Original Research Article

PROFILE SCANNING OF THE FARMERS OF KARIMNAGAR DISTRICT OF TELANGANA STATE

ABSTRACT

The present paper highlights of profile of the farmers of Karimnagar district of Telangana state. The selected variables are age, education, mass media exposure, extension contact, innovativeness, social participation, scientific orientation, risk preference and economic orientation.

Keywords: Profile, Karimnagar and Extension Contact

INTRODUCTION

Before understanding the influence of any individual on any selected phenomena, it is better to realise the individual's profile. This kind of profile mapping helps to delineate the talent potential and requirements of the individuals and provides analysis that brings out the thrust areas for development. Keeping in view the present paper attempted to scan the profile of farmers of Karimnagar district of Telangana state (formerly Andhra Pradesh).

METHODOLOGY

Ex-post facto research design combined with the exploratory typeof research design was used as the selected phenomena had already occurred and the researcher had no control over the same.

The KVK Jammikunta of Telangana State (Formerly Andhra Pradesh) along with its 15 adopted villages were selected for the study. A sample of 300 farmers adopting the KVK technologies and 150 farmers not covered under KVK production technologies were selected from the adopted villages.

Nine personal, psychological, socio-economic and situational characteristics were selected to assess the profile of sample farmers. A schedule was developed for each variable accordingly the data was collected on each variable

RESULTS AND DISCUSSION

PERSONAL,PSYCHOLOGICAL,SOCIO-ECONOMIC AND SITUATIONAL CHARACTERISTICS OF FARMERS

Following are the results generated on selected personal, psychological, socio-economic and situational characteristics of adopting and non-adopting farmers of KVK technologies. Results on selected characteristics were shown in corresponding tables.

1. Age

It is evident from Table 1 that, the majority (43.00%) of the KVK adopted farmers belonged to middle age followed by young (39.66%) and old (17.34%) age, whereas the majority (44.00%) of the KVK non-adoptedfarmers were middle-aged followed by old (32.67%) and young (23.33%) aged.

Table 1. Distribution of respondents according to their age

S.No.	Category	KVK adopted farmers (n=300)		KVK non-adopted farmers (n=150)	
		Frequency	Percentage	Frequency	Percentage
1.	Young age(up to 35)	119	39.66	35	23.33
2.	Middle age(36-55)	129	43.00	66	44.00
3.	Old age(>55years)	52	17.34	49	32.67

This result conforms with the results ofGangadhar(2009) andNaik (2006)

2. Education

It could be observed from Table 2 that,the majority of theKVK-adopted farmers were educated up to primary school level (26.34%) followed by intermediate (21.33%),illiterate (19.34%),high school(16.33%) and undergraduate (14.00%), whereasthe majority ofKVK non adopted farmerswere educated up to illiterate (33.33%) followed byprimary school (22.00%), high school (20.00%), intermediate (15.34%) and undergraduate(8.00%).

Table 2. Distribution of respondents according to their education

S.No.	Level of Education	KVK adopted farmers (n=300)		KVK non-adopted farmers (n=150)	
		Frequency	Percentage	Frequency	Percentage
1.	Illiterate	58	19.34	50	33.33
2.	Primary School	79	26.34	33	22.00
3.	High school	49	16.33	30	20.00
4.	Intermediate	64	21.33	23	15.34
5.	Undergraduate	42	14.00	12	8.00
6.	Postgraduate	08	2.66	02	1.33

This result is on par with the result ofNaik (2006), Prashanth and Jagan Mohan Reddy (2012).

3.Mass media exposure

It was noticed from Table 3 that, the majority (42.33%) of the KVK-adopted farmers hada high level of mass media exposure followed by medium (32.67%) and low (25.33%), whereasthe majority (43.34%) of theKVK non adopted farmers had a low level of mass media exposure followed by medium (34.66%) and high (22.00%).

Table 3. Distribution of respondents according to their mass media exposure

S.No.	Category	KVK adopted farmers (n=300)			KVK non-adopted farmers (n=150)		
		Low (7-14)	Medium (15-21)	High (22-28)	Low (7-14)	Medium (15-21)	High (22-28)
1	Frequency	76	98	126	65	52	33
2	Percentage	25.33	32.67	42.00	43.34	34.66	22.00

The results are in line with the results of Latha (2002) and Mohanty(2005).

4.Extension contact

It was evident from Table 4 that, the majority (46.67%) of the KVK adopted farmers hada high level of extension contact followed by medium (32.67%) and low (20.66%),whereasthe majority (39.34%) of theKVK non adopted farmers had a medium level of extension contact followed by low (36.66%) and high (24.00%).

Table 4. Distribution of respondents according to their extension contact

S.No.	Category	KVK adopted farmers (n=300)			KVK non-adopted farmers (n=150)		
		Low (11-17)	**Medium** (18-25**)**	**High** (26-33)	**Low (**11-17**)**	**Medium** (18-25**)**	**High (**26-33**)**
1	Frequency	62	98	140	55	59	36
2	Percentage	20.66	32.67	46.67	36.66	39.34	24.00

These findings are in agreement with the findings of Kishor (2010) and Rao et al., (2012)

5.Innovativeness

It was observed from Table 5 that, the majority (46.00%) of the KVK-adopted farmers hada high level of innovativeness followed by medium (32.33%) and low (21.67%),whereas the majority (34.66%) of theKVK non-adopted-farmers had a medium level of innovativeness followed bylow (34.00%) and high (31.34%).

Table 5. Distribution of respondents according to their innovativeness

S.No.	Category	KVK adopted farmers (n=300)			KVK non-adopted farmers (n=150)		
		Low (6-8)	**Medium (9-10)**	**High (11-12)**	**Low (6-8)**	**Medium (9-10)**	**High (11-12)**
1.	Frequency	65	97	138	51	52	47
2.	Percentage	21.67	32.33	46.00	34.00	34.66	31.34

These results are in line with the results of Rao et al., (2011) and Rao et al ., (2012).

6.Social participation

It was known from Table 6, that the majority (41.34%) of the KVK-adopted farmers hada

high level of social participation followed by medium (36.33%) and low (22.33%),whereasthe majority (47.33%) of theKVK non-adopted farmers had low level of social participation followed bymedium (34.00%) and high (18.67%).

Table 6. Distribution of respondents according to their social participation

S.No.	Category	KVK adopted farmers (n=300)			KVK non-adopted farmers (n=150)		
		Low (10-16)	Medium (17-23)	High (24-30)	Low (10-16)	Medium (17-23)	High (24-30)
1.	Frequency	67	109	124	71	51	28
2.	Percentage	22.33	36.33	41.34	47.33	34.00	18.67

These results conform with the results ofRaju (2002) and Rao et al., (2012).

7.Scientific Orientation

It was observed from table7 that, the majority (38.00%) of the KVK-adopted farmers hada high level of scientific orientation followed bymedium(35.67%) and low (26.33%),whereas the majority (40.66%) of theKVK non-adopted farmers had a low level ofscientific orientationfollowed bymedium (40.00%) and low (19.34%).

Table 7. Distribution of respondents according to their scientific orientation

S.No.	Category	KVK adopted farmers (n=300)			KVK non-adopted farmers (n=150)		
		Low (6-13)	Medium (14-22)	High (23-30)	Low (6-13)	Medium (14-22)	High (23-30)
1	Frequency	79	107	114	61	60	29
2	Percentage	26.33	35.67	38.00	40.66	40.00	19.34

8.Risk preference

It was stated inTable 8 that, the majority (39.66%) of the KVK-adopted farmers hada medium level of risk preference followed byhigh(37.34%) and low (23.00%),whereasthe majority (41.33%) of theKVK non-adopted farmers had a low level of risk preference followed bymedium (37.33%) and low (21.34%).

Table 8. Distribution of respondents according to their risk preference

S.No.	Category	KVK adopted farmers (n=300)			KVK non adopted farmers (n=150)		
		Low (4-6)	Medium (7-9)	High (10-12)	Low (4-6)	Medium (7-9)	High (10-12)
1	Frequency	69	119	112	62	56	32
2	Percentage	23.00	39.66	37.34	41.33	37.33	21.34

The findings are in line with the findings of Madhu Sekhar (2009) and Rao et al., (2012).

9.Economic orientation

It was observed from Table 9 that, the majority (44.34%) of the KVK-adopted farmers hada high level of economic orientationfollowed by medium (31.66%) and low (24.00%),whereasthe majority (44.67%) of theKVK non-adopted farmers had a mediumlevel of economic orientationfollowed bylow (33.33%) and high (22.00%).

Table 9. Distribution of respondents according to their economic orientation

S.No.	Category	KVK adopted farmers (n=300)			KVK non-adopted farmers (n=150)		
		Low (6-9)	Medium (10-13)	High (14-18)	Low (6-9)	Medium (10-13)	High (14-18)
1	Frequency	72	95	133	50	67	33
2	Percentage	24.00	31.66	44.34	33.33	44.67	22.00

This result conforms with the result ofManjunatha (2002)

It is evident from tables 1 to 9 on profile characteristics of the adopted farmers by the KVK that the majority of them had grouped under high category in almost all the selected characteristics. It is quite obvious that there will be strong bondage, among the similar kinds of socio-psychological characteristics; it could be understood that a high level of social participation, and mass media exposure shall drive the individuals to have a high level of extension contacts. Equally medium level of risk preference and high scientific orientation of the respondents are responsible for their innovativeness. This kind of trend (high) prevailing among the farmers might have culminated in the form of high economic orientation. The poor farmers schooling of the adopted farmers may be attributed to their lack of institutional facilities and maybe some in-built shortfalls in the village system. Under normal circumstances, young and middle-aged individuals are attracted easily to experiment with new technology due to their innovativeness and risk preference, a similar trend is expressed in this study.

In the case of non-adopted farmers, a low profile is observed among the selected characteristics, the low level of mass media exposure, low level of social participation and medium extension contact led to a medium level of innovativeness.Normally poor risk preference and low scientific orientation lead to medium innovativeness; the medium economic orientation is resulted due to poor performance witnessed among other psychological variables. When age is scaling up, the preference of individuals towards acceptance of modern technologies may come down and they are sceptical to accept innovations that are the reason these people not adopted the technologies disseminated by the KVK. The massive prevalence of illiteracy among the farmers can be related to their age factor and also the poor schooling facilities available in the village.

CONCLUSION

It is observed that most of the adopted farmers of KVK Jammikunta were grouped under the high category in almost all the selected profile characters whereasa low profile is observed among the KVK non-adopted farmers.

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