

## PERSONAL, SOCIO-ECONOMIC AND COMMUNICATIONAL CHARACTERISTICS OF ROOT & TUBER CROP GROWERS

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### ABSTRACT

*Root and tuber crops play a major role in the socio-economic condition of small and marginal farmers of tribal areas of Gujarat region in context of food and nutrition security. With a view to know the personal, socio-economic and communicational characteristics of root & tuber crop growers, the present study was undertaken in Navsari district of Gujarat. The data were collected with help of well-structured interview schedule following personal interview methods. It was found that majority of the root and tuber crop growers were in the middle age group, education up to high school level, medium farming experience, medium land holding, belonged to higher annual income, medium material possession, medium extension contact, medium level of extension participation, medium social participation and medium mass media exposure.*

**Keywords :** characteristics, root & tuber crop growers

### INTRODUCTION

Tropical root and tuber crops are considered as the third important group of food crops after cereals and grain legumes. They contribute 6 per cent of the average daily calorific intake of human beings. Mostly tropical tuber crop produced, that are used for human food and animal feed. Elephant foot, Yam, Greater yam and Sweet potato are the most preferred tuber crops of Gujarat. Elephant foot yam, Greater yam, Aerial yam, Colocasia, Tannia, and Sweet potato play a major role in the socio-economic condition of small and marginal farmers of tribal areas of Gujarat region in context of food and nutrition security. Keeping in view the present investigation entitled Personal, socio-economic and communicational characteristics of root & tuber crop growers in Navsari district of south Gujarat was undertaken with the objective to assess the personal, socio-economic and communicational characteristics of root & tuber crop growers

### OBJECTIVE

To know the personal, socio-economics and communicational characteristics of root & tuber crop growers

### METHODOLOGY

The study was conducted during April-June 2016 in

Navsari district of Gujarat state. The District comprises of six Talukas, among which Gandevi, Chikhali and Khergam Talukas were randomly selected for the study. From each taluka three villages were selected randomly with maximum number of root and tuber crop growers. In each of the selected villages farmers were selected according to random proportionate sampling to form 70 respondents as a sample size for the study. The respondents were contacted at their home, at their farm in the month of May; 2016. By using descriptive statistics the data was analyzed by calculating simple percentage.

### RESULTS AND DISCUSSION

#### Personal characteristics

The data presented in Table 1 revealed that majority of the farmers (71.43 per cent) were in the middle age group, 15.71 per cent were in the young age group and 12.86 per cent were in the old age group.

It also evident that most of the farmers (28.57 per cent) had education up high school, followed by primary school (22.86 per cent), graduate (20.00 per cent), higher secondary school (17.14 per cent), middle school (11.43 per cent) and no farmers were found in illiterate, post graduate category of education.

**Table 1 : Personal, socio-economic and communicational characteristics of root & tuber crop growers**

n=70

Sr. No.	Characteristics	Levels / Categories	Frequency	Percent
<b>I Personal</b>				
1	Age	Young age (Up to 40 years)	11	15.71
		Middle age (41-60 years)	50	71.43
		Old age (Above 60 years)	09	12.86
2	Education	Primary school	16	22.86
		Middle school	08	11.43
		High school	20	28.57
		Higher secondary school	12	17.14
		Graduate	14	20.00
3	Farming experience	Low (up to 9 years)	12	17.14
		Medium (10-18 years)	47	67.15
		High (Above 18 years)	11	15.71
<b>II Socio-economic</b>				
4	Social participation	No social participation	07	10.00
		Low social participation	22	31.42
		Medium social participation	35	50.00
		high social participation	06	08.58
5	Land holding	Small land holding ( up to 2.00 acres)	06	08.58
		Medium land holding (2.01 to 5.00 acres)	38	54.28
		Big land holding ( above 5.00 acres)	26	37.14
6	Material possession	Low material possession	14	20.00
		Medium material possession	46	65.72
		High material possession	10	14.28
7	Annual income	Low annual income (up to Rs 50,000/-)	02	02.85
		Medium annual income (Rs. 50,001 to 1,00,000/-)	31	44.29
		High annual income(Above Rs. 1,00,000/-)	37	52.86
<b>III Communicational</b>				
8	Extension contact	Low extension contact	15	21.43
		Medium extension contact	44	62.86
		High extension contact	11	15.71
9	Extension participation	Low extension participation	13	18.57
		Medium extension participation	49	70.01
		High extension participation	08	11.42
10	Mass media exposure	Low mass media exposure	24	34.29
		Medium mass media exposure	43	61.43
		High mass media exposure	03	04.28

Regarding farming experience majority of farmers (67.14 per cent) had medium farming experience (10-18 years), followed by low (17.14 per cent) i.e. up to 9 years of farming experience and 15.71 per cent farmer had a farming experience above 18 years. The above findings are in consonance with the findings of Dhodia *et al.* (2014).

#### Socio-economic characteristics

Table 1 further showed that majority of farmers (50.00 per cent) had medium social participation, followed by low

(31.42 per cent), 10.00 per cent no social participation and 8.57 per cent respondent's high social participation. The above findings are in line with that of Tamboli (2012).

It was revealed that majority of farmers (54.28 per cent) had medium land holding, followed by big (37.14 per cent) land holding and small land holding (8.58 per cent). The above findings are in consonance with the findings of Rathod *et al.* (2014) and also revealed that majority of farmers (65.71 per cent) belonged to medium material possession, followed by low (20.00 per cent) and high (14.28 per cent). The above

findings are in line with that of Gangadhar (2012).

Regarding annual income majority of farmers (52.85 per cent) belonged to higher annual income, followed by medium (44.28 per cent) and low (2.85 per cent). The above findings are in line with that of Patel *et al.* (2011).

#### Communicational characteristics

Table 1 revealed that majority of farmers (62.85 per cent) had medium extension contact, followed by low (21.42 per cent) and high (15.71 per cent). The above findings are in line with that of Boruah *et al.* (2015).

It was revealed that 70.00 per cent of the farmers had medium level of extension participation, while, 18.57 per cent and 11.42 per cent of them had low and high levels of extension participation, respectively.

In case of mass media exposure the majority of farmers (61.42 per cent) belonged to medium mass media exposure, followed by low (34.28 per cent) and high (4.28 per cent).

The above findings are in line with that of Chandramouli (2005) and Patel *et al.* (2011).

#### CONCLUSION

It can be concluded that majority of the root and tuber crop growers were in the middle age group, education up to high school level, medium farming experience, medium land holding, belonged to higher annual income, medium material possession, and medium extension contact, medium level of extension participation, medium social participation and medium mass media exposure.

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