

## ATTITUDE OF FARMERS ABOUT SOIL HEALTH CARD PROGRAMME

A. M. Pandya<sup>1</sup> and C. K. Timbadia<sup>2</sup>

1 Postgraduate student (Extension Education)

2 Programme Co-ordinator, KVK, Navsari - 396450

Email : abhipandya566@gmail.com

### ABSTRACT

*This paper examined Navsari district of Gujarat state to access the attitude of farmers about soil health card programme. This study has conducted in five villages' viz, Matvad, Aat, Partapor, Karadi, and Mora. A scale developed by department of extension education to measure attitude of 50 farmers was approached personally by the investigators for the collection of data. From the data it can be revealed that slightly more than half (66 per cent) of respondents had most favourable attitude towards soil health card programme. While, 22 per cent, 10 per cent, 2 per cent, respondent had favourable, neutral, and unfavourable attitude towards soil health card programme, respectively.*

**Keywords :** attitude, soil health card programme

### INTRODUCTION

Attitude refers to the “degree of positive or negative feeling associated with some psychological object” In the present study, attitude is conceptualized as most unfavourable, unfavourable, neutral, favourable and most favourable feeling of farmers towards soil health card programme. Injudicious and haphazard use of chemical fertilizer in agriculture is a matter of concern in recent times. To avoid deterioration of soil in long run and visualizing the importance of balance nutrient in crop production, government of Gujarat commence soil health card programme. The soil health card provides soil health data to get appropriate guidance to the farmers for the efficient use of fertilizer to cultivate crop based on soil health analysis. The soil health card is a simple document, which contains useful data on soil based on chemical analysis of the soil describe soil health in terms of its nutrient availability and its physical and chemical properties. The soil health card is made available online also for the farmers. To understand the feelings of the farmers against this system, there was an urgent need to study the degree of positive or negative disposition associated with farmer towards the usefulness and application of soil health card.

### OBJECTIVE

To know the attitude of farmers about soil health

card programme

### METHODOLOGY

The present investigation was conducted in Navsari district of Gujarat state. All the five villages of Navsari district under were select for the study. Ten respondents from each village were selected randomly and thus total 50 farmers were selected as respondent. For collecting the data from the respondent, personal interview method was used. The statistical tool like Frequency. Percentages, correlation of coefficient were used to analyze the data.

### RESULTS AND DISCUSSION

Attitude are frequency described in terms of personal consistency, as a “latent concept” that is individual-dependent”. Attitude strength is an important determinant of attitude behavior relationship. The attitude construct, as a person’s degree of evaluate affect toward target behavior. Attitude as a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor. Individual might hold multiple attitudes about an object. To measure attitude of the respondents towards soil health card programme, scale developed by patel and chauhan (2012) was applied.

**Table 1: Distribution of the respondents according to their attitude towards soil health card programme**

n= 50

Sr. No.	Category	Frequency	Percent
1	Most unfavourable ( up to 20 score )	00	00
2	unfavourable ( 21– 25 score )	01	02
3	Neutral ( 26 – 30 score )	05	10
4	favourable ( 31 – 35 score )	11	22
5	Most favourable ( above 35 score )	33	66

The Table 1 shows that data regarding attitude of the respondents towards soil health card programme. The data given in table illustrated that slightly less than three fourth (66 per cent) of respondents had most favourable attitude towards soil health card programme. While, 22 per cent, 10 per cent, 2 per cent respondents had favourable, neutral and unfavourable attitude towards soil health card programme, respectively.

#### **Relationship between attitude of farmers towards soil health card programme and their selected characteristics**

Soil health card programme is not a unit act but a complex process involving sequence and thought of action. The action of individual farmers is governed by personal, social, psychological and cultural factors involved in situation. Some farmers manage new cultivation technology more quickly than others because of the difference in personal, socio-economical, Psychological, situational and communication characteristics.

Similarly if there is difference in economic factors, process of action is changed, there by changing the pattern of management. Thus, it may be stated that the degree of attitude of the respondents towards soil health card programme differs with their personal, social-communicational, economic and psychological characteristics. Hence considering the importance of these characteristics and review of past research studies, an attempt has been made in this investigation to ascertain the relationship if any, between personal, social, economic, communicational and psychological characteristics of the respondents and their attitude towards soil health card programme.

Correlation coefficient was used to calculate

relationship between the characteristics of respondents and their attitude towards soil health card programme. The results obtained are presented in Table 2.

**Table 2: Relationship between the characteristics of respondents and their attitude towards soil health card programme**

n=50

Sr. No.	Independent Variables	Correlation Coefficient ('r' value)
X <sub>1</sub>	Age	-0.019NS
X <sub>2</sub>	Education	-0.035NS
X <sub>3</sub>	Mass media exposure	0.104NS
X <sub>4</sub>	Extension contact	0.536**
X <sub>5</sub>	Social participation	0.122NS
X <sub>6</sub>	Land holding	0.359**
X <sub>7</sub>	Annual income	0.248*
X <sub>8</sub>	Scientific orientation	0.658*
X <sub>9</sub>	Economic motivation	0.055NS
X <sub>10</sub>	Innovativeness	0.055NS
X <sub>11</sub>	Cosmopolitaness	-0.017NS
X <sub>12</sub>	Knowledge regarding soil health card programme	0.290**

\* = significant at 5% level of probability

\*\*= significant at 1% level of probability

NS= non significant

The Table-2 shows that age, education, mass media exposure, social participation, economic motivation, innovativeness and cosmopolitaness are non significant with attitude about soil health card programme and extension contacts, land holding and knowledge regarding soil health card programme are highly significant with attitude about soil health card programme and annual income and scientific orientation is significant with attitude about soil health card programme.

#### **CONCLUSION**

The majority (66 percent) respondent had most favourable attitude towards soil health card programme as it is just new entrant in farming community and on other hand lot of publicity was made by extension functionary about soil health card programme might be the possible reason, and age, education, mass media exposure, social participation, economic motivation, innovativeness and cosmopolitaness are non significant with attitude about soil health card programme and extension contacts, land holding and knowledge regarding soil health card programme are highly significant with attitude about soil health card programme and annual income and scientific orientation is significant

with attitude about soil health card programme.

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*Received : September 2016 : Accepted : November 2016*