

**RESEARCH ARTICLE :**

# Attitude of beneficiaries towards agricultural technology management agency

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**ARTICLE CHRONICLE :**

**Received :**

22.06.2016;

**Revised :**

09.07.2016;

**Accepted :**

20.07.2016

**SUMMARY :** The present study on attitude of beneficiaries towards agricultural technology management agency was conducted in the year 2015–16 in Amravati and Bhatkuli tehsil of Amravati district. For this study 100 beneficiaries were selected with the help of random sampling method. The data were collected with the help of structured interview schedule. Collected data were carefully examined, classified quantified and tabulated. Frequencies, mean, standard deviation, co-efficient of correlation of analysis were employed for interpreting the results. Majority of the respondents (49.00 %) were found in the middle age group *i.e.* 36 to 50 years. Majority of the respondents (32.00 %) were higher school level 8<sup>th</sup> to 10<sup>th</sup>. Majority of the respondents (37.00 %) were in small 1.01 to 2.00 ha category of land holding. Majority of the respondents (25.00 %) were in medium 50,001 to 1,00,000 category of annual income. Majority of the respondents (51.00 %) were from medium social participation group. Majority of the respondents (59.00 %) were from medium level extension contact. Majority of the respondents (71.00 %) were from medium level socio-economic status. Majority of the respondents (76.00 %) were from medium mass media exposure. Majority of the respondents (67.00 %) were from medium benefits availed. Majority of the respondents (44.00 %) were from neutral attitude towards agricultural technology management agency. Majority of respondents (52.00 %) reported that the technology provided by ATMA is costly was the main problem. Majority (44.00 %) of the beneficiaries had neutral attitude towards agricultural technology management agency. Information regarding the relationship between the independent and dependant variable the data were subjected to correlation analysis. It was observed that education (0.233), land holding (0.225), had positive and significant relationship with attitude of beneficiaries at 0.05 level of significant towards ATMA. and extension contact (0.346), mass media exposure (0.281), and benefits availed (0.476) had positive and significant relationship with attitude of beneficiaries at 0.01 level of significant towards ATMA and annual income (0.029), socio-economic status (0.147) were positively non-significant whereas age (-0.013), social participation (-0.025) showed the negative and non significant relationship with attitude of beneficiaries towards ATMA. The data indicated that most of beneficiaries (52.00 %) reported that the technology provided by ATMA is costly which was the main problem.

**KEY WORDS :**

Attitude, ATMA, Benefit availed, Interest group, Committee

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**How to cite this article :** Gonshetwad, B.M., Mokhale, S.U., Jat, Kapil and Deshmukh, A.N. (2016). Attitude of beneficiaries towards agricultural technology management agency. *Agric. Update*, 11(3): 298-300, DOI : 10.15740/HAS/AU/11.3/298-300.

**BACKGROUND AND OBJECTIVES**

Extension reform in India was pilot tested

in 28 districts in seven states. *viz.*, Andhra Pradesh, Bihar, Jharkhand, Himachal Pradesh,

Maharashtra, Orissa and Punjab from 1998 to 2005. This successful experiment served as basis to launch the scheme support to state extension programmes for extension reform in the year 2005 to 2006. It was expanded and strengthened comprehensive in the year 2010. Coverage of the scheme was increased in a phased manner. It is currently operational in 639 Districts and the remaining rural districts are also proposed to be covered.

Villagers who are participating fully in a programme are more willing to commit themselves and their resources to agriculture development. Another important reason for community participation is that, it may be essential to the sustainability of the programme or development. Community participation provides a series of additional benefits for community members through their own experience; they learn to plan, find solution to their problems, teach other and organize themselves to work together. They learn skills such as how to give and take and how to correct each other without causing offence-skills that are essential to a community in forming and managing their own organization successfully.

### Objectives of the study:

- To study the profile of beneficiaries.
- To study attitude of beneficiaries towards ATMA.
- To find out the relationship between the profile of beneficiaries with their attitude towards ATMA.
- To study constraints faced by beneficiaries while availing facilities under ATMA.

### RESOURCES AND METHODS

This study was conducted in Amravati and Bhatkuli tehsil of Amravati district in Vidarbha region of Maharashtra state. For the list of beneficiaries working under concern ATMA project was Amravati districts and 100 respondents were selected randomly from this list. An exploratory research design was used for the present investigation. The object of the present study was mainly to study the attitude of beneficiaries towards agricultural technology management agency. From Amravati district two tehsil were selected randomly. From Amravati district, Amravati and Bhatkuli tehsil were selected and from each tehsil five villages were selected randomly. From selected villages 10 beneficiaries from each village were selected randomly. Thus the total 100 beneficiaries were

the sample for the study.

Profile of respondents like age, education, land holding, annual income, social participation, extension contact, socio-economic status, mass media exposure and benefits availed, were considered in this study. The simple statistical mean, standard deviation and correlation were used to identify relation between attitude and profile of beneficiaries.

### OBSERVATIONS AND ANALYSIS

The findings of the study as well as relevant discussion have been summarized under the following heads:

#### Relation analysis:

In order to find out the relationship of the selected characteristics of beneficiaries with their attitude, correlation co-efficient were worked out. The findings are presented in Table 1.

**Table 1 : Correlation co-efficient between independent characteristics and attitude of ATMA**

Sr. No.	Independent variables	Correlation co-efficient
1.	Age	-0.0134 <sup>NS</sup>
2.	Education	0.2334*
3.	Land holding	0.2254*
4.	Annual income	0.0292 <sup>NS</sup>
5.	Social participation	-0.0253 <sup>NS</sup>
6.	Extension contact	0.3469**
7.	Socio-economic status	0.1472 <sup>NS</sup>
8.	Mass media exposure	0.2811**
9.	Benefits availed	0.4768**

\* and \*\* indicate significance of value at P=0.05 and 0.01, respectively  
NS= Non-significant

Information regarding the relationship between the independent and dependant variable, the data were subjected to correlation analysis. It was observed that education (0.233), land holding (0.225), had positive and significant relationship with attitude of beneficiaries at 0.05 level of significant towards ATMA. and extension contact (0.346), mass media exposure (0.281), and benefits availed (0.476) had positive and significant relationship with attitude of beneficiaries at 0.01 level of significant towards ATMA. Annual income (0.029), socio-economic status (0.147) were positively non significant whereas age (-0.013), social participation (-0.025) showed the negative and non significant relationship with

attitude of beneficiaries towards ATMA.

The finding of present study is in accordance with the findings reported by Borah *et al.* (2013). Similarly several workers (Barman and Kumar, 2013; Gairt, 2014; Lohar, 2003; Matwa and Deshmukh, 2014 and Sahu *et al.*, 2013) also studied different aspects of agricultural technology management agency.

### Conclusion:

Majority of the beneficiaries were found in the middle age group *i.e.* 36 to 50 years. Majority of the beneficiaries had higher school level 8<sup>th</sup> to 10<sup>th</sup>. Majority of the beneficiaries were in small (1.01 to 2.00 ha) category of land holding. Majority of the beneficiaries were in medium 50,001 to 1,00,000 category of annual income. Majority of the beneficiaries were from medium social participation group. Majority of the beneficiaries were from medium level extension contact. Majority of the beneficiaries were from medium level socio-economic status. Majority of the beneficiaries from medium mass media exposure. Majority of the beneficiaries were from medium benefits availed. Majority of the beneficiaries were from neutral attitude towards agricultural technology management agency. Majority of beneficiaries reported that the technology provided by ATMA is costly which was the main problem.

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