

ATTITUDE OF FARMERS TOWARDS I-KHEDUT PORTAL

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ABSTRACT

Attitude refers to the degree of positive or negative effects of an individual associated with some psychological object. Government of Gujarat launched i-khedut portal where all needs of farmers fulfill with one click. The i-khedut portal has been in operation since 2014 for benefits of farmers. Understanding the attitude of farmers towards this portal is one of the best ways to appreciate their feeling for this portal. It is universally accepted fact that attitude of individual plays an important role in shaping his behavior. It is therefore, always important to find out the present status of farmers' attitude and factors responsible for forming attitude towards i-khedut portal. The result of study revealed that slightly more than three-fourth (76.66 per cent) of the farmers had moderate to favourable attitude towards i-khedut portal.

Keywords: Attitude, i-khedut portal, farmers

INTRODUCTION

Attitude refers to the degree of positive or negative effects of an individual associated with some psychological object. Government of Gujarat launched i-khedut portal where all needs of farmers fulfill with one click. The i-khedut portal has been in operation since 2014 for benefits of farmers. There is i-khedut portal for agricultural which include agricultural related latest information, contacts of input dealers, weather information etc.

Understanding the attitude of farmers towards this portal is one of the best ways to appreciate their feeling for this portal. It is universally accepted fact that attitude of individual plays an important role in shaping his behavior. Keeping this in view, an attempt has been made to study the attitude of farmers towards i-khedut portal.

OBJECTIVE

To study the attitude of farmers towards i-khedut portal

METHODOLOGY

The investigation was carried out in the Panchmahals district of the Gujarat state. Panchmahals district is comprised of seven talukas. Out of which Godhra, Shahera, Halol and

Morwa were selected purposively because they are having a greater number of i-khedut portal user farmers.

From each selected taluka of Panchmahals district, three villages were selected purposively because of presence of higher number of i-khedut portal user farmers.

A simple random sampling procedure was used for the selection of i-khedut portal user farmers. After selecting 12 villages, 10 i-khedut portal user farmers were selected randomly from obtained list of i-khedut user farmers of each selected village. Thus, total sample size for this research study was 120 i-khedut Portal user farmers.

Measurement of Attitude of farmers towards i-khedut portal

The attitude levels of farmers were worked out by using attitude scale developed by researcher. The final attitude scale was administered farmers who were asked to express their reactions in terms of their agreement or disagreement with each item by selecting any of the five response categories viz. strongly agree, agree, undecided, disagree and strongly disagree. The score given for positive statements were 5, 4, 3, 2, and 1 while 1, 2, 3, 4, and 5 for negative statements, respectively.

Statement	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Positive	5	4	3	2	1
Negative	1	2	3	4	5

On the basis of measurement of attitude of farmers were categorized in to five categories.

Sr. No.	Category	Score
1	Strongly unfavourable	14 to 25.2 score
2	Unfavourable	More than 25.2 to 36.4 score
3	Neutral	More than 36.54 to 47.6 score
4	Favourable	More than 47.6 to 58.8 score
5	Strongly favourable	More than 58.8 to 70 score

RESULT AND DISCUSSION

Overall attitude of farmers towards i-khedut portal is the degree of positive or negative feelings associated with i-khedut portal user farmer's behavior towards i-khedut portal. The data regarding attitude of farmers towards i-khedut portal are shown in Table 1.

Table 1 : Distribution of the respondents according to their attitude towards i-Khedut Portal
(n=120)

Sr. No.	Category	Frequency	Per cent
1	Strongly unfavorable (14.0 to 25.2 score)	00	00.00
2	Unfavorable (more than 25.2 to 36.4 score)	06	05.00
3	Moderate (more than 36.4 to 47.6 score)	40	33.33
4	Favourable (more than 47.6 to 58.8 score)	52	43.33
5	Strongly favourable (more than 58.9 to 70.0 score)	22	18.34

The data presented in Table 1 show that slightly more than two-fifth (43.33 per cent) of i-khedut portal user farmers were having favorable attitude towards i-khedut portal, followed by 33.33 per cent were having moderately favourable attitude and only 18.34 per cent and 05.00 per cent of i-khedut portal user farmers were having strongly favorable and unfavorable attitude, respectively.

It is evident from above data that slightly more than three-fourth (76.66 per cent) of the farmers had moderate to favorable attitude towards i-khedut portal. It is obvious that scientifically oriented farmers having useful information by exploring farm mass media and social participation can understand importance of government schemes and latest technologies in developing their professions. The probable

reason might be that farmers might be benefited through government schemes as information regarding government schemes and latest technologies provided by the i-khedut portal were useful for the farmers in their farming situation to solve their problems. So, they might be thinking positively more as compare to negative thinking. This finding is more or less similar to the findings reported by Damor (2013), Shankaraiah and Narayana (2012), Kumar *et al.*(2015) Kharmudai*et al.*(2018), Patel *et al.*, (2018), Vinaya *et al.*, (2018), Wadkaretal. (2018) and Patel and Chauhan (2020).

CONCLUSION

From above study it is revealed that slightly more than three - fourth (76.66 per cent) of the farmers had moderate to favourable attitude towards i-khedut portal.

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