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Relationship between socio economic improvement of beneficiary farmers and their selected personal characteristics

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Abstract

The Village Adoption Programme is an important government initiative to provide various benefits and support to farmers in rural areas. Under the Village Adoption Programme, a range of practices, interventions, techniques and methods have been transferred to the farmers. These transferred practices and interventions are collectively referred to as transferred technologies. The present investigation was carried out in the Udaipur district of Rajasthan State with an objective to ascertain the relationship between socio-economic improvement of beneficiary farmers and their selected personal characteristics. The ex-post-facto research design was used for the study. 90 beneficiary farmers from adopted villages (30 from each village) were selected randomly for the study purpose. To know the personal characteristics of farmers, an interview schedule was constructed. The results showed that annual income, occupation, education level, land holding, extension contact, extension participation, source of information, mass media utilization, training acquired and scientific orientation found highly significant at 1 per cent level of significance and risk orientation found significant at 5 per cent level of significance with socio economic improvement. Age, farming experience, family type and type of house found non-significant with socio economic improvement.

Keywords: Personal characteristics, relationship, socio-economic improvement, beneficiary

Introduction

The Village Adoption Programme is a government initiative aimed at fostering a strong connection between academic institutions, especially universities and rural communities. Under this program, universities adopt villages and actively engage with them to address their developmental challenges and improve their overall quality of life. The primary goal is to encourage sustainable development and bridge the urban-rural divide by leveraging the knowledge, expertise and resources available in universities. Thus, this programme has been instrumental in providing support and benefits to rural farmers. The Hon'ble Governor of Rajasthan has taken up the initiative of adoption of a village by every State University in Rajasthan for developing Smart Village with the purpose of ensuring that it becomes a model village where all the schemes of Central Government and State Government are effectively implemented and dovetailed with innovative projects initiated by respective universities. By following this initiative, Maharana Pratap University of Agriculture and Technology Udaipur adopted Chhali panchayat of Gogunda Panchayat Samiti and worked there for three years (2015-2017), there are three revenue villages i.e. Chali, Kadechawas and Undithal.

Research Methodology

This study was conducted in Udaipur District of Rajasthan. For the selection of beneficiary farmers, all three adopted villages i.e., Chhali, Undithal and Kerachavas which fall under Chhali gram panchayat were selected for the present investigation. From each adopted village, 30 beneficiary farmers were selected. Thus, 90 beneficiary farmers were chosen to ascertain the relationship between socio-economic improvement of beneficiary farmers and their selected personal characteristics. The data was statistically analyzed using suitable statistical tools such as mean, standard deviation, frequency, percentage, correlation coefficient.

Results and Discussion

Relationship between age and socio-economic improvement of beneficiaries

The data presented in Table 1 revealed that age had positive and non-significant correlation with socio-economic improvement due to Village Adoption Programme. This indicated that socio-economic improvement of beneficiary farmers was not influenced by their age. This suggests that age does not influence the socio-economic improvement of farmers, likely because the program aims to provide equal benefits regardless of age.

Table 1: Relationship between profile and socio-economic improvement of beneficiary farmers (n=90)

Sr. No.	Independent variables	'r' value
1	Age	0.101
2	Annual income	0.797**
3	Farming experience	0.018
4	Family type	0.122
5	Occupation	0.418**
6	Education level	0.312**
7	Landholding	0.614**
8	Type of house	0.066
9	Extension contact	0.347**
10	Extension participation	0.264**
11	Source of information	0.333**
12	Mass media utilization	0.319**
13	Training acquired	0.294**
14	Scientific orientation	0.357**
15	Risk orientation	0.219*

* Significant at 5 per cent level of significance
** Significant at 1 per cent level of significance

Relationship between annual income and socio-economic improvement of beneficiaries

The data presented in Table 1 found that annual income had positive and highly significant correlation with socio-economic improvement at 1 per cent level of significance. This indicated that socio-economic improvement of beneficiary farmers was influenced by their annual income. Village Adoption Programme often aims to improve agricultural productivity, increase income generation and enhance the overall economic well-being of beneficiary farmers. As farmers experience an increase in their annual income, they have greater financial resources at their disposal.

Relationship between farming experience and socio-economic improvement of beneficiaries

The data presented in Table 1 revealed that farming experience had positive and non-significant correlation with socio-economic improvement due to Village Adoption Programme. This indicated that socio-economic improvement of beneficiary farmers was not influenced by their farming experience. The success of Village Adoption Programme is often dependent on adoption of improved farming practices and technologies, which may or may not be directly related to prior farming experience. The programme aims to provide resources, training and support to all beneficiary farmers, regardless of their level of farming experience.

Relationship between family type and socio-economic improvement of beneficiaries

The data presented in Table 1 revealed that family type had positive and non-significant correlation with socio-economic improvement of farmers. This indicated that socio-economic improvement of beneficiary farmers was not influenced by their family type.

Relationship between occupation and socio-economic improvement of beneficiaries

The data presented in Table 1 revealed that occupation had positive and highly significant correlation with socio-economic improvement at 1 per cent level of significance. This indicated that socio-economic improvement of beneficiary farmers was influenced by their occupation. Different occupations require specific skills and knowledge related to agricultural practices, marketing and value chain management. Farmers engaged in occupations that align with the programme objectives, such as farming, animal husbandry or agribusiness may possess specialized skills that enhance their productivity and income potential.

Relationship between education level and socio-economic improvement of beneficiaries

The data presented in Table 1 revealed that education level had positive and highly significant correlation with socio-economic improvement at 1 per cent level of significance. This indicated that socio-economic improvement of beneficiary farmers was influenced by their education level. Educated farmers are more likely to stay informed about new technologies, crop varieties, pest management practices and market opportunities. This access to information enables them to make informed choices, adapt to changing circumstances and take advantage of market demands, leading to socio-economic improvement.

Relationship between land holding and socio-economic improvement of beneficiaries

The data presented in Table 1 revealed that land holding had positive and highly significant correlation with socio-economic improvement at 1 per cent level of significance. This indicated that socio-economic improvement of beneficiary farmers was influenced by their land holding. Farmers with larger land holdings have greater opportunities to allocate resources efficiently and make substantial investments in their farming operations. Larger land holdings provide farmers with opportunities to optimize their farming operations, access resources and capitalize on market opportunities, ultimately leading to socio-economic improvement.

Relationship between type of house and socio-economic improvement of beneficiaries

The data presented in Table 1 revealed that type of house had positive and non-significant correlation with socio-economic improvement of farmers. This indicated that socio-economic improvement of beneficiary farmers was not influenced by their type of house. The type of house or housing infrastructure may not directly impact agricultural productivity or income generation. Socio-economic improvement encompaccess various aspects such as income generation, education, health and overall standard of living. The type of house, although a component of the living environment may not have a direct impact on these multiple dimensions of socio-economic improvement. Therefore, programme's impact on socio-economic improvement may not be significantly influenced by the type of house.

Relationship between extension contact and socio-economic improvement of beneficiaries

The data presented in Table 1 revealed that extension contact had positive and highly significant correlation with socio-economic improvement at 1 per cent level of significance. This indicated that socio-economic improvement of beneficiary farmers was influenced by their

extension contact. Through regular interactions with extension agents, farmers become aware of and are encouraged to implement advanced techniques, such as improved seed varieties, efficient use of farm machinery, integrated pest management and organic farming methods.

Relationship between extension participation and socio-economic improvement of beneficiaries

The data presented in Table 1 revealed that extension participation had positive and highly significant correlation with socio-economic improvement at 1 per cent level of significance. This indicated that socio-economic improvement of beneficiary farmers was influenced by their extension participation. Farmers have the opportunity to observe and practice new techniques under the guidance of extension agents. This experiential learning approach helps farmers gain confidence, refine their skills and adopt innovative practices.

Relationship between source of information and socio-economic improvement of beneficiaries

The data presented in Table 1 concluded that source of information had positive and highly significant correlation with socio-economic improvement at 1 per cent level of significance. This indicated that socio-economic improvement of beneficiary farmers was influenced by their source of information. A higher level of access to information sources equips farmers with the necessary knowledge and resources to make informed decisions, enhance their farming practices and achieve socio-economic improvement.

Relationship between mass media utilization and socio-economic improvement of beneficiaries

The data presented in Table 1 revealed that mass media utilization had positive and highly significant correlation with socio-economic improvement at 1 per cent level of significance. This indicated that socio-economic improvement of beneficiary farmers was influenced by their mass media utilization. Farmers who actively utilize mass media have better access to this information, enabling them to stay informed and make informed decisions regarding their farming operations.

Relationship between training acquired and socio-economic improvement of beneficiaries

The data presented in Table 1 noted that training acquired had positive and highly significant correlation with socio-economic improvement at 1 per cent level of significance. This indicated that socio-economic improvement of beneficiary farmers was influenced by the training acquired. Under Village Adoption Programme, organizing training sessions aims to provide farmers with specialized knowledge, technical skills and practical insights into various aspects of agriculture. Farmers learn about innovative and sustainable farming techniques, efficient resource utilization, crop diversification, soil health management, water conservation, integrated pest management, human resource development and animal production among other. By adopting these best practices, farmers can enhance their agricultural productivity, reduce production costs, minimize environmental impacts and achieve better socio-economic results.

Relationship between scientific orientation and socio-economic improvement of beneficiaries

The data presented in Table 1 revealed that scientific orientation had positive and highly significant correlation with socio-economic improvement at 1 per cent level of significance. This indicated that socio-economic improvement of beneficiary farmers was influenced by their scientific orientation. Farmers with a scientific orientation are better able to analyze data, access risks and evaluate the suitability of different practices and technologies for their specific contexts. This knowledge based decision making enables farmers to choose the most appropriate strategies, leading to improved productivity and socio-economic advancement.

Relationship between risk orientation and socio-economic improvement of beneficiaries

The data presented in Table 1 revealed that risk orientation had positive and highly significant correlation with socio-economic improvement at 5 per cent level of significance. This indicated that socio-economic improvement of beneficiary farmers was influenced by their risk orientation. Risk-oriented farmers are more inclined to take calculated risks, explore new opportunities and adapt to changing circumstances, they are willing to try new crop varieties, cultivation methods and production techniques. By venturing into unexplored territories, these farmers have the potential to discover more efficient, sustainable and profitable approaches, leading to socio-economic improvement.

The results are similar to results obtained by Darandale (2015) [2], Sharma *et al.* (2015) [9], Ninama *et al.* (2016) [5], Babu (2017) [1] Pratap (2018) [6], Harikrishna (2019) [4], Yadav (2019) [12], Shaik *et al.* (2019) [8], Gour (2020) [3], Sharma (2021) [10], Tanwar (2021) [11] and Sahoo *et al.* (2022) [7].

Conclusion

The findings of this study provide valuable insights into the relationship between personal characteristics and the socio-economic improvement of beneficiary farmers under the Village Adoption Programme. The study revealed that factors such as annual income, occupation, education level, landholding, extension contact, extension participation, source of information, mass media utilization, training acquired, scientific orientation, and risk orientation have a positive and significant impact on the socio-economic improvement of beneficiary farmers. It is concluded that these factors are critical drivers in enhancing the economic and social status of farmers. These factors empower farmers with better skills, knowledge and resources, enabling them to make informed decisions, adopt innovative practices and optimize their farming operations. Conversely, factors such as age, farming experience, family type, and type of house did not show a significant correlation with socio-economic improvement.

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