

Motivating Factors of Farmers to have Positive Attitude towards Agro Based Enterprise

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ABSTRACT

During the past two decades, the agribusiness sector has undergone overwhelming changes that have affected every phase of the industry. Some of these changes are the liberalization of global market, changing technological and regulatory setting, international competition, organized marketing, modern processing and pickier consumer. Agriculture production also is changing from family based, small scale and relatively independent firms to largest firms that are more highly designed across the production and distribution value chain. In addition to this, there has been a marked change in make-up of inputs used in agriculture, concentration and vertical integration and effective utilization of new production, processing and distribution. Favorable attitude towards agro based enterprise and inspiring personalities of farmers is essential to adopt new technology. Hence present study was conducted to study motivating factors of farmers to have positive attitude towards agro based enterprise. The present study was undertaken on randomly selected 100 farmers of Anand district of middle Gujarat. Motivating factors such as experience of farming, mass media exposure, scientific orientation, economic motivation and risk orientation played significant role on attitude of farmers towards agro based enterprise.

Keywords: Enterprise, Agro based enterprise

INTRODUCTION

Agriculture has evolved into agro based enterprise and has become a vast and complex system that reaches for beyond the farm gate to include those who are involved in bringing food and fiber to consumers. With population growth, migration to the cities; large manufacturing is not able to create enough jobs to absorb the rapidly increasing supply of labour. The development of agro-based industries commenced during pre-independence days. Agro based enterprise has become a major income generating strategy for the rural poor. The agro based enterprise helps in processing agricultural products such as field crops, tree crops, livestock and fisheries and converting them to edible and other usable forms. The private sector is yet to actualize the full potential

of the agro industry. Only with mass production coupled with modern technology and intensive marketing can the domestic market as well as the export market be exploited to the fullest extent.

METHODOLOGY

The present study was undertaken on randomly selected 100 farmers of Anand district of middle Gujarat. To measure level of attitude, reliable and valid scale, developed and standardized with 14 statements by Patel Meena (2008) was used. For measurement of independent variables included in study, different scales and scoring techniques developed by other scientists were used with slight modifications.

RESULT AND DISCUSSION**Table 1: Relationship between the motivating factors of farmers and their attitude towards agro based enterprise**
n=100

Sr. No.	Independent Variables	Correlation Coefficient ('r' value)
1	Age	0.063 NS
2	Education	0.053NS
3	Experience in farming	0.254*
4	Type of family	-0.094NS
5	Size of family	0.101NS
6	Mass media exposure	0.235*
7	Extension contact	0.079NS
8	Social participation	0.028 NS
9	Training received	-0.003 NS
10	Land holding	0.090NS
11	Annual income	0.049NS
12	Occupation	0.112NS
13	Scientific orientation	0.320**
14	Economic motivation	0.367**
15	Risk orientation	0.320**

It can be seen from table 1 that farmers who were having high level of experience in farming, good mass media exposure, high level of scientific orientation, good profit maximization and also had capacity to bear the risk were having high level of attitude towards agro based enterprise. The other variable like age, education, size of family, extension contact, social participation, land holding, annual income and occupation of the farmers had positive and significant correlation with their attitude but, not up to the level of significant.

CONCLUSION

From the above study it can be concluded that farmers who were having high level of experience in farming, good mass media exposure, high level of scientific orientation, good profit maximization and also had capacity to bear the risk were having high level of attitude towards agro based enterprise.

REFERENCE

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