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' socioeconomic 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.

Key words- Socio-economic, Kisan Call Centre, Farmers

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 financial year. The GDP share of agriculture and allied sectors is estimated to be 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.Information and Communication Technologies (ICTs) are facilitating quick sharing of information and innovations and acting as a key agent for changing the agrarian situation and farmers' lives by improving access to agricultural information” (Parganiha et al. 2012). 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 native language.

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

Socio-economic 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.The classes were divided by using mean and standard deviation and the data was analysed by calculating frequency distributions and percentage.

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 shows that 36.00% of respondents were involved in both farming with service and farming with business, whereas 28.00% and 26.00% of respondents were, respectively, involved in farming with business and farming with service. Only 10% of the respondents were actively involved in farming.

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: According to Table 1, 58.67% of respondents had medium level extension contact with various extension agencies, followed by 25.33% and 16.00% who, respectively, had low and high extension connections. **Social participation:** The table 1 shows that36.67 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

Attributes	**Category**	**f**	**%**
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
Education	Illiterate	8	5.33
	Primary (1^{st}to7^{th}standard)	22	14.67
	Secondary (8^{th} to10^{th} standard)	42	28.00
	Higher secondary (11^{th} to12^{th} standard)	44	29.33
	Graduate and above (above 12^{th}std.)	34	22.67
Size of family	Small size (up to 4 members)	52	34.67
	Large size (above 4 members)	98	65.33
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
Occupation	Farming only	15	10.00
	Farming + Service	54	36.00
	Farming + Business	42	28.00
	Farming + Service + Business	39	26.00
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
Innovativeness	Low Innovativeness	38	25.33
	Medium Innovativeness	51	34.00
	High Innovativeness	61	40.67
Extension contact	Low contact	38	25.33
	Medium contact	88	58.67
	High contact	24	16.00
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
Scientific orientation	Low scientific orientation	39	26.00
	Medium scientific orientation	83	55.33
	High scientific orientation	28	18.67

Risk orientation	Low risk orientation	33	22
	Medium risk orientation	80	53.33
	High risk orientation	37	24.67

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. According to the study's findings, the majority of respondents came from large families, had a moderate level of informational sources, a moderate level of scientific orientation, and a moderate degree of risk orientation. Additionally, it can be deduced that the majority of respondents were educated, made between Rs. 1,00,000 and Rs. 2,00,000 annually, and belonged to at least one organisation. The majority of responders were highly to moderately inventive, had a moderate amount of extension interaction, and were risk and scientific oriented. The findings are similar to the findings reported by Kumar *et al* (2013) and Yadav (2011).

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