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Relationship between Socio-economic Variables and Attitude of Farmers regarding Agriculture Technology Management Agency (ATMA)

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Abstract

ATMA is an agency of stake holders in agricultural activities for sustainable agricultural development and technology dissemination activities at district level. The attitude of the farmers towards ATMA has a critical role in modernizing and it plays an important role in the adoption or rejection of an innovation . If the farmers had favourable attitude which showed in the adoption of new technology and when farmers faced some constraints it resulted in rejection of new technology. The present investigation was undertaken to know the attitude of the farmers towards ATMA .The study was conducted in six villages of Tikamgarh Block with a sample of 120 farmers as beneficiaries. The findings of the study revealed that education, land holding, annual income, innovativeness, cropping pattern, no. of livestock, mass media utilization and extension participation were significant at 0.05 per cent level of significance while Age , Caste , Family Size and Gender were non significant at 0.05 per cent level of significance. As far as constraints faced by farmers were "lack of subsidy", "unavailability of loan at time" and "lack of cooperation by administrative personnel" were top three ranked and faced by maximum repondents. Suggestion marked highest (58.30%)) by respondents was "for better implementation of the programme needs to assess the problem of farmers and their at village level"

Key Words:- *Attitude, Gender, innovation, ATMA*

Introduction

ATMA is a district-level autonomous entity that ensures the delivery of extension services to farmers. ATMA Governing Board (GB) is the organization top decision- making body. It sets ATMA overarching policy direction. The ATMA Management Committee is the governing body in charge of implementation. ATMA has been defined as a semi-autonomous decentralized participatory and market-driven extension model and represents a shift away from transferring technologies for major crops and toward diversifying output. The aims of ATMA are to integrate extension programs across state-level departments, link research and extension activities in a district, and decentralize extension decision-making through participatory planning[1,2]. ATMA is a registered society responsible for technology dissemination at the district level having linkages with all the line departments, research organizations, non-governmental organizations and agencies associated with agricultural development in the district. Keeping this in view the present study was under taken to study the relationship between socio-economic variables and attitude of farmers regarding agriculture technology management agency.

Profile of respondents like Age, Education, Caste, Land Holding, Annual Income, Innovativeness, Family Size, Gender, Cropping Pattern, Number of Livestock, Extension Participation, Mass Media Utilization and Attitude of beneficiaries towards ATMA, were considered in this study[2,5]. The simple statistical mean, standard deviation and

correlation were used to identify relation between attitude and profile characteristics of the respondents of beneficiaries.

Objectives of the Study

- To study the personal profile of selected beneficiaries in the study area.
- To study the attitude of beneficiaries towards ATMA.
- To assess the relationship between profile of beneficiaries with their attitude under ATMA.
- To know the constraints faced by beneficiaries and suggest the policy implication towards improvement of functioning of ATMA in the study area.

Material Methods

This study was conducted in Tikamgarh district of Madhya Pradesh, during the year 2021. Tikamgarh district was selected purposively. Tikamgarh district consists of five blocks namely Tikamgarh, Khargapur, Jatara, Palera and Baldevgarh. Out of which Tikamgarh block was selected purposively for the study because Agriculture Technology Management Agency (ATMA) office is situated in Tikamgarh district.

From selected block out of beneficiary villages, only 6 villages in Tikamgarh block have been selected randomly for the study purpose where various activities under ATMA project were carried out. A list of farmers of ATMA beneficiaries were prepared from each selected village and 20 farmers were selected randomly. Thus total sample in the study constituted of 120 farmers.

Respondents were interviewed through personal interview. Prior to interview, respondents were taken in to confidence by revealing the actual purpose of the study and full care was taken in to consideration to develop good rapport with them. For the data collection well designed and pre-tested interview scheduled were used. Collected data were analyzed by the help of various statistical tools i.e. frequency, percentage, mean and standard deviation, etc.

Results and Discussion

Result shows that (43.30%) were found in the middle age group i.e. 36 to 50 years. Higher no. of the respondents (33.30 %) were belong to Primary Education. Maximum of the respondents (58.39.%) were in medium category of land holding. Maximum of the respondents (60.80%) were in OBC category. More no. of the respondents (25.00 %) were in medium 50,001 to 1,00,000 Rs category of annual income.

Data shows that the higher no. (64.10%) of the ATMA beneficiaries had medium family size (up to 5 members). Amongst all the respondents higher percentage 66.60 was captured by male respondents. 55.90 percent respondents are moderately innovative. 60.00 per cent of farmers were growing two season crop and belongs to fair category of Cropping pattern. Maximum respondents had 4-5 Number of Livestock, In Mass Media Utilization and Extension Participation utmost 41.60 percent and 44.20 percent farmer belongs to moderate category respectively.

Table 1 Profile characteristics of the ATMA Beneficiaries

S.No	Attributes	Category	Frequency	Percentage
1.	Age	Young	32	26.70
		Middle	52	43.30
		Old	36	30.00
2.	Education	Illiterate	15	12.50
`		Literate	23	19.20
		Primary education	40	33.30
		Secondary education	12	10.00
		Higher secondary education	20	16.60
		College education	10	08.40
3.	Caste	SC	42	35.00
		ST	4	03.30
		OBC	73	60.80
4.	Land Holding	Marginal	10	8.36
		Small	30	25.00
		Medium	70	58.39
		Large	10	8.35
5.	Annual Income	Low	24	20.00
		Medium	70	58.40
		High	26	21.60
6.	Innovativeness	Low	27	22.50
		Medium	67	55.90
		High	26	21.60
7.	Family Size	Small	36	30.00
		Medium	77	64.10
		Large	7	05.90
8.	Gender	Female	40	33.40
		Male	80	66.60
9.	Cropping pattern	Poor	27	22.50
		Fair	72	60.00
		Good	21	17.50
10.	No. of Livestock	Less No. (1-3)	42	35.00
		Medium (4-5)	53	44.20
		Above 4	25	20.80

		animal		
11.	Mass Media Utilization	Low (up to 3)	36	30.00
		Medium (4to10)	50	41.60
		High (above 10)	34	28.40
12.	Extension Participation	Low	35	29.20
		Medium	53	44.20
		High	32	26.60
13.	Attitude of Beneficiaries towards ATMA	Favourable attitude	30	25.00
		Moderately favourable	76	63.40
		Unfavourable attitude	14	11.60

The data presented in the table reveals that 63.40 per cent farmers belonged to Moderately favourable attitude while 11.60 per cent farmers belonged to favourable attitude remaining 25.00 per cent farmers belonged to unfavourable attitude category towards ATMA respectively.

Table 2 Relationship between selected independent variable with attitude of beneficiaries towards ATMA

S.No.	Characteristics	ATMA beneficiaries	
		Correlation Coefficient	"t" value
1.	Age	0.166 NS	1.829
2.	Education	0.24888*	2.79145
3.	Caste	0.14668 NS	1.61081
4.	Land holding	0.58090*	7.75236
5.	Annual income	0.20260*	2.2474
6.	Innovativeness	0.20947*	2.327111
7.	Family size	0.132240 NS	1.44922
8.	Gender	0.13966 NS	1.53216
9.	Cropping pattern	0.20650*	2.29263
10.	No. of livestock	0.24486*	2.74338
11.	Mass media utilization	0.21679*	2.41232
12.	Extension participation	0.219144*	2.43981

NS – Non -significant at 5 per cent level
*Significant at 5 percent level

Information regarding the relationship between the independent and dependant variable the data were subjected to correlation analysis. It was observed that out of twelve variables in studies eight variables namely Education, Land Holding, Annual Income, Innovativeness, Cropping pattern, No. of livestock, Mass media utilization , Extension Participation had

shown positive significant relationship at 5 percent level of significance and four variables namely Age, Caste Family Size, Gender had shown negative relationship at 5 percent level of significance with attitude towards ATMA working in Tikamgarh district of Madhya Pradesh[4].

Conclusion

From the above research works it can be concluded that Higher percentage of recipients were found to have a moderately favourable attitude about various aspects of the ATMA programme. The correlation analysis of independent and dependent variable like attitude of ATMA beneficiaries revealed that education, land holding, annual income, innovativeness, cropping pattern, no. of livestock, mass media utilization and extension participation were significant at 0.05 per cent level of significance.

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