



Research Article

## Correlation between the personal, socio-economic, psychological and situational characteristics and factor affecting to the agro-service providers and beneficiaries

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**ARTICLE CHRONICLE :**

**Received :**  
12.03.2012;

**Revised :**  
25.07.2012;

**Accepted :**  
24.08.2012

**SUMMARY :** The study was conducted among the agro-service providers and beneficiaries of Navsari district in Gujarat state. Ex-post Facto research design was used and by using the proportionate random sampling technique 200 beneficiaries' respondents and 100 agro-service providers were obtained for the present study. The study concluded that the majority of the agro-service providers and beneficiaries had age to knowledge level were the critical variables influence the factor affecting to the agro-service providers and beneficiaries and The study concluded that the majority of the agro-service providers and beneficiaries had moderately performed their role and the pooled data indicated that the majority of the respondents had performed their role moderately followed by performed the role with higher level and factor affecting to the majority of the agro-service providers and beneficiaries had perceived such factors at moderate level. The overall data indicated that the majority of the agro-service providers and beneficiaries had experienced such factors at moderate level followed by of them had experienced such factors at lower level.

**How to cite this article :** Salunkhe, Sumit Rajendra (2012). Correlation between the personal, socio-economic, psychological and situational characteristics and factor affecting to the agro-service providers and beneficiaries. *Agric. Update*, 7(3&4): 203-205.

**KEY WORDS :**

Agro-service providers, Beneficiaries, Psychological characteristics, Correlation

### **BACKGROUND AND OBJECTIVES**

Agriculture is the backbone of Indian economy. It has a crucial role to play in the country's economic development. India is predominantly a rural economy with nearly 72 per cent of the population living in rural areas and where about 60 per cent of the workforce depends on agriculture. Being the largest component of India's economic life, agriculture is of outmost importance for the vast number of people. The place of agriculture in the Indian economy is such that India can as well be described as an agricultural country par excellence. Its people and the entire totality are so much bound up with the fortunes of agriculture that the pace of life and the pattern of activities do no more than mirror all that happens in this sector.

The private service providers play important role in several aspects of agricultural. At field level,

when farmers feel any problem, they discuss with private service providers also suggestion which influence the farmers decision making process. However, the extension personnel at different levels are helping the farmers but their unavailability in their jurisdiction nearby and so easily often compel the farmers to consult with private service providers because they are available. This means that private service providers having no direct contribution but indirectly they are playing a major role in rural areas. In India more than 70 per cent of the operational holdings are small and marginal. Moreover, 70 per cent of the net sown area in India is rainfed, subject to external vagaries, where the farmers are mostly resource poor and the institution and infrastructural support are very weak (Sulaiman and Gadewar, 1994). Government should encourage the agricultural foundation, non-government organization and private agri-

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business firms to extend their service in remote areas where public service is not enough and not doing well (Pandya 1998).

Keeping in view of this importance, the present study was undertaken with the following specific objective: to determine the relationship between the personal, socio-economic, psychological and situational characteristics and factors affecting to the agro-service providers and beneficiaries.

## RESOURCES AND METHODS

The present investigation was purposely conducted in all five Talukas (*viz.*, Chikhli, Gandevi, Jalalpore, Navsari and Vandsa). The information regarding registered ASPs was obtained from the office of District Agricultural Officer (DAO), Navsari. The Navsari district possessed 474 ASPs. The Chikhli, Gandevi, Jalalpore, Navsari and Vandsa Talukas had 151, 47, 42, 151 and 83 ASPs, respectively. A proportionate random sampling method was adopted to obtain the ASPs from respective Talukas. As a result, 32 from Chikhli, 10 from Gandevi, 8 from Jalalpore, 32 from Navsari and 18 from Vandsa Taluka were selected. In all 100 ASPs were obtained for the present study. These were approached personally and asked to provide the name of five villages from where the farmers came to purchase critical inputs for their agriculture during last six months. The ASPs wise separate lists were prepared and out of that one village was randomly selected. By this way, 100 villages were selected for the study. The village wise names of five purchasers were obtained from respective ASPs. Once again all the name of farmers was listed separately and

by using simple random sampling method, two farmers of each selected village were selected for the present study. Thus, the sample for the study composed of total 200 beneficiaries respondents. The collected data were analyzed by using appropriate methods of analysis *viz.*, percentage, mean, standard deviation and correlation coefficient (*r*).

## OBSERVATIONS AND ANALYSIS

From Table 1 it was inferred that age (0.1970\*), education (0.2570\*\*), land holding (0.2665\*\*) and risk orientation (0.2062\*), of the agro-service providers were found to have positively significant association with their factors affecting in performing their activities.

On the other hand, occupation (-0.2418\*) of agro-service providers was found to be negatively and significantly correlated with their factor affecting in performing their activities, whereas annual income (-0.0561), information input and processing behaviour (-0.0173) had not found any relationship with their factor affecting in performing their activities.

However, in case of beneficiaries, age (0.1466\*), size of family (0.1747\*), social participation (0.1647\*), land holding (0.1502\*), farming experience (0.1569\*), economic orientation (0.1606\*), scientific orientation (0.1674\*), risk orientation (0.1456\*), management orientation (0.1495\*), attitude of ASPs and BRs (0.1467\*) and information input and processing behaviour (0.2259\*\*), were found to be positively and significantly associated with their factor affecting in performing

**Table 1: Relationship between personal profile and factor affecting to the agro-service providers and beneficiaries (n=100/200)**

Sr. No.	Personal characteristics	Correlation co-efficients (r)		
		ASPs	BRs	Pooled
1.	Age	0.1970*	0.1466*	0.1657**
2.	Education	0.2570**	0.0402	0.1032
3.	Size of family	0.0816	0.1747*	0.1305*
4.	Occupation	-0.2418*	0.0718	-0.0306
5.	Annual income	-0.0561	0.0134	-0.0449
6.	Social participation	0.0539	0.1647*	0.1119*
7.	Land holding	0.2665**	0.1502*	0.1536**
8.	Farming experience	0.0592	0.1569*	0.1362*
9.	Innovativeness	0.0518	0.0040	0.0286
10.	Economic orientation	0.0605	0.1606*	0.1215*
11.	Scientific orientation	0.0519	0.1674*	0.1116
12.	Risk orientation	0.2062*	0.1456*	0.1504**
13.	Overall modernity	0.0840	0.0586	0.0620
14.	Progressivism	0.0406	-0.0500	-0.0310
15.	Management orientation	0.1884	0.1495*	0.1515**
16.	Attitude of ASPs and BRs	0.0303	0.1467*	0.0997
17.	Information input and processing behaviour	-0.0173	0.2259**	0.1370*
18.	Knowledge of their enterprise	0.1510	0.0258	0.0407

\* and \*\* indicate significance of values at P=0.05 and 0.01

their activities.

In case of progressivism (-0.0500) of beneficiaries had not found any correlation with their factor affecting in performing their activities.

In pooled, the age (0.1657\*\*), size of family (0.1305\*), social participation (0.1119\*), land holding (0.1536\*\*), farming experience (0.1362\*), economic orientation (0.1215\*), risk orientation (0.1504\*\*), management orientation (0.1515\*\*), information input and processing behaviour (0.1370\*) were found to have positively significant with their factor affecting in performing their activities by the agro-service providers and beneficiaries.

However, in pooled, occupation (-0.0306), annual income (-0.0449) and progressivism (-0.0310) had not found any correlation with their factor affecting in performing their activities.

The probable reason for these findings might be that the respondents having more extension contacts in and around their community would have helped to change their mind set. Thus in general, information input and processing behaviour and attitude of agro-service providers and beneficiaries should be kept while developing any extension strategy in this regard.

The above findings suggest that the hypothesis is partly accepted and partly rejected. This finding is in the agreement with the observations of Thakur and Sinha (1989) and Bhople *et al.* (2000).

#### Conclusion:

The finding of the study suggest that the attributes *viz.*, age, education, size of family, occupation, annual income, social

participation, land holding, farming experience, innovativeness, economic orientation, scientific orientation, risk orientation, overall modernity, progressiveness, management orientation, attitude of agro-service providers and beneficiaries, information input and processing behaviour, knowledge level were the critical variables influence the Factor Affecting to the agro-service providers and beneficiaries. In pooled, the age, size of family, social participation, land holding, farming experience, economic orientation, risk orientation, management orientation, information input and processing behaviour were found to have positively significant association with their factor affecting in performing their activities by the agro-service providers.

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