

## **Impact of Socio Economic and Communication Source Utilization Pattern on Farmers of KVK Bichpuri, Agra**

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### **Abstract**

*A study was conducted on socio-psychological and communication source utilization characteristics of 160 farmers of four blocks of Agra district covered by KVK Bichpuri Agra. There were eight and three characteristics of socio-psychological and communication source utilization taken under this study, respectively. Results of study revealed that majority of the respondent belonged to middle age group, middle caste, educated up to higher secondary and agriculture is their main occupation. Most of the respondents were medium family size group and joint family and medium farm size. Overall about 46.25 per cent of the respondents were member of one organization. Majority of the respondent (40.62 per cent) fall under medium level of income having Rs.50,000 to 1,50,000 per annum. Overall majority of (63.75%) respondents had medium level of risk orientation. Majority of the children's education aspiration belonged to medium level (78.76%). Majority of the respondents of cultivated land falls under less than 25 per cent level of aspiration. Majority of the respondents income level of aspiration more than 25 per cent but less than 50 per cent were 28.75%. Majority of the respondents of 41.25% had aspiration to construction of one kachha house. Most of the (31.25%) respondents had aspiration to purchase iron plough, duster or sprayer, while nearly 35.00% and 27.50% respondents had aspiration for cycle and bullock cart respectively. Out of total 160 respondents, 37.50% respondents had used fortnightly mass media exposure. Majority of the (32.50%) respondents were got information from VDO. The informal information source was local leader.*

**Keywords:** Trainees, KVK, levels of aspiration, Socio-psychological characteristics, communication source utilization pattern

### **Introduction**

The task of training farmers in India has been more difficult due to varied socio-economic patterns and agro-climate conditions prevailing in the country majority of the farming community is either illiterate or semiliterate with nearly 65 per cent (Agricultural Statistics at a Glance, 2014) having land holding of less than one hectare. The problems of weaker sections of the rural population living in arid and semi-arid regions having limited resources have been engaging the attention of the extension experts for quite. Some time several rural development programmes had been in operation from time to time to enhance the speed of development. In the communication process recipients occupy the central position, because the whole communication content is sought to be learnt, accepted and finally acted upon by them. In this context

communication content in the form of technology can be only efficiently, acted upon by them, when it is in the line with their existing socio-economic profile and their knowledge level about such technology. Krishi Vigyan Kendra is most essential to know about the farming system vis-à-vis resource and communication source utilization pattern of different categories of farmers in the area of operation of these Kendra. There is also a need to have adequate understanding about the training needs of the different categories of farmers and also the level of technological gap between the recommended technology and the existing knowledge among such farmers. Keeping this in view, the present study was undertaken with the following specific objectives:

1. To know the socio-personal and psychological profile of the respondents and their communication source utilization pattern.
2. To study the risk orientation and level of aspiration of the respondents.

### Methodology

The study was conducted in district Agra which comprised of 15 community development blocks and the Krishi Vigyan Kendra is situated in the Bichpuri block which is nearest to the Agra district. Out of fifteen blocks, four blocks i.e. Bichpuri, Achnera, Akola, and Fatehpur Sikri were selected for the study purposely as these blocks were also selected by KVK Bichpuri for its activities. At this stage of sampling, the list of all the villages falling under all the four selected blocks was obtained from the respective block headquarters and arranged in alphabetical order. Out of such list of villages, 2 villages were selected randomly from each block. Hence total 8 villages were selected. The present study was based on the information provided by the respondent (farmers) on training need as well as the information given by the extension personnel working in the block. For this purpose a larger sample of farmers and a restrictive sample of extension personnel were taken for the study. First of all with the help of a base line survey of the selected villages, all the farmers were listed and 20 respondents (farmers) from the list of each village were selected randomly. All the 160 respondents were stratified in to three strata according to their size of holdings, viz. small, medium, and large the number of cases fall in small 113, medium 31 and large 16. The primary data were collected using a pre-tested structured interview schedule by conducting personally interview. Data so obtained was tabulated, classified and analyzed by percentage, mean standard deviation, simple correlation analysis etc.

### Results and Discussion

*Personal and socio-economic characteristics of respondents:* The personal and socio-economic characteristics of respondents were studied. The data pertaining to personal and socio-economic characteristics have been given in the Table 1 indicates that majority of respondent belonged to middle age group (63.13%) followed by young age group (7.50 per cent) and old age group (29.38 per cent) the Table further shows that large number of respondent educated up to higher secondary (21.88 per cent) similarly the percentage of other different

group of education is decreasing trends i.e. middle standard education, high school, above higher sec. and professional education, primary level education and illiterate were 20.00, 18.75, 15.00, 8.13 and 1.25 per cent, respectively.

The Table also revealed that majority of the respondents (66.25 per cent) belong to middle caste, while lower and upper caste farmers were having low percentage that is 15.63 and 18.13 per cent, respectively. The Table further shows that 66.25 per cent respondents have cultivation as their main occupation. While remaining were having milk business and independent progression of 17.50 per cent in both, it was further observed that farmers having cultivation and service both of 14.38 per cent. There were 1.25%, 1.25% and 1.88% respondents have labour, and service and business as occupation, respectively.

The Table further indicates that the percentage of farmer having lower income up to 50,000 Rs. came to 28.75 per cent. The percentage of medium income farmers (50,000-1,50,000 Rs.) 40.62 per cent and the percentage of farmer having higher income (Above 1,50,000 Rs.) came to 30.63 per cent shows that farmer having medium income were maximum.

The data enumerated in the Table shows that most of the respondents belonged to medium size family group (68.12 %), while 27.50 % respondents were fall under small size family group and remaining 4.38 % were of large size family group. It is also clear from the Table that most of the respondents belonged to joint type family group of (90.00 %) while 10.00 % respondents belonged to nucleus type family group.

The study shows that overall majority of the respondents that is 57.50% had medium farming experience, while 22.50 per cent respondents had low farming experience and remaining 20.00% respondents had high farming experience. It is evident from the Table that the majority of the respondents (43.75%) have no concern with any social, economic and political organization. Over all about 46.25% of the respondents were member of one organization, while 8.13% of the respondents were member of more than one organization, and very little percentage (1.88%) of respondents participations is in office bearer organizations.

The psycho-personal and communication source utilization pattern characteristics of respondents were studied. The data pertaining to psycho-personal

Table 2: Distribution of respondents on the basis of psycho-personal and communication source utilization pattern aspiration characteristics N=16

S.No.	Category	No.	Per cent
<b>I. Level of aspiration</b>			
<b>a. Children education</b>			
	Low (up to 6)	9	5.62
	Medium (6 to 8)	126	78.76
	High (8 and above)	25	15.62
<b>b. Cultivated land</b>			
	No increase	22	13.75
	Less than 25%	47	29.38
	More than 25% but less than 50%	45	28.12
	More than 50% but less than 75%	40	25.00
	More than 75% increase	6	3.75
<b>c. Income</b>			
	No increase	25	15.62
	Less than 25%	39	24.37
	More than 25% but less than 50%	46	28.75
	More than 50% but less than 75%	37	23.13
	More than 75% increase	13	8.13
<b>d. House alteration or construction</b>			
	No aspiration	12	7.50
	Minor repair in the present house	52	32.50
	Construction of one kachha house	66	41.25
	Construction of one pakka house	20	12.50
	Construction of two or more house	10	6.25
<b>e. Purchasing of agricultural Implements/machines</b>			
	No aspiration	19	11.88
	Iron plough, duster or sprayer	50	31.25
	Electric or oil pump or digging well	44	27.50
	Threshing and sowing machine	33	20.63
	Tractor	14	8.75
<b>f. Purchasing of transport facility</b>			
	No aspiration	21	13.13
	Cycle	56	35.00
	Bullock cart	44	27.50
	Motor cycle	31	19.38
	Jeep or motor car	8	5.00
<b>g. Risk orientation</b>			
	Low (mean-sd)	20	12.50
	Medium (mean+sd)	102	63.75
	High (mean+sd)	38	23.75
<b>2. Aspiration regarding communication source utilization pattern</b>			
<b>a. Mass media exposure</b>			
	Daily	25	15.63
	Weekly	30	18.75
	Fortnightly	60	37.50
	Monthly	45	28.12
<b>i. Viewing television</b>			
	Daily	120	75.00
	Once a week	40	25.00

<b>ii. Viewing film</b>			
	Rarely	43	26.88
	Never	117	73.12
<b>iii. Reading magazine</b>			
	Often	65	40.62
	Rarely	95	59.38
<b>iv. Viewing educational film</b>			
	One	25	15.62
	Non	135	84.38
<b>v. Attending kisan mela /exhibition</b>			
	One	113	70.62
	Two	47	29.38
<b>vi. Visiting demonstration</b>			
	On own field	45	28.12
	On others field	115	74.88
<b>b. Source of information</b>			
<b>i. Formal sources of information</b>			
	VDO	52	32.50
	ADO	35	21.87
	BDO	20	12.50
	Panchayat	16	10.00
	KVK	37	23.13
<b>ii. Informal sources of information</b>			
	Family	12	7.50
	Friends	15	9.37
	Neighbors	18	11.25
	Relatives	25	15.63
	Other farmers	30	18.75
	Local leaders	60	37.50

and communication source utilization pattern aspiration characteristics have been given in Table 2.

The data in Table 2 revealed that most of the farmers aspired of their children's education up to medium level (78.76%) followed by 15.62% of higher level of education and 5.62% farmers aspired lower level of education of their children. It is also evident from the Table that 29.38% respondents of cultivated land falls under less than 25 per cent level of aspiration, whereas in case of more than 25 percent but less than 50 per cent of the respondents on the basis of level of aspiration had 28.12%. The 25.00%, 13.75% and 3.75% respondents had under the level of aspiration of more than 50 per cent but less than 75 per cent, no increase and more than 75 percent increase, respectively. The table also shows that majority of the farmers aspired their income more than 25 per cent but less than 50 per cent increased. And only 8.13% farmers aspired more than 75 percent increase income.

It is also clear that 41.25% farmers aspired construction of one kachha house, followed by 32.50% farmers aspired minor repair in present house and only

6.25% farmers aspired construction of two or more house while 12.50% farmers aspired construction of one pakka house. It is revealed from Table that 31.25% most of the respondents had aspiration to purchase iron plough, duster or sprayer. Among all levels of aspiration, 27.50% respondents had aspiration to purchase electric or oil pump or digging well and remaining 20.63% respondents had aspiration to purchase threshing and sowing machine. On other hand 11.88 % respondents did not have any aspiration and 8.75% respondents had aspiration to purchasing tractor. It is clearly indicated from Table that 13.13% respondents did not had any aspiration for purchasing transport facility, while nearly 35.00% and 27.50% respondents had aspiration for cycle and bullock cart. Although the 19.38 % respondents had aspiration for motor cycle but very poor aspiration of purchasing transport facility of the respondents were had 5.00% jeep or motor car. It was observed that overall majority of 63.75% respondents had medium level of risk orientation followed by 23.75% respondents had high level of risk orientation and remaining only 12.50% were low level of the respondents had risk orientation.

*Communication source utilization pattern:*

The Table 2 indicated that out of total 160 respondents, 37.50% respondents had use fortnightly mass media exposure. Other frequency of mass media exposure i.e. monthly, weekly and daily mass media exposure respondents were 28.12%, 18.75% and 15.63%, respectively. The data enumerated in the Table shows that overall majority (75.00%) of the respondents view television daily and remaining respondents of 25.00% were view television once a week. It is revealed that overall majority of the respondents of 73.12% never have view any film in the theater, while 26.88% respondents were rarely view a film. It is evinced from Table that overall majority of the (59.38%) respondents were rarely read the any magazine, whereas 40.62% respondents were often read the magazine. Table clearly indicated that large majority of the (84.38%) respondents had did not see any educational film, while 15.62% respondents were shows the one educational film. It was evident that majority of the (70.62%) respondents have attending one kisan mela /exhibition followed by 29.38% respondent were attended two kisan mela /exhibition. It is enumerated that overall majority (74.88%) of the respondents were visited demonstration on others fields, whereas 28.12% respondents were visited it on their

Table 1: Distribution of respondents on basis of socio-economic characteristics N=160

S.No.	Category	No.	Per cent
1. Age			
	Young(up to 30 year)	12	7.50
	Middle(30 to 50 year)	101	63.13
	Old (Above 50 year)	47	29.38
2. Education			
	Illiterate	02	1.25
	Up to primary	13	8.13
	Middle standard	32	20.00
	High school	30	18.75
	Higher secondary	35	21.88
	Above higher sec. and professional training	24	15.00
3. Caste			
	Upper caste	29	18.13
	Middle caste	106	66.25
	Lower caste	25	15.63
4. Occupation			
	Labour	2	1.25
	Independent progression	28	17.50
	Cultivation	106	66.25
	Service	2	1.25
	Service+business	3	1.88
	Cultivation+Service	23	14.38
	Milk business	28	17.50
5. Annual income			
	Low (up to 50,000)	46	28.75
	Medium (50,000 to 1,50,000)	65	40.62
	High (1,50,000 and above)	49	30.63
6. Family			
A. Size of family			
	Small (up to 5 member)	44	27.50
	Medium (5 to 10 member)	109	68.12
	Large (10 member and above)	7	4.38
B. Type of family			
	Nucleus	16	10.00
	Joint	144	90.00
7. Farming experience			
	Low experience(below 10 year)	36	22.50
	Medium experience (10 to 20 year)	92	57.50
	High experience(20 year and above)	32	20.00
8. Social participation			
	No membership	70	43.75
	Member of one organization	74	46.25
	Member of more than one organization	13	8.13
	Office bearer	3	1.88

own field.

*Source of information:*

The Table 2 showed that the majority of the 32.50% respondents were having of information by

VDO followed by 23.13% respondents fall under source of information by KVK. As regard the source of information by ADO only 21.87% respondents under this category where as 12.50% and 10.00% of respondents had under the source of information by BDO and Panchayat, respectively. As regard the source of informal information it was noticed that the highest local leader respondents of informal information were 37.50% while 18.75% respondents were other farmers category of informal information. The percentage of source of informal information by neighbor, friends and family were 11.25, 9.37 and 7.5%, respectively.

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