

**RESEARCH ARTICLE :**

Management orientation of young awardee farm women of University of Agricultural Sciences, Dharwad

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SUMMARY : Since ancient times women have been playing a crucial role in family as well as in farming. But their contribution has not been identified fully and acknowledged. In the present scenario of globalization, liberalization and privatization of agricultural sector, the sustainable development of farm women is considered as a key factor for development of any country. This study was conducted in Dharwad, Gadag and Haveri districts of Karnataka. The woman who had received Yuva Shresta Krishi Mahile award during 2014-2017 was purposively selected. A total of 60 young awardee farm women were selected as a sample for the study from 17 talukas conferred by the UAS Dharwad. Pre-structured interview schedule was used to collect the data. Suitable statistical tools like frequency, percentage and indices were used for analysis of the data. The important findings of the study revealed that, cent per cent of the awardee farm women belonged to young age group (< 35 years) had high school education and from big family size (43.33 %) belonged to joint family (51.67 %), had medium farming experience (60.00 %) and had big land holding (38.33%). A majority of the respondents had low annual income (78.33 %), 63.34 per cent had high level management orientation, 33.33 per cent had medium level and only 3.33 per cent had low level of management orientation.

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BACKGROUND AND OBJECTIVES

Agriculture plays an important role in economic growth and poverty reduction. More than 50 per cent of the population is engaged in agriculture to boost the productivity, sustainability and profitability. Women in rural India can be considered as farmers, as they work as agricultural labourers, unpaid workers in their farm and in combination of these two. Now-a-day due to rapid urbanization, men and

youths in rural areas are migrating towards the highly paid jobs in industries and construction works. Hence the agricultural work is left on the shoulder's of the women. Women are involved in almost all the agricultural activities carried out by men and have become pioneers in domesticating crops to meet the requirements of the farming community.

The University of Agricultural Sciences,

Dharwad is playing a vital role in identifying the unique efforts of youth who are adopted and trying out innovative technologies in farming. It also encourages the remarkable progress of the youth in the agriculture and allied sectors by honoring awards. Hence, this study was taken up to know the socio-economic profile and management orientation of young awardee farm women.

RESOURCES AND METHODS

Present investigation was conducted in Dharwad, Gadag and Haveri districts of North Karnataka under the jurisdiction of University of Agricultural Sciences, Dharwad. Purposive sampling method was used to select the respondents. All farm women who have been given Yuva shresta krishi mahile award during 2014-2017, constituted the population for the study, Sixty awardee farm women were selected as sample for the study. Management orientation was operationalized as the degree to which the individual is oriented towards scientific farm management comprising of planning, production and marketing functions of farm enterprise. Frequency and percentage are used to know the socio-economic profile and management orientation of young awardee farm women.

OBSERVATIONS AND ANALYSIS

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

Age:

Age is one of the criteria for selection of farm women for award competition. Table 1 indicates that, 41.67 per cent of the young awardee farm women belonged to moderately young age group (29-32 Years). Around 37.00 per cent of them were young age group (26-29 years), 13.33 per cent belonged to late young age group (32-35 years) and only 8.33 per cent belonged to very young age group (23-26 years).

Young farm women are probably most risk taking and adventure oriented. They tend to explore more and easily accept the changes when compared to other age groups and they are more energetic, enthusiastic, have more work efficiency and innovative than the other farm women. The above finding gets support from the study conducted by Shivacharan *et al.* (2017).

Education:

It is observed from Table 1, 63.33 per cent of the respondents had education upto High School, 11.67 per cent completed PUC, 10.00 per cent had primary school education, 8.33 per cent were graduates and only 6.67 per cent had middle school education (5th to 7th standard).

This is because rural people are still believing and following traditional customs. They generally do not prefer to send their children to colleges and they expect their children to assist in farm and household activities. The distance of higher study centers from the villages also might have prevented the parents from providing higher education to their children. The result is in line with the study conducted by Vimalraj (2010).

Family type:

It could be noticed from Table 1 that, 51.67 per cent of the awardee farm women belonged to joint families, while 48.33 per cent were from nuclear families.

Indian tradition of the joint family system continues to prevail in rural societies with a belief in co-operative way of living. Agriculture was the main occupation of all young awardee farm women, agriculture needs more hands to work on the farms and hence they like to hold on to the joint family system. The result of the finding is in consonance with finding of Pushpa (2006).

Family size:

It was noticed from Table 1 that, 43.33 per cent of the respondents had large size families (9 and above), 41.67 per cent had small size families (1-4 members) and 15.00 per cent had medium sized families (5 to 8 members).

The probable reason for finding large families could be that the small family norm is not yet accepted to a large extent by rural people. The other reason might be that agriculture is the main occupation which needs teamwork, requiring more number of persons for the labour intensive farm work. The results are in confirmation with the finding of Kumari (2018).

Farming experience:

It is clear from Table 1 that, 60.00 per cent of young awardee farm women had medium level (10-15 years) of farming experience, 23.33 per cent had high level (>15 years) farming experience and 16.67 per cent had less (<10 years) farming experience. The results are in

accordance with Reddyprasad (2003); Vimalraj (2010) and Sujaykumar (2012).

The reason might be that farm women taking active part in farming with guidance of elders she has reached the stage of taking independent decision on farming and has reached the stage of getting awards. They are playing dual roles *i.e.* family and farming responsibilities, actively involved in post harvest activities, weeding, transplantation and winnowing etc. and partially involved in purchase of seeds and fertilizer and marketing. These are the other

reasons for medium level of farming experience.

Land holding:

A glance at Table 1 also indicates, 38.33 per cent of the awardee farm women were from large land holding (> 10 acre), 28.33 per cent were from medium land holding (5.0-10 acre), 21.67 per cent households possessed small landless (2.5-5.0 acre) and only 11.67 per cent owned farms upto 2.5 acre (marginal land holding). The result is in confirmation with the finding of

Table 1: Socio-economic characteristics of young awardee farm women (n=60)			
Sr. No.	Characteristics	Frequency	Percentage
Age			
1.	Very young (23-26 years)	05	08.33
2.	Young (26-29 years)	22	36.67
3.	Moderately young (29-32 years)	25	41.67
4.	Late young (32-35 years)	08	13.33
Education			
1.	Illiterate (Nil)	-	-
2.	Primary school (1 - 4 th)	06	10.00
3.	Middle school (5 th -7 th)	04	06.67
4.	High School (8 th - 10 th)	38	63.33
5.	PUC (11 th and 12 th)	07	11.67
6.	Graduation and above (>12)	05	08.33
Family composition			
Family type			
1.	Nuclear	29	48.33
2.	Joint	31	51.67
Family size			
1.	Small (1-4 members)	25	41.67
2.	Medium (5-8 members)	09	15.00
3.	High (9 and above)	26	43.33
Farming experience			
1.	Less (<10 years)	10	16.67
2.	Medium (10 -15 years)	36	60.00
3.	High (>15 years)	14	23.33
Land holding			
1.	Marginal farmer (Upto 2.5 acre)	07	11.67
2.	Small (2.5 – 5.0 acre)	13	21.67
3.	Medium (5.0 – 10.00 acre)	17	28.33
4.	Big (>10.00 acre)	23	38.33
Annual income			
1.	Low (BPL) Upto Rs. 1,32,000	47	78.33
2.	Medium Rs.1,32,000 to Rs. 5,72,000	07	11.67
3.	High (APL) Above Rs. 5,72,000	06	10.00

Mergewar *et al.* (2017).

The probable reason could be that they had their ancestors' property and farming is the main occupation of the family. Large land holding allows them to take risk so they adopted innovative technologies that leads to development in farming might be reason for extend their landholding.

Annual income:

The data in the Table 1 indicates that 78.33 per cent of the young awardee farm women had low level annual income (Upto Rs. 1,32,000), 11.66 per cent were in medium level income category (Rs.1,32,000 to Rs. 5,72,000), while 10.00 per cent awardee farm women had high level of income (Above Rs. 5, 72,000). The

results of the study are in line with Patil and Nagnur (2018).

The reason for the above result might be high initial investment for adopting different technologies with trial and error method. Moreover, from the past four-five years farmers are facing drought which leading to low yields and low income.

Management orientation:

Table 2 depicts management orientation of awardee farm women, which includes planning orientation, production orientation and marketing orientation.

Planning orientation:

Cent per cent of the awardee farm women agree

Table 2 : Management orientation of young awardee farm women		(n=60)	
Sr. No.	Statements	Agree	Disagree
Planning orientation			
1.	Crop rotation is needed in farming	60 (100.00%)	-
2.	Is it necessary to make prior decision about the variety of crops to be cultivated	33 (55.00%)	27 (45.00%)
3.	It is necessary to assess /test the seeds , fertilizer, pest icides before cultivation	49 (81.67%)	11 (18.33%)
4.	Consulting agriculture expert is necessary for crop plan	49 (81.67%)	11 (18.33%)
5.	Is it possible to increase the yield through farm production plan	52 (86.67%)	08 (13.33%)
Production orientation			
1.	Is it necessary to sow on time to ensures good yield	49 (81.67%)	11 (18.33%)
2.	Should herbicides be used for timely weed control	58 (96.67%)	02 (3.33%)
3.	Determining fertilizer dose by soil testing saves money and control soil pollution	45 (75.00%)	15 (25.00%)
4.	Seed rate should be used as recommended by the specialists	37 (61.67%)	23 (38.33%)
5.	Plant protection chemicals should be used at regular intervals irrespective of pest	32 (52.33%)	28 (46.67%)
6.	Irrigation water should be used judiciously	31 (51.67%)	29 (48.33%)
Marketing orientation			
1.	Market news is very useful to the farmer	51 (85.00%)	09 (15.00%)
2.	A farmer can get good price by grading his products	49 (81.67%)	11 (18.33%)
3.	Inputs are purchased from reliable input dealers	21 (35.00%)	39 (65.00%)
4.	It is better to grow the crops which have more market demand	54 (90.00%)	06 (10.00%)
5.	Products must be sold in markets which offer the best prices	51 (85.00%)	09 (15.00%)

Table 2a : Distribution of respondents based on their management orientation			(n=60)
Sr. No.	Category	F	%
1.	Low (0 to 5)	02	03.33
2.	Medium (5 to 10)	20	33.33
3.	High (>10)	38	63.34
Overall management orientation index		70.52	

that crop rotation is needed in farming. Fifty five per cent of the awardee farm women said that it was necessary to make prior decision about the variety of crops to be cultivated. While 45 per cent did not agree for the same. Around 82 per cent of the awardees agree that, it was necessary to assess/ test the seeds, fertilizer, pesticides before cultivation. Nearly eighty two per cent of the young awardee farm women agree that they need to consult an agriculture expert for crop planning. A majority of the respondents felt that it was possible to increase the yield through farm production plan and remaining did not agree for the same (86.67 %).

Production orientation:

A majority of the young awardee felt that timely sowing was necessary to ensure good yield (81.67 %). Most of the awardees said that it is better to use suitable herbicides for timely control of weeds (96.67 %). Seventy five per cent of the respondents said that it was better to determine fertilizer dose by soil testing as it saves money and controls soil pollution. Nearly, 62.00 per cent of the respondents agreed that seed rate should be used as recommended by the specialists. Little over half of the respondents said that it was necessary to use plant protection chemicals at regular intervals (52.33 %). Nearly half of the awardees agreed that judicious use of irrigation is necessary (48.33 %).

Marketing orientation:

Most of the awardees did not feel that market news is much useful to the farmer (85.00 %). Nearly 82.00 per cent of the awardees agreed that grading was needed to get good price. Sixty five per cent said that there was no need to purchase inputs from reliable input dealers. Most of the awardees said that one should grow the crops which have more market demand (90.00 %). Eighty five per cent said that it is better to sell the products which offer the best prices.

Table 2a indicates the overall management orientation taking into consideration planning, production and marketing orientation. It could be seen that, 63.34 per cent had high level management orientation, 33.33 per cent had medium level and only 3.33 per cent had low level of management orientation. It showed that most of the young awardee farm women had good management orientation as is evident from the index value of 70.52 indicating 71 per cent management orientations.

This is because women are gifted with managerial skills, their past farming experience, exposure to mass media, training programmes, field visits etc. All these help to acquire knowledge and skills. That leads to selection of suitable tasks or works at right time and at right manner to reach the desirable needs *i.e.* selection of seeds and fertilizers, sowing of the seeds at right time as recommended by experts. Women had completely involved themselves in planning and production stage for betterment of their livelihood. Farm women contact with extension agency, cosmopolite in nature which might have together helped them to attain higher management orientation. The results are in line with study conducted by Sanketh *et al.* (2019).

Conclusion:

It can be concluded that most of the young awardee farm women had good management orientation as is evident from the index value of 70.52 indicating 71 per cent management orientations.

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