

Attitude of farmers towards Agro processing

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ABSTRACT

Agro processing in India derives its strength from its high potential for entrepreneurship development at low capital cost, the high supply elasticity of local resources, the tremendous scope for forward and backward linkages and the potential to meet the growing domestic and export demand for the finished products. To convince and motivate farmers to accomplish agro processing as an endeavor, positivism towards agro processing in terms of their skill, knowledge and attitude is very much essential. Hence the study was conducted on 100 respondent farmers from randomly selected 10 villages of Anand taluka of Anand district of middle Gujarat to know the attitude of farmers towards agro processing with the help of reliable and valid developed scale. Majority (87.00 per cent) of the farmers had neutral to positive attitude towards agro-processing. The level of attitude of the respondents towards agro-processing was observed positively significant with their education, experience in farming, size of family, extension contact, land holding, annual income, economic motivation and risk orientation

Keywords: Attitude, Agro processing

INTRODUCTION

Agriculture is the cornerstone of most developing countries' economics. Unfortunately, agriculture alone is no longer able to provide a reliable livelihood for the growing populations in these countries. Alternative or additional income generating opportunities are needed to support the millions of poor families who can no longer support their livelihoods from the land alone. As increased agricultural production is envisaged, there is need to have proportionate improvement in the agro-processing industry. Agro-processing industries refer to those activities that transform agricultural commodities into different forms that add value to the product. (Sharma and Tiwari, 2011)

Agro-processing activities comprise two major categories; primary and secondary operations. Primary processing operations involve activities such as crop drying, shelling/threshing, cleaning, grading, and packaging. Secondary processing operations entail increasing nutritional or market value of the commodity and the physical form or appearance of the commodity is often totally changed from the original. (Anonymous, 2005). But the relevance of agro processing and its value in the post harvest value added technology may not be fully cherished by farmers. The

intensive motivation to make them positive in attitude and up-to-date knowledge of agro processing however, require constant updating with current information and collaboration with all stakeholders for successful implementation to be realized. Thus, to understand positivism towards agro processing at grass root level, the study was conducted and attitude of farmers towards agro processing was measured with the help of reliable and valid scale developed by Parmar (2012).

METHODOLOGY

The present study was carried out on a random sample of total 100 farmers having at least five years of experience of farming from 10 villages of Anand taluka of Anand district of middle Gujarat. The data were collected through the personal interview. The reliable and valid attitude scale with 16 statements was administered on the selected sample farmers and the responses were collected in five continuum viz. strongly agree, agree, undecided, disagree and strongly disagree with weight of 5, 4, 3, 2 and 1, respectively for positive statements and reverse scoring for negative statements. The total attitude score for each respondent was obtained by adding all the scores of their responses of all the statements and on the basis of mean and

S.D., the respondents were grouped into three categories viz. negative attitude (below mean – 0.5 S.D.), neutral attitude (between mean \pm 0.5 S.D.) and positive attitude (above mean + 0.5 S.D.).

RESULTS AND DISCUSSION

Table 1: Farmers according to their attitude towards agro-processing n=100

Sr. No.	Types of Attitude	Categorization	Freq uency	Per cent
1	Negative	Below mean - 0.5 SD	13	13.00
2	Neutral	Between mean \pm 0.5 SD	30	30.00
3	Positive	Above mean + 0.5 SD	57	57.00

The data given in Table and Fig.- 1 illustrated that more than half (57.00 per cent) of the farmers had positive attitude towards agro-processing, While 30.00 and 13.00 per cent of the respondents had neutral and negative attitude towards agro-processing. It was concluded that more than half of the farmers had positive feeling towards agro processing. It is understood that the practicability of taking up agro processing techniques in the field which would harness the best of the available resources and acquired agricultural post product expertise of the farmers and also the sense of agricultural entrepreneurial development through the agro processing concepts like this must have made the majority of the farmers with medium to high level of favourable attitude towards agro processing. Patel and Chauhan (2004) indicated that majority (55.00 per cent) of the farmers had neutral attitude towards IPM strategy

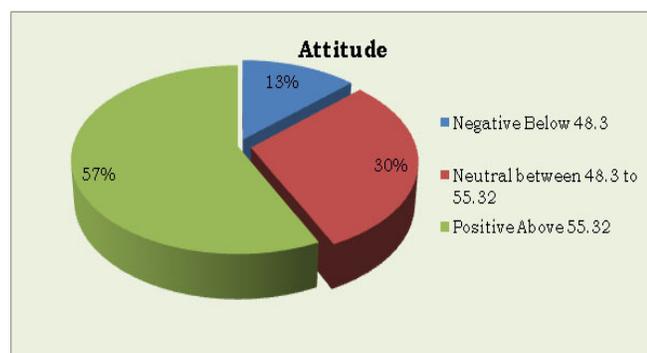


Fig 1: The Farmers according to their attitude towards agro-processing

Relationship between the characteristics of the respondents and their attitude towards agro- processing
n = 100

Sr. No.	Independent Variables	Correlation Coefficient ('r' value)
1	Age	-0.04 NS
2	Education	0.219*
3	Experience in farming	0.201*
4	Type of family	0.155NS
5	Size of family	0.199*
6	Mass media exposure	0.074 NS
7	Extension contact	0.207 *
8	Social participation	0.007 NS
9	Training received	-0.022 NS
10	Land holding	0.353**
11	Annual income	0.215*
12	Occupation	-0.068 NS
13	Scientific orientation	0.195 NS
14	Economic motivation	0.267**
15	Risk orientation	0.213*

The level of attitude of the respondents towards agro-processing was observed positively significant with their education, experience in farming, size of family, extension contact, land holding, annual income, economic motivation and risk orientation, while the variables age, training received and occupation had negative and non-significant relationship with attitude of the respondents towards agro-processing and type of family, mass media exposure, social participation and scientific orientation were found to be non-significantly correlated with the level of attitude of the respondents towards agro-processing. The farmers who were educated, experienced in their farming, with more number of family members, with high level of extension contacts, land holding, income, economic motivation and risk bearing capacity had positivism towards the agro processing. Patel and Chauhan (2004) observed that education was positively

and significantly related with attitude towards IPM strategy.

www.itdg.org/agroprocessing.

CONCLUSION

The findings of this study revealed that majority of the farmers had medium to high level of favourable attitude towards agro processing. Government and extension functionary should conduct vocational trainings at grass root level in order to create awareness about agro-processing technology. Efforts should be made to manipulate the attitude in desirable direction by providing trainings as per their felt needs.

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