

## PROFILE OF SOIL HEALTH CARD USERS

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 profile of farmers who are using soil health card. 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 were approached personally by the investigators for the collection of relevant data. The majority of the respondent belongs to young age group. That great majority of the respondents were formally educated. The reason for this might be due to the facility for primary to higher secondary education available at the village and nearby cities and importance of formal education. Majority of the farmers had low to medium level of mass media exposure; the probable reasons for such situation might be due to moderate education and interest. Slightly less than half of the farmers had very low level of extension contact. Great majority of the respondents were having no membership in any organizations and membership in one organization. Vast majority of the respondents had annual income up to 50,000 Rs. The reason for this might be their marginal and small land holding. Great majority of the respondents had low to medium level of scientific orientation the probable reason might be due to their moderate level of education and of mass media exposure. The great majority of farmers had medium level of economic motivation. It is might be attributed to medium level of annual income and had moderate resources to achieve more economic ends. The respondents had high level of innovativeness. It is might be due to their moderate level of annual income and scientific orientation the great majority of the respondents had very low level of cosmopolitaness*

**Keywords :** soil health card, users

### INTRODUCTION

Effective management of nutrients in soils is needed to feed the 7.3 billion people on the planet. Soil sampling and the use of nutrient application rates based on scientific principles and research are critical components of nutrient management. The majority of the soils of this region are reported to be shallow, have low soil fertility, high runoff, and low infiltration capacity. Declining soil fertility is particularly severe in Tigray because of high nutrient losses through soil erosion, and extremely low use of external nutrient inputs. The insights from this study should make it possible to develop more sustainable ISFM research and development programmes, and to design more appropriate policies for maintaining and enhancing soil fertility in this region. Attitude of an individual is a precondition for acceptance or rejection of an innovation. It is generally believe that attitudes are relatively stable and cannot be change easily, however besides technological traits, there are certain factors on the part of an individual which influence

the attitude. Hence factor like age, education, mass media exposure, extension contact, social participation, land holding, annual income, innovativeness, cosmopolitaness, scientific orientation, economic motivation and extent of knowledge about soil health card programme were selected for the study and result obtained are presented as under.

### OBJECTIVE

To know the profile of soil health card users

### 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 villages 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

### Age:

Age is the natural phenomena going on in the life of every individual human being. It is understood that younger aged farmers are more active, energetic and ready to experience frequent changes; middle-aged farmers are mature, stable in ideas and behaviour, while old aged farmers are unwilling towards changes and slow in acceptance of new ideas. Thus, age plays a crucial role in the behaviour of every individual. The respondents were categorized in to three category viz. young age group (between 25 to 50 years), middle age group (50 to 75 years) and old age group (above 75 years). The data in respect of age of the respondents are presented in Table 1.

**Table 1: Distribution of the respondents according to their age** n=50

Sr. No.	Category	Frequ-ency	Per cent
1	Young age group (between 25 to 50 years)	41	82.00
2	Middle age group (between 51 to 75 years)	9.0	18.00
3	Old age group (above 75 years)	0.0	0.00

The distribution analysis pertaining to age of the respondents mentioned in table 1. Indicate majority (82.00 per cent) of the respondent belongs to young age group, followed by middle age (18.00 per cent) of group and there is no any old age farmer.

### Education

Education is generally considered as a process of producing the desired changes in the behavior of the people. Education in a society is a primary condition for its socio economic development. It is considered that formal education of the individual's play an important role in shaping attitude towards innovation as it helps in interpreting about an idea. According to level of education, the respondents were classified into five categories and data pertaining to are

presented in Table 2.

**Table 2 : Distribution of the respondents according to their level of education** n=50

Sr. No.	Category	Frequency	Per cent
1	Illiterate (0)	03	06
2	Primary (1 <sup>st</sup> to 7 <sup>th</sup> std)	03	06
3	Secondary (8 <sup>th</sup> to 10 <sup>th</sup> std)	21	42
4	Higher secondary (11 <sup>th</sup> and 12 <sup>th</sup> std)	14	28
5	Graduation	09	18

The data in Table 2 revealed that highly more than of the respondents had secondary level of education, followed by 28,18 ,6 and 6 per cent of them had higher secondary, graduation, primary and illiterate level of education.

From the above facts, it can be concluded that great majority of the respondents were formally educated. The reason for this might be due to the facility for primary to higher secondary education available at the village and nearby cities and importance of formal education.

### Mass media exposure

The mass media exposure helps people to gain general awareness as well as provides scientific and technical information. It plays an important role to develop their performance in the occupation or economic activity in which they get involved. The information regarding mass media exposure was collected as the nature and frequency of exposure of respondents in different mass media such as news paper, farm magazine, farm radio broadcast, farm television and agricultural exhibition. The respondents were classified into five categories as shown in Table 3.

**Table 3 : Distribution of the respondents according to their mass media exposure** n=50

Sr. No.	Category	Frequency	Percent
1	Very Low ( up to 2 score )	03	06
2	Low ( 3 – 4 score )	20	40
3	Medium ( 5 – 6 score )	16	32
4	High ( 7-8 score )	08	16
5	Very high ( above 8 score )	03	06

The data presented in the Table 3 indicate that slightly less than half (40 per cent) of the farmers had low

level of mass media exposure, followed by 32, 16, 6 and 6 per cent of them had medium, high, very high and very low level of mass media exposure, respectively.

Thus, the majority (72 per cent) of the farmers had low to medium level of mass media exposure. The probable reasons for such situation might be due to moderate education and interest.

**Extension contact**

Extension contact helps the respondents not only to acquire detail knowledge about agricultural technology, but also help them to solve their problems by offering alternative solutions. Sharing the experience by interacting with each other may increase the confidence level, which may result into formation of positivism towards innovation. Keeping this in view, the extent of contact of the respondents with extension agents was studied and data are stratified in Table 4.

**Table 4: Distribution of the respondents according to their extension contact**

n=50

Sr. No.	Category	Frequency	Percent
1	Very low (Up to 2 score)	23	46
2	low (Between 3 to 4 score)	06	12
3	Medium (Between 5 to 6 score)	10	20
4	High (Between 7 to 8 score)	08	16
5	Very high (Above 8 score)	03	06

It is evident from the data presented in Table 4. that slightly less than half (46 per cent) of the farmers had very low level of extension contact, followed by 20,16, and 12 per cent of them had medium, high and low level of extension contact, respectively. Only 6.00 percent of them had very high level of extension contact.

**Social participation**

Social participation denotes the extent to which an individual is actively involved in the affairs of the community. Participation in different social activities definitely influences one's way of thinking, acting and behaving. It is believed that more social participation by the elders in the family has greater influence on attitude. Keeping this in view, social participation was studied and data are stratified in Table 5.

**Table 5: Distribution of the respondents according to their social participation .**

n = 50

Sr. No.	Social participation	Number	Percent
1	No membership	38	76
2	Membership in one organization	07	14
3	Membership in more than one organizations	04	08
4	Membership along with position holding in the organization	01	02

It is evident from the data presented in Table 5 concluded that more than half of respondents (76 per cent) had no membership in any organization, followed by 14 per cent and 8 per cent of them, who had membership in one organization and membership in more than one organization, respectively. While only 2 per cent of the respondents had membership along with position holding in the organization.

It is cleared from the data that great majority (90.00 percent) of the respondents were having no membership in any organizations and membership in one organization.

**Land holding**

Land holding is one of the most important indicators to measure one's economic status. It is believed that big land holders take some calculated risk to manage farming; such possibility is less in case of small and marginal farmers. Keeping this in view, information on the land holding of the respondents was collected and data are presented in Table 6

**Table 6: Distribution of the respondents according to their land holdig.**

n=50

Sr. No.	Land holding (ha)	Frequency	Percent
1	Marginal (Up to 1.00)	36	72
2	Small (1. to 2.00)	13	26
3	Medium (2. to 3.00)	01	02
4	Large (Above 3.00)	00	00

It is obvious from the data presented in Table 6 that slightly more than half (72 per cent) had marginal size of land, followed by 26 per cent 2 per cent of them had small size and medium size land and no any farmer having large size of land.

**Annual income**

Higher income leads to high investment in farming and thus had positivism towards the advancement. Innovative, scientific and risk oriented planning can only be possible when the finance is available in hand. It also helps in optimum and timely procurement of inputs in the farming, these all affects attitude of the persons. Keeping this in view, annual income of the farmers was studied and data are presented in Table 7.

**Table 7: Distribution of the respondents according to their annual income**

n=50

Sr. No.	Category	Frequency	Percent
1	Up to ₹ 50000	39	78
2	Between ₹ 51,001 to Rs.1,00,000	07	14
3	Between ₹ 1,00,001 to ₹ 1,50,000	00	00
4	₹ 1,50,001 to ₹ .2,00,000	00	00
5	Above ₹ 2,00,000	04	08

The data presented in Table 7 shows that more than half (78 per cent) of the respondents had annual income up to 50000, followed by 14 and 8 had annual income between 51,001 to 1,00,000 Rs. and , above 2,00,000Rs, respectively.

To epitomize the results it can be said that vast majority of the respondents had annual income up to 50,000 Rs. The reason for this might be their marginal and small land holding.

**Scientific orientation**

This is characterized by a belief in science and scientific approaches to solve the problems in farming. It is true that scientifically oriented farmers always have a tendency to use scientific methods in farming and have a favorable attitude towards modern technology. It would improve their performance in acceptance and use of new concept for farming. To measure level of scientific orientation of farmers, data was collected, analyzed arbitrary and presented in Table 8.

**Table 8: Distribution of the respondents according to****their scientific orientation**

n=50

Sr. No.	Category	Frequency	Percent
1	Very Low ( up to 30 score )	03	06
2	Low ( 31-35 score )	11	22
3	Medium ( 36 -40 score )	15	30
4	High (41 – 45 score )	14	28
5	Very High ( Above 45 score )	07	14

The results in Table 8 indicated that majority (30 per cent) of the farmers had medium level of scientific orientation, followed by 28 per cent had high , 22 per cent had low, 14 per cent very high level and 6 per cent of very low level of scientific orientation, respectively.

It means that great majority (52 per cent) of the respondents had low to medium level of scientific orientation. The probable reason might be due to their moderate level of education and of mass media exposure.

**ECONOMIC MOTIVATION**

Economic motivation is an occupational success in terms of profit maximization and relative value an individual places on economic ends. In this regard, the data were collected and presented in Table 9.

**Table 9: Distribution of the respondents according to their economic motivation**

n=50

Sr. No.	Category	Frequency	Percent
1	Very Low (10-15score)	00	00
2	Low (16 to 20 score)	06	12
3	Medium (21 to 25 score)	43	86
4	High (26 to 30 score)	01	02
5	Very High (Above 30 score)	00	00

It is evident from the data presented in Table 9 that majority (86 per cent) of the respondents had medium level of economic motivation followed by 12 per cent, 2 per cent of the respondents low and high level of economic motivation while there are no any respondent with very low or very high level of economic motivation.

Thus, the great majority (86 per cent) of farmers had medium level of economic motivation. It is might be attributed to medium level of annual income and had moderate resources to achieve more economic ends.

**Innovativeness**

Innovativeness is the degree of an individual interest and desire to seek changes in farming techniques and to introduce each change into his own operations as and when found practicable and feasible. Innovation proneness is a socio-psychological orientation of a poultry farmer to be linked or closely associated with change, adopting innovative ideas and practices. The data regarding innovation proneness of the categorized into five groups and presented as shown in Table 10.

**Table 10: Distribution of the respondents according to their innovativeness**

n=50

Sr. No.	Category	Frequency	Percent
1	Very Low ( up to3 score )	00	00
2	Low(Between 4 to 6 score)	00	00
3	Medium(Between 7 to 9 score)	14	28
4	High(Between 10 to 12 score)	36	72
5	Very High(Above 12 score)	00	00

The data presented in Table 10 revealed that great majority (72 per cent) of the respondents had high level of innovativeness followed by 28 per cent of medium level of innovativeness. While no anyone farmer had very low, low, or very high level of innovativeness

Thus, majority (72 per cent) of the respondents had high level of innovativeness. It is might be due to their moderate level of annual income and scientific orientation.

**Cosmopoliteness**

Person with high level of cosmopoliteness, considered himself or herself as an integral part of the larger world. It is important part of information seeking behavior as well as initiator of the acceptance of new things. Respondents were classified in five groups on the basis of their cosmopoliteness level as shown in Table 11.

**Table 11: Distribution of the respondents according to their cosmopoliteness.**

n=50

Sr. No.	Category	Frequency	Percent
1	Very Low ( up to 2 score )	17	34
2	Low(Between 3 to 4 score)	6	12
3	Medium(Between 5 to 6 score)	10	20
4	High(Between 7 to 8 score)	4	8
5	Very High(Above 8 score)	13	26

The result in Table 11 indicate that majority (34 per cent) of the respondent had very low level of cosmopoliteness followed by 26 per cent, 20 per cent and 12 per cent and 8 per cent had very high, medium, low and high level of cosmopoliteness, respectively. Thus, the great majority (34 per cent) of the respondents had very low level of cosmopoliteness

**CONCLUSION**

The majority of the respondent belongs to young age group. That great majority of the respondents were formally educated. The reason for this might be due to the facility for primary to higher secondary education available at the village and nearby cities and importance of formal education. Majority of the farmers had low to medium level of mass media exposure; the probable reasons for such situation might be due to moderate education and interest. Slightly less than half of the farmers had very low level of extension contact. Great majority of the respondents were having no membership in any organizations and membership in one organization. Vast majority of the respondents had annual income up to ₹ 50,000 The reason for this might be their marginal and small land holding. Great majority of the respondents had low to medium level of scientific orientation the probable reason might be due to their moderate level of education and of mass media exposure. The great majority of farmers had medium level of economic motivation. It is might be attributed to medium level of annual income and had moderate resources to achieve more economic ends. The respondents had high level of innovativeness. It is might be due to their moderate level of annual income and scientific orientation the great majority of the respondents had very low level of cosmopoliteness

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