



Study of personal, socio-economic and psychological profile of khol crop growers of Belgaum district

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Abstract : The present study attempts to examine the personal, socio-economic and psychological profile of khol crop growers of Belgaum district of Karnataka state. Belgaum district was purposively selected for the study because, it ranks first in area and production of khol crops in north Karnataka. Belgaum district was purposively selected for the study because, it ranks first in area and production of khol crops in north Karnataka. Primary data for the study were collected through a sample of 100 khol crop growing farmers in 10 villages in the study area in September 2005 to February 2006 cropping season (*Rabi* season). Multistage random sampling procedure was used in collecting data. The findings of the study reveals that, majority of the respondents 64.00 per cent were 8 years of farming Experience. Whereas 19.00 per cent of the farmers belonging to 'up to 3 years Farming experience'. The study also reveals that, 78.00 per cent of the khol crop growers regularly participated in Krishimela. This might be due to Krishimela will be conducted in UAS Dharwad. Which is nearer to the study area and most of the farmers gets the seeds and required information related to khol crops. Mass media participation of the farmers indicated that 56.00 and 21.00 per cent of the respondents were listening radio programmes occasionally and regularly viewing television.

Key Words : Farming experience, Mass media participation, Organizational participation

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INTRODUCTION

Agriculture in India plays a major role in economic development. Besides technological advancement, extension plays great role in agricultural development. There is need for massive education and extension efforts to modernize the outlook of a common farmer to make him innovative, enterprising and willing to adapt readily to changing situations and technologies. Information may come to farmers from various sources. They may be personal/impersonal, institutional/non-institutional, localite/ cosmopolite or mass-media in nature. The appropriateness of these sources varies from enterprise to enterprise, situation to situation and from time to time. Further, the credibility of information sources also varies with respect to their competency and

trustworthiness. Hence, it becomes quite important to channelize the right information at the right time through the right channel, for which knowledge of different information sources consulted and used by farmers under different situations and at different times is required by all those concerned.

Among vegetables, khol crop is one of the popular vegetable in India. Karnataka is one of the state with great potential for khol crop development. Among these, Belgaum occupies II position in area and production with respect to khol crop in Karnataka state and I place in North Karnataka. In spite of the progress made, the productivity of khol crops in general is still quite low and the post-harvest losses is more. The reasons may be possession of inadequate knowledge about the improved practices of khol crop

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cultivation and constraints faced by the farmers right from acquisition of scientific information to its utilization for maximizing production of Khol crops. Information being crucial input in the field of Horticulture, the farmers need it to improve upon their traditional ways of farming with special reference to Khol crop cultivation and therefore, the farmers has to be always in pursuit of timely and relevant scientific information., Against this background, the current study was undertaken in Karnataka to study the personal, socioeconomic and psychological profile of khol crop growers of belgaum district farmers in order to boost up the yield of khol crops.

MATERIAL AND METHODS

Belgaum district ranks first in the cultivation of khol crops in terms of area and production in Karnataka. Hence, Belgaum district was purposively selected for further investigation. To study the information management behaviour of khol crop growers, belgaum was considered. In Belgaum district two taluks *viz.*, Belgaum and Bailhongal taluks were selected, five villages from each taluk were selected and ten farmers from each village were selected as respondents for the study. Total 100 sample respondents from 10 villages were randomly selected for eliciting the required information. Thus, a total of 100 sample size for the present study. The data pertained to the crop year September 2005 to February 2006. Appropriate statistical methods were used to interpret the results of the present study to draw better conclusion.

RESULTS AND DISCUSSION

The results obtained from the present investigation as well as relevant discussion have been summarized under following heads :

Personal, socio-economic and psychological characteristics of farmers :

Age :

The results presented in Table 1 revealed that 61 per cent of the khol crop growers were under middle age category followed by old (24.00 %) and young age (15.00 %), respectively. These results are in line with Bhople *et al.* (1995) and Vijaykumar (1997).

Education :

A glance at Table 1 showed, 28 per cent of respondent had education upto middle school followed by high school (22%), PUC (19%) and graduation (6%). Further, it was interesting to note that only 5 per cent of the farmers were illiterates. In general more than 90.00 per cent of the farmers were educated. This could be due to the existing common social environment and also importance of education in one's life which increases his/her knowledge and makes his/her to earn more so as to improve their standard of living. Facilities

for eliminatory education exist in the study area. The above finding has got support from the studies conducted by Bhople *et al.* (1995) and Nagraja (2002).

Farming experience :

It was observed from the Table 1 that 64.00 per cent of the khol crop growers were cultivating khol crop from 8 years. Whereas 19.00 per cent of the farmers belonging to 'up to 3 years experience' and 17 per cent of the farmers have 'more than 10 years of experience'. The reason for growing khol crops from so many years might be the assurance of good

Table 1 : Distribution of the respondents according to their personal, socio-economic and psychological characteristic (n=100)

Sr. No.	Characteristics	Percentage
1.	Age	
	Young (up to 35 years)	24
	Middle (36 to 50 years)	61
	Old (51 and above)	15
2.	Education	
	Illiterate (can't read and write)	7
	Primary (1-4)	20
	Middle (5-7)	32
	High (8-10)	23
	PUC	15
	Graduate	3
3.	Land holding	
	Marginal farmers	3
	Small farmers	20
	Semi Medium farmers	14
	Medium	51
	large	12
4.	Annual income	
	Low (Less than 50,000)	17
	Medium (50,000 to 1 lakh)	61
	High (More than 1 lakh)	22
5.	Farming experience	
	Low (Up to 8 years)	19
	Medium (9 to 16 years)	64
	High (More than 16 year).	17
6.	Innovativeness	
	Low (Mean -S.D)	20
	Medium (Mean ± S.D)	62
	High (Mean + S.D)	18
	Mean : 34.280 SD : 8.0745	
7.	Economic motivation	
	Low (Mean -S.D)	15
	Medium (Mean ± S.D)	61
	High (Mean + S.D)	24
	Mean : 15.5 SD : 3.07	

price and more income compared to other crops and also the increased demand of the vegetable crop in that local markets. Hence majority of them have experience of 9 to 16 years and has the support with the findings of Bheemappa (2001) and Bhople *et al.* (1995).

Land holding :

It can be seen from the Table 1 that 51 per cent of the farmers were under medium land holding category (10.01 to 25.00 acres) followed by 20.00 per cent small land holding (2.51 to 5.00 acres), 14.00 per cent semi medium land holding (5.01 to 10.00 acres), 12.00 per cent of big land holding (> 25.00 acre) and 3.00 per cent of marginal land holding category (up to 2.5 acres). The possible reason for this trend might be due to the fact that, being agriculture as main occupation and their way of life, so they always would like to possess more and more acres of land. The other reason may be that, since from so many years they are in the habit of growing khol crop being a highly remunerative crop might have increased their economic position and possessed more land and hence belonged to medium land holding category. The above mentioned findings are in consonance with the findings of partial accordance with SaravanKumar (1996), Karpagam

(2000) and Nagaraja (2002).

Annual income :

The results presented in Table 1 indicated that, majority (61%) of the khol crop growers fell in medium income category (50,000 to 1 lakh) per year. The possible reason might be that, majority of the farmers possess medium (10-25 acres) and semi-medium land holding (5-10 acres). It is quite natural to expect that as the land holding increases with higher education, more economic orientation might have made them to earn more and more, hence this trend of results. These results are in line with the findings of Bhople *et al.* (1995), Vijaykumar (1997) and Sunilkumar (2004).

Extension participation :

The data in Table 4 revealed that 78.00 per cent of the khol crop growers regularly participated in Krishimela. This might be due to Krishimela will be conducted in UAS Dharwad. Which is nearer to the study area and most of the farmers get the seeds and required information related to khol crops. Whereas, 40.00 per cent and 62.00 per cent of the farmers occasionally participated in demonstrations and group meetings. The results are in accordance with the findings of

Sr. No.	Activities	Subscribe/own	Reading/Listening/Sl. Viewing habit		
			Regular	Occasionally	Never
1.	Reading newspaper	35	34	20	46
2.	Reading farm magazines, extension leaflets	18	5	22	73
3.	Listening to farm radio programmes	85	30	56	14
4.	Watching TV programmes relating to agriculture and allied aspects.	82	31	48	21

Sr. No.	Institution	Member	Member office bearer	Extent of participation		
				Regular	Occasionally	Never
1.	Gram panchayat	5	1	4	7	89
2.	Taluka panchayat	3	-	2	1	97
3.	Zilla panchayat	1	-	1	0	99
4.	Farmers service co-op.Society	31	2	11	20	69
5.	Youth club	8	3	6	2	98

Sr. No.	Activities	Regular	Occasionally	Never
1.	Group meetings	23	62	15
2.	Demonstration	20	40	40
3.	Field visits	38	34	28
4.	Training programmes	17	36	47
5.	Krishimela	78	16	6
6.	Field day	4	50	46

Saravankumar (1996), Raghavendra (1997) and Venkataramalu (2003).

Mass media participation :

It could be observed from Table 2 that, 56.00 and 21.00 per cent of the respondents were listening radio programmes occasionally and regularly viewing television. The possible reason might be that, now a day's every farmers is possessing radio and are in the habit of listening radio whenever they get leisure time usually in the evening hours. In rest of the hours, he will be engaged in doing agricultural operations and thus majority listen radio programmes occasionally and less percentage of them listen regularly who are highly educated and wanted to know the recent technologies.

Nearly 31.00 per cent of them view television occasionally, this may be due to the non-possession and non-availability of television in the village. It is interesting to note that 46.00 and 73.00 per cent of the respondents never read news papers and farm magazines, respectively. The reasons may be that majority of them are not subscribers. During the investigation, it was observed that mass media sources such as radio, television, were consulted only when the farmers know that these sources covers needful information. The above findings got support from the studies conducted by Patil (1995) and Moulasab (2004).

Organizational participation :

The data in Table 3 depicts that 31.00 per cent of the respondents were members of service co-operative society and 20.00 per cent and 11.00 per cent of the respondents were occasionally and regularly participate in the organization activities. The possible reason may be that, these organizations are functioning at the village level and most of them had taken loan from farmer's service co-operative society for various agricultural purposes. As a result, they might have participated in the activities. Majority of the respondents never participated in the activities of taluka panchayat and zilla panchayat. As these organizations exist at taluka and district level, respectively. Hence, majority of them might have felt inconvenient to attend the meetings as well as the participation is open for members only and hence the result. The findings of the study is in consonance with Siddappa (1999) and Sandesh (2004).

Innovativeness :

It was observed from the Table 1 This refers to the degree to which an individual is relatively earlier in adopting the new ideas when compared to other members in society. The results from the Table 2 revealed that, majority (62%) of the khol crop growers belonged to medium innovativeness category followed by high (20%) and low (18%) innovativeness category, respectively. The reason might be that, since majority of khol crop growers belong to medium land holding, medium income group, and medium economic motivation

category. These characteristics naturally might have influenced to accept the innovations quite earlier than the other members. Hence, majority belong to medium innovativeness category. Further, khol crop cultivation involves higher investment and majority of farmers prefer to know and adopt new technologies. It may also be due to various psychological factors acting on individual, which exert more pressure and make him to try hard under favorable environment. The findings of the study are in consonance with the findings of Bhople *et al.* (1995) and Raghavendra (1997).

Economic motivation :

It is evident from the Table 1 that, majority (61.00%) of the khol crop growers had medium level of economic motivation. Whereas 24.00 per cent and 15.00 per cent of the farmers belonged to low and high level of economic motivation categories, respectively. The possible reason might be that around 50.00 per cent of the farmers possessed medium land holding and majority belong to medium annual income category. The above findings are in line with the findings of the studies conducted by Bhople *et al.* (1995), Sawant (1999) and Sandesh (2004).

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