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Social economic profiling and psychological characterizing of the vegetable growers in Sonbhadra district of Uttar Pradesh

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Abstract

Vegetable cultivation in India has second rank in the world. Entrepreneurship contributes to development of a country in several ways like assembling and harnessing the various inputs, bearing the risks, innovating and imitating the techniques of production to reduce the cost and increase quality and quantity. Present study was conducted in the district of Sonbhadra, Uttar Pradesh. 120 respondents from 10 different villages were selected randomly. Most of the respondent's belonged to middle-aged group (61.66%), having education up to middle illiterate (36.67%), having high level of annual income (58.34%). Their main occupation (43.33%) is vegetable cultivation having medium size of family (45.83%). Most of the respondents had utilizing medium level of mass media (49.16%). Majority of the respondents had medium level of social participation (51.66%) and had low level of contacts with extension (40.88%) agents.

Keywords: Vegetable grower, psychological characteristics, social economic profiling, Sonbhadra, Uttar Pradesh

Introduction

Agriculture is the most important occupation in our country. Due to the presence of the different agro-climatic conditions, a variety of crops are being grow in different parts of the country. Agriculture and allied sectors accounted for 18.8 percent of the GDP in 2021-2022 and provides employment to over 60 percent of the population (Bharatkumar *et al.* 2023) ^[1]. Vegetables are most important part of the human diet for good health as they possess high nutrition and vegetables are also the good source of protein, vitamins, carbohydrate and minerals (Hanif *et al.* 2006) ^[2]. Vegetable cultivation is the major attraction to farmers as it is comparatively more economically beneficial than other field crops (Schreinemachers *et al.* 2018) ^[4].

The social frame work of the people is the important factor in shaping the standard of living. Social structure of people in internally linked with the economic institutions. Thus, economic and social conditions are interrelated. Apart from social and economic factors, the personal factors such as

age, size of the family and family type also effect the behavior of the vegetable growers. Still less farmers were opting for vegetable production because the rate of adoption of improved vegetable production technology is not fully adopted by the farmers at their own field (Suman, 2008) ^[6]. Even if they produce, the problem regarding marketing was faced by them. The research was done in eastern region of Uttar Pradesh was due to the good conditions for vegetable production and keen interest of farmers in the vegetable production other important factors such as researcher belongs to this state and for convenience to collection of data and further study and it will be very easy to becoming well known about local language and culture for establishing good reliability and non-formal relationships with the respondents, which is helpful further in data collection and also important for the further study. Therefore, this research program was aimed to find out the adoption behavior of the farmers about the vegetable production technology and considering this the socio-

economic profile and psychological characteristics are given in this paper.

Methodology

Uttar Pradesh divided into 18 division, 75 districts and 350 tehsil, 58194 Gram Panchayat, 8135 Nyaya Panchayat, 456 Nagar Panchayat and district panchayat is 72. The research was conducted in Sonbhadra District of Uttar Pradesh as researcher is familiar with the people of this area, both official and nonofficial, and the local dialect, allowing the investigator to complete the work more efficiently. The research scholar is well known and aware the culture, social customs, circumstances, and language of area. This district has ten blocks from which blocks Robertsganj and Ghorwal was selected purposely for the study because of the criteria of the nearer to researcher home and its easy accessibility. Five villages were selected randomly from each block which makes a total number of 10 villages for the study. From robertsganj five villages were Kamaldih, Chandaul, Kushi, Mahokhar and Semari whereas from Ghorwal block Bakauli, Sihawa, Jigina, Devradh, Dulhatha villages were selected. From each village 12 respondents were selected randomly which makes a total of sixty respondents per block selected for the study. Thus, a total number of 120 respondents were selected for the study. Data was collected by personal interview method at the farmers door steps or at their farms with the help of pretested interview schedule. The collected data was analyzed using various statistical tools like Average, Frequency, Percentage, mean and S.D and correlation coefficient.

Result and Discussion

The result of all the selected profile characteristics of farmers are represented in Table 1 and described as under:

Age

On the basis of their age respondents were classified into three categories i.e., below 32, 33 to 56, and above 57. It is seen in the table 1 that majority of respondents (61.66 percent) belonged to middle age group (31 to 55) followed by (18.34 percent) of respondents belonged to old age group (above 56) and only (20.00 percent) of respondents belonged to the young age group (below 30), respectively. The mean age of respondents ranged from 44.45 year. A similar finding was also reported that majority of the respondents was observed in the middle age category (Singh *et al.* 2012) [5]. The probable reason for such distribution might be that the majority of middle age group were enthusiastic and more dynamic in performing various socio-economic activities in general and vegetable growing in specific.

Caste

On the basis of caste respondents were classified into three categories i.e., General caste, Other backward caste, Scheduled caste. The table 1 reveals that the majority of the respondents (38.83 percent) belonged to general cast, followed by (34.17 percent) scheduled caste, scheduled tribe (23.33 percent) and (15.00 percent) other backward cast, respectively.

Education

On the basis of education, respondents were classified into two categories i.e., illiterate and literate (can read and write only, primary school, middle school, high school,

intermediate, graduate & post graduate). The table 1 reveals that the majority of the respondents (36.67 percent) were illiterate and (26.67 percent) functionally literate. Further, the educational level was worked out and given in ascending order as 18.33 percent, 18.33 percent, 26.67 percent, 36.67 percent, post graduate, can read and write high school & intermediate, graduate, respectively. Hence, it may be said that the educational standard of the respondents was considerably good in comparison to average literacy rate of the state and country as such. The similar findings were also reported by Singh *et al.* (2012) [5].

Size of Family

On the basis of size of family respondents were classified into three categories i.e., small family (below 4 members), Medium family (5 to 9 members), Large family (above 10 members). The table 1 shows that majority of respondent (45.83 percent) belonged to medium category of those had 5-9 members in their families followed by (28.34 percent) large and (25.83 percent) small size families, respectively.

Occupation

On the basis of occupation respondents were classified into 4 categories viz., Farming, Farming + Business, Farming + Service, Farming + Business + Service. Table 1 describe that maximum number of respondents engaged in farming (43.33 percent) followed by, farming + service (30.00 percent), farming + business (20.00 percent) and farming + business + service (06.67 percent) respectively.

Land Holding

On the basis of land holding respondents were classified into four categories i.e., Marginal farmers, small farmers, medium farmers, large farmers. The table 1 describe that majority of the respondents (43.33 percent) were having (below 1 hac.) of land who belonged to small farmers (35.00 percent) were having (1.01 to 2.00 hac.) of land, large farmers (21.64 percent) were having (2.01 to 3.00 acre) of land holding respectively. Therefore, it may be chance that the marginal and small farmers were mostly there in the study area. It might be due to fragmentation of the family. The similar findings were also reported by Papnai *et al.* (2017) [3].

Annual Income

On the basis on annual income respondents were classified into three categories Small (up to 1 lakh), Medium (1.1 to 2.5 lakh), High (2.5 lakh and above). Table 1 reveals that maximum number of the respondents (58.34 percent) were belonged to the annual income of (2.5 lakh and above) large while, (25.00 percent) and (16.66 percent) respondents belong to annual income range (1.1 to 2.5 lakh) medium and small (up to 1 lakh) respectively.

Social Participation

On the basis of participation respondents were classified into three categories i.e., low, medium and high. A cursory glance over the data depicted in the table 4.1.9 indicates that out of 120 respondents (51.66 percent) respondents has participation in one medium (5 to 8), followed by (30.84 percent) participation in two low (up to 4), (17.50 percent) high participation, respectively.

Mass media

On the basis of participants three categories were classified

i.e., low, medium and high. It is depicted in the table 1 that maximum respondents were from medium mass medium orientation category (49.16 percent), followed by high mass medium orientation category (36.67 percent) and low mass medium orientation category (14.17 percent).

Extension Contact

On the basis of participants three categories were classified i.e., low, medium and high. It is depicted in the table 1 that maximum respondents were from low extension contact (40.84 percent), followed by medium extension contact (39.16 percent) and high extension contact (20.00 percent).

Risk taking ability

On the basis of participants three categories were classified i.e., low, medium and high. It is apparent from the table that the maximum number of respondents (56.67 percent) was found having medium level of risk orientation while, (24.17 percent) and (19.16 percent) respondents were found in the categories of high and low level of risk orientation, respectively. The average mean of scores of risk orientation observed to be 03.34 with range of minimum 0 and

maximum 05. Hence, it can be concluded that the most of the respondents have average interest to bear the risk relating to improved farming. Data also says that most of the respondents were found possessing medium level of orientation towards scientific knowledge.

Innovativeness

On the basis of participants three categories were classified i.e., low, medium and high. It is clear from the table 1 that maximum number of respondents (60.00 percent) were found in medium level of innovativeness followed by high level of innovativeness (24.17 percent) and low level of innovativeness (15.83 percent).

Leadership

On the basis of participants three categories were classified i.e., low, medium and high. It is clear from the table 1 that maximum number of respondents (41.67 percent) were found in medium level of leadership followed by high level of leadership (34.17 percent) and low level of leadership (24.16 percent).

Table 1: Socio-economic profile of the vegetable growers in Sonbhadra district of Uttar Pradesh

Variables	Categories	Respondents Frequency	Respondents Percentage
Age composition	Young age (up to 30)	24	20.00
	Middle age (31 to 55)	74	61.66
	Old age (56 and above)	22	18.34
Caste	General caste	37	38.83
	Other backward caste	18	15.00
	Scheduled caste	41	34.17
	Scheduled Tribe	24	20.00
Education	Illiterate	44	36.67
	Functionally Literate	32	26.67
	Highschool and intermediate	22	18.33
	Graduation & above	22	18.33
Family Size	Small family (below 4)	31	25.83
	Medium family (5 to 9)	55	45.83
	Large family (10 and above)	34	28.34
Occupation	Farming only	52	43.33
	Farming + Business	36	30.00
	Farming + Service	24	20.00
	Farming + Business + Service	08	06.67
Land holding	Marginal Farmers (below 1) hac.	52	43.33
	Small farmers (1.01 to 2.00) hac.	42	35.00
	Large farmers (above 2.01) hac.	26	21.64
Annual Income	Small (up to 1)	20	16.66
	Medium (1.1 to 2.00)	30	25.00
	High (2.00 and above)	70	58.34
Social Participation	Low (up to 4)	37	30.84
	Medium (5 to 8)	62	51.66
	High (above to 9)	21	17.50
Mass Media	Low	17	14.17
	Medium	59	49.16
	High	44	36.67
Extension contact	Low	49	40.84
	Medium	47	39.16
	High	24	20.00
Risk taking ability	Low	23	19.16
	Medium	68	56.67
	High	29	24.17
Innovativeness	Low	19	15.83
	Medium	72	60.00
	High	29	24.17
Leadership	Low	29	24.16
	Medium	50	41.67
	High	41	34.17

Knowledge level and Extent of adoption

The respondents were grouped into three categories viz., lower-level knowledge, medium level of knowledge and higher level of knowledge. It is evident from table 2 that more than half (41.66 percent) of the vegetable growers had medium level of knowledge followed by (30.00 percent) and (28.34 percent) had high and low level of knowledge,

respectively. For extent of adoption the respondents were grouped into three categories viz., low (Below 17), medium (18 to 34) and high (35 and above) Table 2 shows that majority of the respondents (50.00percent) had medium level of adoption followed by (27.50 percent) high and (22.50 percent) had low level of adoption, respectively.

Table 2: Distribution of vegetable growers according to their knowledge level and extent of adoption

S.No.	Categories	Respondents f	Respondents %
Knowledge level	Low level of knowledge (Below 23)	34	28.34
	Medium level of knowledge (24 to 25)	50	41.66
	High level of knowledge (26 or above)	36	30.00
Extent of adoption	Low level of adoption (Below 19)	27	22.50
	Medium level of adoption (20 to 21)	60	50.00
	High level of adoption (22 and above)	33	27.50

Correlation studies of various variables with knowledge level and extent of adoption

Table 3: Correlation coefficient of various variables with knowledge level and extent of adoption

S. No.	Variables	Correlation coefficient between variables and knowledge level	Correlation coefficient between variables and extent of adoption
1	Age	0.031	0.044
2	Education	0.083	0.088
3	Cast	-0.016	-0.106
4	Family size	-0.063	-0.087
5	Family type	0.134	-0.087
6	Occupation	0.090	-0.78
7	Land holding	0.019	0.129
8	Farming Experience	0.038	-0.080
9	Annual income	-0.050	0.123
10	Social participation	0.112	-0.051
11	Mass media	0.141	-0.056
12	Extension contact	-0.276	0.087
13	Risk taking ability	0.027	0.094
14	Innovativeness	0.033	0.88

Table 3 shows that out of fourteen variables i.e., cast, family size, annual income, extension contact correlated with knowledge level they shown negatively non- significant correlation. All other variables shown non-significant correlation with the knowledge level. In the correlation study of fourteen variables i.e., occupation shown negatively significant correlation with the extent of adoption whereas cast, family size, family type, occupation, farming experience, social participation, mass media showed negatively non-significant correlation and age, education, annual income, extension contact, risk taking ability, innovativeness showed non-significant correlation.

Conclusion

From the present research it is concluded that majority of the respondent's belonged to middle-aged group, having education up to middle illiterate, having high level of annual income. Their main occupation is vegetable cultivation having medium size of family. Most of the respondents had utilizing medium level of mass media. Majority of the respondents had medium level of social participation and had low level of contacts with extension agents. It was found that majority of the respondents had medium level of overall entrepreneurial behavior. It was found that that out of fourteen variables i.e., cast, family size, annual income, extension contact correlated with knowledge level they

shown negatively non- significant correlation. All other variables shown on-significant correlation with the knowledge level. In the correlation study of fourteen variables i.e., occupation shown negatively significant correlation with the extent of adoption whereas cast, family size, family type, occupation, farming experience, social participation, mass media showed negatively non-significant correlation and age, education, annual income, extension contact, risk taking ability, innovativeness showed non-significant correlation.

Conflicts of Interest

The authors have no conflicts of interest.

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