Research Article

Relationship between characteristics of the farmers with change in socio economic impact as a result of participating in Krushi Mahotsav

Abstract

Speedy transfer of improved/scientific technologies from research station to farmers' fields plays a very important role for rural development and rural upliftment. Transfer of technology takes place through various schemes of Central Government or State Government and some little extent from different NGOs. Due to wide geographic area, illiteracy and many other reasons people cannot aware about scientific technologies. Implementation of these programmes in rural area are essential for improving standard of living of rural community.

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Introduction

The government of Gujarat organizes Krushi Mahotsav every year before monsoon. Krushi Mahotsav is a unique and combine approach of transfer of technology in the whole rural area. There are 18000 villages in Gujarat and *Krushi Rath* equipped with scientific technology through posters, panels, TV moves in every village. The scientists of agricultural universities are appointed to deliver latest technical know-how. It was started in 2005, it is a festival especially designed for the benefits of farming community and the duration of the festival is of one month, eight Krushi Mahotsav have been completed till study.

Methodology

There was need of deeper probe into the resultant effect of Krushi Mahotsav. The present study to find out relationship between selected characteristics of the farmers with change in socio economic impact as a result of participating in Krushi Mahotsav. Four districts of Gujarat state Banaskantha, Mehsana, Sabarkantha and Kachchh were randomly selected for this study. From each selected district, two talukas and from each taluka three villages were selected randomly for the study. A list of villagers/farmers who had attended all the three Krushi Mahotsav (2006, 2007 and 2008) was made available from government authority. Later on ten farmers from each village were randomly selected which consisted a sample size of 240 respondents.[1]

Correlation analysis

To ascertain the relationship between independent and dependent variables, the co-efficient of correlation was worked out. The socio economic impact through participating in Krushi Mahotsav and fifteen independent variables.

Multiple regression analysis

Pearson's correlation analysis merely portrays of relation between any two variables. This procedure does not capture the interaction effect among variables. One variable is associated with or simultaneously depend on several others. Change in socio economic impact through participating in Krushi Mahotsav postulated as a linear function of personal, social, economic, psychological and communicational variables. It is not influenced solely by any of these factors taken in isolation but as a part of complex and interacting system. Based on this approach, the multiple regression analysis using linear model was carried out to know the combined effect of the independent variables in explaining the total variation in the dependent variable.

Result and discussion

Correlation analysis

There are fifteen variable used for the study, out of them 14 variables namely education, social participation, size of land holding, occupation, annual income, market orientation, credit orientation, risk-preference, economic motivation, innovative proneness, rationality in decision making, attitude towards Krushi Mahotsav, extension participation and source of information were positively and significantly correlated with extent of knowledge gained through Krushi Mahotsav. Whereas, age was negatively and significant correlation with change in socio economic impact through participating in Krushi Mahotsav Table 1.

Multiple regression analysis

In regression analysis, all the 15 independent variables were fitted to explain the socio-economic impact. The results are presented in Table 2. All the independent variables mentioned in Table 2 explained as much as 53.90 per cent total variation in the socio-economic

Relationship between characteristics of the farmers with change in socio economic impact as a result of participating in Krushi Mahotsav

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impact of Krushi Mahotsav on beneficiary farmers. The unexplained variation 46.10 per cent might be due to the factors not included in the study. In can also be revealed that the't' value of utilization of information sources was found to be significant at 0.01 level of significance. Whereas,'t' value of attitude towards Krushi Mahotsav was found to be significant at 0.05 level of significance, indicating that significant contribution of these two variables in socio-economic impact. Remaining variables have failed to contribute significantly in socio-economic impact of Krushi Mahotsav on beneficiary farmers. It can be concluded that 53.90 per cent total variation in socio-economic impact of Krushi Mahotsav on beneficiary farmers was explained by a set of 15 independent variables together. Further, out of 15 variables, two variables *viz.,* innovative proneness and source of information had positively significant at 0.01 level of significance contribution in socio-economic impact of Krushi Mahotsav on beneficiary farmers. On the other hand three variables *viz.,* age, social participation and economic motivation had negatively significant at 0.01 level of significance contribution in socio-economic impact. Three variables *viz.,* education, attitude towards Krushi Mahotsav and extension participation had positively significant at 0.05 level of significance contribution in socio-economic impact of Krushi Mahotsav on beneficiary farmers. This study provided evidence about the overwhelmingly important role of eight significant variables played in socio-economic impact of Krushi Mahotsav on beneficiary farmers.

Table 1 Relationship of selected independent variables with socio-economic impact (n = 240)

Sr. No.	Independent variables		Correlation coefficient ('r')
[I]	**Personal variables**		
1	Age	(X1)	-0.500**
2	Education	(X2)	0.419**
[II]	**Social variables**		
1	Social participation	(X3)	0.211**
[III]	**Economic variables**		
1	Size of land holding	(X4)	0.3050**
2	Occupation	(X5)	0.3650**
3	Annual income	(X6)	0.2760**
4	Market orientation	(X7)	0.4900**
5	Credit orientation	(X8)	0.2600**
[IV]	**Psychological variables**		
1	Risk-preference	(X9)	0.3700**
2	Economic motivation	(X10)	0.2910**
3	Innovativeness	(X11)	0.5820**
4	Rationality in decision making	(X12)	0.3500**
5	Attitude toward Krushi Mahotsav	(X13)	0.5610**
[V]	**Communicational variables**		
1	Extension participation	(X14)	0.4820**
2	Source of information	(X15)	0.5490**

NS = Non-Significant;* Significant at 0.05 per cent level of significance;** Significant at 0.01 per cent level of significance.

Relationship between characteristics of the farmers with change in socio economic impact as a result of participating in Krushi Mahotsav

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Table 2 Multiple regression analysis of selected independent variables with socio-economic impact of Krushi Mahotsav on beneficiary farmers (n = 240)

Sr. No.	Variables	Regression co-efficient (bi)	S.E. of(bi)	't' value
[I]	**Personal variables**			
	1 Age	-0.051	0.16	-3.085**
	2 Education	0.597	0.257	2.322*
[II]	**Social variables**			
	3 Social participation	-0.962	0.351	-2.739**
[III]	**Economic variables**			
	1 Size of land holding	0.075	0.13	0.577
	2 Occupation	0.099	0.321	0.307
	3 Annual income	0	0.004	0.072
	4 Market orientation	0.04	0.06	0.667
	5 Credit orientation	-0.028	0.077	-0.359
[IV]	**Psychological variables**			
	1 Risk-preference	0.085	0.093	0.911
	2 Economic motivation	0.254	0.98	-2.606**
	3 Innovative proneness	0.454	0.98	4.632**
	4 Rationality in decision making	0.043	0.08	-0.542
	5 Attitude toward Krushi Mahotsav	0.058	0.34	1.693*
[V]	**Communicational Variables**			
	1 Extension participation	0.049	0.028	1.746*
	2 Source of information	0.427	0.155	2.761**

NS = Non-Significant;* Significant at 0.05 per cent level of significance;** Significant at 0.01 per cent level of significance. Multiple R = 0.7350, R^2 = 0.5390

Conclusion

There are fifteen variables used for the study, out of them only age was negatively and significant correlation with extent of knowledge gained through Krushi Mahotsav whereas, other 14 variables were positively and significantly correlated with extent of knowledge gained through Krushi Mahotsav. In regression analysis, all the 15 independent variables were fitted to explain the socio-economic impact. The results are presented in Table 33 and Fig. 7. All the independent variables mentioned in Table 33 explained as much as 53.90 per cent total variation in the socio-economic impact of Krushi Mahotsav on beneficiary farmers. The unexplained variation 46.10 per cent might be due to the factors not included in the study.

Acknowledgments

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Conflicts of interest

The author declares there is no conflict of interest.

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