII
C				
Farm produce price maximization strategies				
1	Growing crop considering the market demand	96	64.00	I
2	Selling farm produce by fair marketing practices	76	50.67	II
3	Producing and preparing high quality of farm produce	74	49.33	III
4	Value addition of farm produce	45	30.00	IV
D				
Minimizing post-harvest loss of farm produce				
1	Reducing storage losses	86	57.33	I
2	Reducing transportation and marketing loss	67	44.66	II
E				
Non-farm income generating strategies				
1	Availing financial assistance	94	62.67	I
2	Availing benefits and assistance from government and others institutional programmes	87	58.00	II
3	Income generating activity	67	44.67	III
4	Controlling social family expenditure	55	36.67	IV
5	Investment, lending and saving of surplus money	52	34.67	V

Among these five major strategies, under production and productivity enhancement strategies, eleven strategies viz; selection of crops and varieties for higher production (Rank I), protecting crop from pests, diseases, birds and stray cattle (Rank II), adopting Farming system (Rank III), managing the weed to for higher production (Rank IV), efficient use of land (Rank V), maintaining of proper plant population (Rank VI), proper irrigation of crop (Rank VII), harvesting, threshing and storing crop properly (Rank VIII), effective and efficient application of fertilizers (Rank IX), adopting appropriate cropping system (Rank X) and conservation soil practices (Rank XI) were found important for doubling farm income.

Under the category of farming cost reduction, eight strategies were found important. These were purchasing farm input at fair price (Rank I), efficient labour management (Rank II), farm mechanization (Rank III), efficient use of inputs (Rank IV), soil and water conservation (Rank V), optimum farm operation (Rank VI), efficient use of farm energy (Rank VII),

and maximizing use of own farm input (Rank VIII). In case of farm produce price maximizing strategies, only four strategies; growing crop considering the market demand (Rank I), selling farm produce by fair marketing practices (Rank II) and producing and preparing high quality of farm produce (Rank III) and value addition of farm produce (Rank IV) were found vital for doubling farm income. Pertaining to the Minimizing post-harvest loss of farm produce category, reducing storage losses (Rank I) and reducing transportation and marketing loss (Rank II) were the two important strategies. Lastly, in category of non-farm income generating strategies, availing financial assistance (Rank I), availing benefits and assistance from government and others institutional programmes (Rank II), income generating activity (Rank III), controlling social family expenditure (Rank IV) and investment, lending and saving of surplus money (Rank V) were found to be the important strategies for doubling farm income.

Assessment of the knowledge of the farmers about strategies of doubling farm income

To assess the knowledge of the farmers about doubling farm income, a structured schedule consisted 23 statements about concept and programme and strategies of doubling farm income was administered to a sample of 150 respondents. On the basis of score obtained by the respondents, the respondents were classified into three categories based on mean and standard deviation, as presented in table 2.

Table 2: Distribution of the respondents according to knowledge about doubling farm income (n=150)

Sr. No.	Categories	Frequency	Percentage
1.	Lower level of knowledge	18	12.00
2.	Medium knowledge	111	74.00
3.	High level of knowledge	21	14.00
Total		150	100.00

Mean Score = 26.04, SD = 7.12

Table 2 reveals that majority (74.00 per cent) of the respondents had medium knowledge about strategies of doubling farm income followed by 14.00 and 12.00 per cent of them had high and medium knowledge about strategies of doubling farm income.

Table 3: Relationship between farmers profile and knowledge about strategies of doubling farm income (n = 150)

Sr. No.	Independent variables	Coefficient of correlation (r)
1.	Age	-0.4584**
2.	Education	0.1607*
3.	Land holding	-0.0829 ^{NS}
4.	Risk Orientation	0.1854*
5.	Scientific Orientation	0.2472**
6.	Attitude towards farming	0.1687*
7.	Fatalism	0.2077*
8.	Farming experience	0.1624*
9.	Economic motivation	0.1925*
10.	Decision making ability	0.2048*
11.	Management efficiency	0.3238**
12.	Market orientation	0.2042*
13.	Resource availability	0.1821*
14.	Crisis management	0.2238**

(*significant at 0.05 level, ** significant at 0.01 level, NS Non-significant)

Table 3 revealed that scientific orientation, management efficiency and crisis management found positive and highly significant, whereas age was found negative and highly significant relationship with knowledge about strategies for doubling farm income. While, education, risk orientation, attitude towards farming, fatalism, farming experience, economic motivation, decision making ability, market orientation and resource availability had positive and significant relationship with knowledge about strategies for doubling farm income. On the other hand, land holding had negative and non-significant relationship with knowledge about strategies for doubling farm income.

Attitude of the farmers towards doubling farm income

To measure the attitude of the farmers towards concept and programme of doubling farm income a structured schedule consisted 24 statements about the attitude of farmers towards concept and programme of doubling farm income. The respondents were categorized into three groups based on mean and standard deviation, as presented in table 4.

Table 4: Distribution of respondents according to attitude towards doubling farm income (n=150)

Sr.	Categories	Frequency	Percentage
1.	Favourable attitude	28	18.66
2.	Neutral attitude	88	58.66
3.	Unfavorable attitude	34	22.68
Total		150	100.00

Mean Score = 76.50, SD = 21.47

Table 4 reveals that majority (58.66 per cent) of the farmer had neutral attitude followed by 22.68 per cent of the respondent had unfavorable attitude while 18.66 per cent of them had favorable attitude towards farming.

Table 5: Relationship between farmers profile and attitude towards doubling farm income (n = 150)

Sr. No.	Independent variables	Coefficient of correlation (r)
1.	Age	-0.3486**
2.	Education	0.2246**
3.	Land holding	-0.0580 ^{NS}
4.	Risk Orientation	0.2110**
5.	Scientific Orientation	0.1616*
6.	Attitude towards farming	0.1768*
7.	Fatalism	0.1970*
8.	Farming experience	0.1279 ^{NS}
9.	Economic motivation	0.1941*
10.	Decision making ability	0.1722*
11.	Management efficiency	0.2903**
12.	Market orientation	0.1862*
13.	Resource availability	0.1860*
14.	Crisis management	0.1708*

(* significant at 0.05 level, ** significant at 0.01 level, NS Non-significant)

Table 5 revealed that education, risk orientation and management efficiency had positive and highly significant, whereas age was found negative and highly significant relationship. While, scientific orientation, attitude towards farming, fatalism, economic motivation, decision making ability, market orientation, resource availability and crisis management were found to be positive and significant relationship with attitude towards strategies for doubling farm income. In contrast, land holding had negative and non-significant relationship. While, farming experience had positive and non-significant relationship with attitude towards strategies for doubling farm income.

Conclusion

Result pertaining to the identification of strategies for doubling farm income indicated that there were five major strategies for doubling farm income *viz*; production and productivity enhancement, farming cost reduction, farm produce price maximizing, minimizing post-harvest loss of farm produce and non-farm income generating strategies. Among these major strategies, under production and productivity enhancement strategies, eleven strategies, under farming cost reduction, eight strategies, farm produce price maximization, four strategies, under minimizing post-harvest loss of farm produce, two strategies and under non-farm income generating, five strategies were identified for doubling farm income. In all, 30 strategies were identified for doubling farm income. The assessment of knowledge level of respondents had medium level knowledge and neutral attitude about strategies of doubling farm income. Further, this study would throw light on the relationship as well as direct and

indirect effects of personal and socio-economic factors associated with knowledge and attitude level of farmers on strategies of doubling farm income.

References

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