

FACTOR ASSOCIATED WITH ATTITUDE OF FARMERS TOWARDS ANAND AGRICULTURAL UNIVERSITY

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ABSTRACT

Anand Agricultural University is one of the premier agricultural universities in India with the aim of providing educational, research, and extension support to the farming community. The university aims to enhance the prosperity of rural society through scientific knowledge and innovation. The study was conducted within the jurisdiction of AAU with a sample size of 240 farmers, found that majority of the farmers (79.58 per cent) had a favorable to strongly favorable attitude towards the university and all categories of farmers had identical attitudes towards Anand Agricultural University which implies that AAU has made significant contribution for the welfare of farmers since its inceptions.

Keywords: attitude, anand agricultural university, relationship, farmers.

INTRODUCTION

Anand Agricultural University is an esteemed agricultural institution in India with a rich history of over 75 years. It is widely recognized as a top-tier institution for agricultural education, research and extension services. The university aims to assist the farming community in three key areas: education, research, and extension focusing on fields such as agriculture, horticulture, food processing technology, agricultural engineering, agricultural information technology and agri-business management.

Currently, Anand Agricultural University comprises eight colleges, one post-graduate institute, five polytechnics, one Extension Education Institute (EEI) and twenty-two Extension Education Centres. The university has developed a range of varieties and technologies that have facilitated profitable and sustainable production in nine districts of Central Gujarat, which covers about 17.41 per cent of the state's geographic area. In addition to traditional crop sectors, the university has expanded its activities to include emerging commodity sectors such as soil health cards, bio-diesel, and medicinal plants.

Attitude can be defined as the extent of positive or negative feelings related to a subject or object. In this study, attitude refers to the positive, neutral or negative feelings of farmers towards Anand Agricultural University. An institution dedicated to leveraging scientific and innovative approaches to advance societal prosperity and enhance farmer welfare.

The aim of this study was to investigate the attitudes of farmers towards Anand Agricultural University.

OBJECTIVES

- (1) To measure the attitude of farmers towards Anand Agricultural University
- (2) To study the influence of profile of the farmers on attitude towards Anand Agricultural University

METHODOLOGY

The present study was conducted within the jurisdiction of Anand Agricultural University, which encompasses nine districts, including Ahmedabad, Anand, Botad, Chhotaudepur, Dahod, Kheda, Mahisagar, Panchamahals and Vadodara. The sample was drawn from 20 talukas across nine districts. In each taluka, three villages were selected at random and from each village, four farmers were chosen randomly for the study. Thus, total 240 farmers were selected for a study using a multistage proportionate random sampling method. An ex-post facto research design was used to measure farmers' attitudes towards Anand Agricultural University. The attitude levels of the farmers were worked out by using attitude scale developed by researcher. Data was collected using a pre-designed interview schedule and personal interviews were conducted in the local Gujarati language with farmers who were selected randomly.

RESULTS AND DISCUSSION**Item wise attitude of the farmers towards Anand Agricultural University****Table 1: Distribution of the farmers as per their item wise attitude towards Anand Agricultural University**

(n=240)

Sr. No.	Statements	SA	A	UD	DA	SDA
1	AAU is a lighthouse for farmers to resolve agricultural problems.	114 (47.50)	103 (42.92)	13 (05.42)	10 (04.16)	00 (00)
2	AAU helps farmers to become self-reliant.	58 (24.16)	148 (61.67)	19 (07.92)	12 (05.00)	03 (1.25)
3	AAU helps farmers in developing a scientific point of view.	173 (72.08)	47 (19.58)	14 (05.84)	06 (02.50)	00 (00)
4	Training given by the scientists of AAU is most practical to adopt.	48 (20.00)	148 (61.67)	15 (06.25)	24 (10.00)	05 (02.08)
5	AAU is beneficial to only resourceful farmers. (-)	06 (02.50)	21 (08.75)	44 (18.33)	149 (62.08)	20 (08.34)
6	AAU is a powerhouse to understand innovative farm ideas.	130 (54.17)	56 (23.34)	26 (10.83)	18 (07.50)	10 (04.16)
7	AAU helps farmers to learn scientific managerial abilities.	151 (62.92)	42 (17.50)	28 (11.66)	19 (07.92)	00 (00)
8	AAU scientists are capable to solve the field problem of farmers.	57 (23.75)	149 (62.08)	30 (12.50)	03 (01.25)	01 (0.42)
9	AAU scientists are not wisdom-oriented to inculcate farming skills amongst the farmers. (-)	6 (02.50)	24 (10.00)	34 (14.16)	54 (22.50)	122 (50.84)
10	AAU is failed to magnetize the new generation towards farming. (-)	04 (01.66)	40 (16.67)	25 (10.42)	129 (53.75)	42 (17.50)
11	Farm technologies developed by AAU are more advantageous.	146 (60.84)	43 (17.92)	37 (15.42)	10 (04.16)	04 (01.66)
12	AAU is the ultimate source to solve farmers' problems.	152 (63.34)	58 (24.16)	21 (08.75)	08 (03.33)	01 (0.42)
13	AAU scientists are the most credible source of farmers.	156 (65.00)	56 (23.34)	22 (9.16)	04 (01.66)	2 (0.84)
14	Publication of AAU is worthwhile to solve farmer's field problems.	37 (15.42)	140 (58.33)	26 (10.84)	33 (13.75)	04 (01.66)

Table 1 reveals that 90.42 per cent of the farmers had a strongly agree to agree attitude towards the statement "AAU is a lighthouse for farmers to resolve agricultural problems." Additionally, 88.34 per cent, 87.50 per cent, 80.42 per cent, 78.76 per cent, and 77.51 per cent of the farmers believed that "AAU scientists are the most credible source for farmers," "AAU is the ultimate source to solve farmers' problems," "Farm technologies developed by AAU are more advantageous," "AAU helps farmers learn scientific managerial abilities," and "AAU is a powerhouse to understand innovative farm ideas," respectively.

On the other hand, 85.83 per cent of the farmers had an agree to strongly agree attitude towards the statement "AAU scientists are capable of solving the field problems of farmers" and "AAU helps farmers become self-reliant." Meanwhile, 81.67 per cent and 73.75 per cent of the farmers agreed to a strongly agree attitude towards the statement "Training given by the scientists of AAU is most practical to adopt" and "Publications of AAU are worthwhile in solving farmers' field problems."

It was also observed that 71.25 per cent and 70.42

per cent of the farmers had a disagree to strongly disagree attitude towards the statement “AAU has failed to attract the new generation towards farming” and “AAU is only beneficial to resourceful farmers,” respectively.

Attitude of the farmers towards Anand Agricultural University

In the current study, attitude is defined as the level of positive, neutral or negative feelings that farmers associate with Anand Agricultural University. Data concerning farmers’ attitudes towards the university was gathered, analysed, and presented in Table 1.

Table 2: The farmers were categorized based on their attitudes towards Anand Agricultural University (n=240)

Sr. No.	Category	Frequency	Per cent
1	Strongly Unfavorable (up to 14 score)	00	00.00
2	Unfavorable (14.01 to 28 score)	00	00.00
3	Neutral (28.01 to 42 score)	49	20.42
4	Favorable (42.01 to 56 score)	122	50.84
5	Strongly Favorable (above 56.00 score)	69	28.74

The data presented in Table 2 that half (50.84 per cent) of the farmers had a favorable attitude towards Anand Agricultural University, followed by 28.74 per cent with a strongly favorable attitude and 20.42 per cent with a neutral attitude. None of the farmers exhibited an unfavorable or strongly unfavorable attitude towards the university. Therefore, it can be concluded that majority of the farmers (79.58 per cent) had favorable to strongly favorable attitude towards Anand Agricultural University.

Relationship between profile of the farmers and their attitude towards Anand Agricultural University

To ascertain the relationship between personal, economic, socio- communicational and psychological characteristics with attitude of the farmers. The coefficient of correlation was worked out and findings are depicted in Table 3.

Table 3: Relationship between profile of the farmers and their attitude towards Anand Agricultural University (n=240)

Sr. No.	Independent Variables	(‘r ’value)
X ₁	Age	-0.011 NS
X ₂	Education	-0.012 NS
X ₃	Experience in farming	-0.020 NS
X ₄	Knowledge of different language	0.020 NS
X ₅	Annual income	-0.025 NS
X ₆	Land holding	0.002 NS
X ₇	Occupation	-0.001 NS
X ₈	Social participation	0.013 NS
X ₉	Agricultural farm media exposure	0.034 NS
X ₁₀	Extension contacts	0.084 NS
X ₁₁	Training received	0.074 NS
X ₁₂	Information seeking behaviour	0.010 NS
X ₁₃	Achievement motivation	0.064 NS
X ₁₄	Scientific orientation	0.049 NS
X ₁₅	Economic motivation	0.010 NS
X ₁₆	Risk orientation	0.039 NS

The result illustrated in Table 3 revealed that knowledge of different language, land holding, social participation, agricultural farm media exposure, extension contacts, training received, information seeking behaviour, achievement motivation, scientific orientation, economic motivation and risk orientation had positive and non-significant relationship with their attitude towards AAU whereas, age, education, experience in farming, annual income and occupation had negative and non-significant correlation with farmers attitude towards Anand Agricultural University. We found that irrespective of all the categories of the farmer and their attitude towards Anand Agricultural University is identical.

CONCLUSION

Anand Agricultural University has favorable to strongly favorable attitude among majority of the farmers (79.58 per cent) and all categories of farmers had identical attitudes towards Anand Agricultural University. This implies that AAU has made significant efforts towards the welfare of farmers since its inception.

CONFLICT OF INTEREST

This is to declare that there is “No conflict of interest” among researcher.

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