

## **A Study on Personal Demographic Traits of Farmers Towards Kisan Call Centre in Ayodhya District of Uttar Pradesh**

### **Abstract**

India is known as the "Land of Farmers" because agriculture employs the majority of the country's population. The current scenario of farmers' socio economic status should be studied in regards to substantial government initiatives to raise the status of both the agricultural sector and the farmers to a commendable level of development. Socio economic condition of farmers have a connection with the level of efficiency and success rates of government projects and initiatives. This study was conducted on 150 farmers reaching out to the Kisan Call Centre of Kanpur district of Uttar Pradesh about their queries.

### **INTRODUCTION**

The hurdles that Indian agriculture faces are enormous. It is widely acknowledged that sustainable agricultural growth is critical to comprehensive economic prosperity. Agriculture employs over two-thirds of the workforce, either directly or indirectly. India is predominantly agricultural, with the agricultural industry accounting for 17.3% of GDP and employing 41.49 percent of the workforce. Agriculture and allied sectors' GDP grew by just 0.3% in real terms in 2021-22, compared to 3.6% in 2020-2021. According to official estimations, global GDP growth in 2021-2022 at 3.9 percent, against 3.6 percent in the previous fiscal year. The GDP share of agriculture and allied sectors is estimated at 18.8 percent in 2021-22 against 20.2 percent in 2020-21 Source (According to Economics Survey of India, 2021-2022).

One of the most critical facilitators for farmers to increase output sustainably is access to technology. To convey appropriate equipment, information, and know-how to farmers, innovative technology transfer platforms are necessary. On January 21, 2004, the Ministry of Agriculture & Farmers Welfare announced the "Kisan Call Centres (KCCs)" initiative to capitalise on the possibilities of ICT in agriculture. The project's main objective is to respond to farmers' concerns over the telephonic call in their own language.

These Call Centers are now operating in 21 different locations, encompassing all of the States and Union territories. Kisan Call Centres has been assigned a national common eleven-digit Toll Free number 1800-180-1551. This number can be reached by mobile phones and landlines from all telecom networks, including private service providers. Farmers' questions are answered in 22 different languages. Kisan Call Center services are provided at each KCC site from 6 a.m. to 10 p.m., seven days a week.

Socioeconomic status is the study of social and economic elements in order to better understand how the combination of both effects anything. The socio-economic aspects related to demographics, means of production and investment of income, and the expenditure pattern of individuals living in a certain location are some of the critical variables that aid in establishing the social and economic status of the inhabitants of that location. Development policies may be improved and planned based on these factors/dimensions, with the location serving as the focus point.

## **MATERIALS AND METHODS**

This study was undertaken in Uttar Pradesh state. A list of farmers from the Milkipur and Haringtonganj block who called or texted the Kisan Call Center (KCC), located in Kanpur. A proportional random sampling method was used to choose 150 farmers. A structured schedule was developed in order to obtain information regarding the demographic attributes of farmers utilizing the resource of Kisan Call Centre. The SES scale developed by Pareek and Trivedi (1963), scale developed by Supe (1969) and scale developed by Singh (1977) was used with due modification for measurement of various demographic attributes of farmers.

## **RESULT AND DISCUSSION**

**Age:** Table 1 shows that 51.33 percent of the respondents were found in the middle age group, while 26.00 percent of them were found in the young age group and 22.66 percent of them were found in the old age group, respectively.

**Education:** Table 1 reveals that 29.33 per cent of the respondents had Higher secondary education followed by 28.00 per cent, 22.66 per cent and 14.66 per cent of them had secondary education, Graduate and above education and primary level of education, respectively. Only 5.33 per cent of the respondents were illiterate.

**Family Size:** The findings revealed that majority of the respondents (65.33 per cent) were from large family whereas, only 34.67 per cent of them were from small family.

**Size of land holding:** The results revealed that 27.33 per cent of the respondents had large farmers, followed by 26.67 per cent, 24 per cent and 22 per cent who had marginal level, Small level, and medium level land holding, respectively.

**Occupation:** Table 1 reveals that 36.00 per cent of the respondents were engaged in farming with service and business whereas, 28.00 per cent and 26.00 per cent of the respondents were engaged in farming with business and farming with service, respectively. Only 10.00 per cent of the respondents were engaged in farming activities.

**Annual Income:** The results presented in Table – 1 that indicates 51.34 per cent of the respondents earning annual income up to 1,00,000/- followed by 25.33 per cent and 23.33 per cent of them who were having annual income above Rs. 2,00,000/- and in between Rs. 1,00,001 to 2,00,000/-, respectively.

**Innovativeness:** It is observed from the table 1 that 40.66 per cent of the respondents had high of level innovativeness, followed by 34.00 per cent and 25.33 percent who had medium level and low level innovativeness, respectively.

**Extension contact:** From the Table 1 it is indicated that 58.67 per cent of the respondents had medium level of extension contact with different extension agencies, followed by 25.33 per cent and 16.00 per cent who had low and high extension contacts, respectively.

**Social participation:** The table 1 shows that 36.67 per cent of the respondents had membership at least in one organization. Followed by 31.33 per cent, 16.67 per cent and 15.33 per cent had no membership with any organization, holding position in organization and Membership in more than one organization, respectively.

**Scientific orientation:** It is observed from the Table 1 that majority of the respondents (55.33 per cent) had medium level of scientific orientation. About 26.00 per cent of respondents had low level of scientific orientation and rest 18.67 per cent had high level of scientific orientation.

**Risk orientation:** It is evident from the Table 1 that majority of the respondents (53.33 per cent) had medium level of risk orientation followed by high and low level risk orientation with 24.67 per cent and 22.00 per cent of the respondents, respectively.

**Table 1: Distribution of respondents according to their demographic attributes**

S. No.	Attributes	Category	f	%
1	Age	Young age group (up to 30 years)	39	26.00
		Middle age group (between 31 to 56 years)	77	51.33
		Old age group (above 57 years)	34	22.67
Total			150	100
2	Education	Illiterate	8	5.33
		Primary (1 <sup>st</sup> to 7 <sup>th</sup> standard)	22	14.67
		Secondary (8 <sup>th</sup> to 10 <sup>th</sup> standard)	42	28.00
		Higher secondary (11 <sup>th</sup> to 12 <sup>th</sup> standard)	44	29.33
		Graduate and above (above 12 <sup>th</sup> std.)	34	22.67
Total			150	100
3	Size of family	Small size (up to 4 members)	52	34.67
		Large size (above 4 members)	98	65.33
Total			150	100
4	Size of land holding	Marginal farmers (up to 1.00 ha)	40	26.67
		Small farmers (1.01 to 2.00 ha)	36	24.00
		Medium farmers (2.01 to 3.00 ha)	33	22.00
		Large farmers (More than 3.00 ha)	41	27.33
Total			150	100
5	Occupation	Farming only	15	10.00
		Farming + Service	54	36.00
		Farming + Business	42	28.00
		Farming + Service + Business	39	26.00
Total			150	100
6	Annual income	Up to Rs.1,00,000/-	35	23.33
		Rs.1,00,001 to 2,00,000/-	77	51.34
		Above Rs.2,00,000/-	38	25.33
Total			150	100
7	Innovativeness	Low Innovativeness	38	25.33
		Medium Innovativeness	51	34.00
		High Innovativeness	61	40.67
Total			150	100
8	Extension contact	Low contact	38	25.33
		Medium contact	88	58.67
		High contact	24	16.00
Total			150	100
9	Social participation	No membership	47	31.33
		Membership in one organization	55	36.67
		Membership in more than one organizations	23	15.33
		Holding position in organization	25	16.67
Total			150	100

10	Scientific orientation	Low scientific orientation	39	26.00
		Medium scientific orientation	83	55.33
		High scientific orientation	28	18.67
Total			150	100
11	Risk orientation	Low risk orientation	33	22
		Medium risk orientation	80	53.33
		High risk orientation	37	24.67
Total			150	100

## CONCLUSION

Farmers are working tirelessly to accommodate their needs. A farmer's socioeconomic status reflects its economic and social situations which draws a direct attention towards their needs. Kisan Call Center is the term given to the established extension service that is headquartered in a call centre and provides the agricultural community with knowledge and information that is tailored specifically to meet their needs. This approach also contributes to the maintenance of a record of the knowledge and information that is sent to the farmers. As per the findings of study, majority of the respondents were from large family, medium level of source of information, medium level of scientific orientation, medium level of risk orientation. It also be concluded that majority of the respondents were educated, earning up to Rs.1, 00,000/- to Rs.2, 00,000 annual income and had membership at least in one organization Maximum respondents had high to medium level of innovativeness, medium level of extension contact, scientific orientation and risk orientation.

## REFERENCES

- Gautam, N.K. (2020) Socio-economical profile of tech-savvy farmers in central zone of Uttar Pradesh. *Journal of Pharmacognosy and Phytochemistry* 2020; 9(1): 760-763.
- Geeta, G.S., Srinivasa, G., Jayaram, H., Iyengar, M. N. S. and Vijayaprakasn, N. B. (2001). Socio-economic determinates of farmer oriented Technology packages for sericulture. A *Field study. Ind. J. Sericulture.*, 40(1): 96-99.
- Kavitha S. and Anandaraja N. (2017). Kisan Call Centre Services to the Farming Community: An Analysi. *Journal of Extension Education* Vol. 29 No. 3,5910-5916.

Kavitha, S and Nallusamy A. (2019). A study on socio economics characteristics of Kisan call centre beneficiaries and non- beneficiaries in Mahaboobnagar district of Telangana. *Journal of Pharmacognosy and Phytochemistry* 2019; 8(3): 4660-4663.

Lohakare, A. C., Gawande, S. H., Khandait, V. N. and Basunathe, V. K. (2013). Socio-economic, psychological characteristics of the cattle owners and their relationship with adoption of animal husbandry practices in Vidarbha region of Maharashtra. *Res. J. Agric. Sci.* 4(3): 359-362

Mandal, B. K. and Dipak, D. (2010). Socio-economic profile and communication behavior of paddy growers. *A Study of Bank a District. J. C. S.*, 27: 120-126.