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Factors Associated with Farmers' Attitude Towrads Krishi Mela

A. O. Kher and B. P. Vasoya

Department of Extension Education, College of Agric ulture, Junagadh Campus, Junagadh

As a part of the celeberation of the "Golden Jubilee" year of the I.C.A.R. a Krishi Mela (an Agricultural exhibition and cattle show) was oranized during 28th February to 2nd March-81 at the Agricultural College, Junagadh to acquiant large number of farmers with technical know how developed by the scientists of the Gujarat Agricultural University. Being a mass media, Krishi Mela, organized in different parts of the country, is a more desirable way for disseminating current research findings to the farming community. The type of attitude farmers possess has a bearing on the effectiveness of the Krishi Mela and it might have some association with certain characteristics of farmers. Keeping this view in mind, the present study was undertaken to ascertain the factors associated with farmers attitude towards Krishi Mela. The specific objectives of the study were : 1. To know the farmers attitude towards Krishi Mela. 2. To ascertain an association between some of the personal and socio-economic characteristics and farmers' attitude towards Krishi Mela.

The data were collected from 50 (fifty) randomly slected farmers who had completed their visits of the Krishi Mela during the first, second and third day. In order to measure farmers' attitude towards Krishi Mela, a teacher made attitude scale was developed, having 10 items (equal number of positive and negative) which helped in determining one's strength of attitude towards Krishi Mela (KM). Against each of the 10 items, there were three response columns representing a 3-points agree-disagree continum as agree, undecide and disagree with weights of 3,2 and 1 respectively for a favourable statement and reverse for an unfavourable statement.

On the basis of mean score, respondents were classified into two categories namely, less favourable and more favourable.

TABLE 1

Attitude of visiting farmers towards K.M.

Intensity of attitude	*Score range*	*Number*	*Per cent*
Less favourable	20 to 27	20	40
More favourable	28 to 30	30	60
Total		50	100

It is obvious from the Table-1 that majority of the farmers (60 per cent) possessed more favourable attitude towards K.M. At the same time remaining 40 per cent had less favourable attitude. This might be due to the fact that farmers of this area were progressive minded and they are more interested

TABLE 2

Association between some of the personal and socio-economic characteristics and farmers' attitude towards K.M.

Level of factors		*Level of attitude*		*Total* $N=50$	*Chi-square value*
		Less favourable (20 to 27) $N=20$	*More favourable* (28 to 30) $N=30$		
1		*2*	*3*	*4*	*5*
Age and farmers' attitude towards K.M.					
Young	3	(6.00)	11(22.00)	14(28.00)	2.79
Adult	17	(34.00)	19(38.00)	36(72.00)	N.S.
Total	20	(40.00)	30(60.00)	50(100.00)	
Education and farmers' attitude towards K.M.					
Illiterate	2	(4.00)	9(18.00)	11(22.00)	2.80
Literate	18	(36.00)	21(42.00)	39(72.00)	N.S.
Total	20	(40.00)	30(60.00)	50(100.00)	
Family size and farmers' attitude towards K.M.					
Small	3	(6.00)	6(12.00)	9(18.00)	0.20
Large	17	(34.00)	34(48.00)	41(82.00)	N.S.
Total	20	(40.00)	30(60.00)	50(100.00)	
Type of family and farmers' attitude towards K.M.					
Individual	6	(12.00)	10(20.00)	16(32.00)	0.06
Joint	14	(28.00)	20(40.00)	34(68.00)	N.S.
Total	20	(40.00)	30(60.00)	50(100.00)	
Size of holding and farmers' attitude towards K.M.					
Small	1	(2.00)	2(4.00)	3(6.00)	0.06
Large	19	(38.00)	28(56.00)	47(94.00)	N.S.
Total	20	(40.00)	30(60.00)	50(100.00)	
Annual income and farmers' attitude towards K.M.					
Low	9	(18.00)	7(14.00)	16(32.00)	2.59
High	11	(22.00)	23(46.00)	34(68.00)	N.S.
Total	20	(40.00)	30(60.00)	50(100.00)	
Herd size and farmers' attitude towards K.M.					
Small	14	(28.00)	16(32.00)	30(60.00)	1.39
Large	6	(22.00)	14(28.00)	20(40.00)	N.S.
Total	20	(40.00)	30(60.00)	50(100.00)	

Note: Figures in parentheses indicate corresponding percentage.

* N=Number of farmers. Chi. = square at 5% level.

and anxious to know about latest agricultural innovations. Not only that but the depiction and organisation of the K.M. may be in high order and well planned.

It can be stated from perusal of Table 2 that none of the variables were found to be significantly associated with the attitude of the farmers towards K.M.

Thus, it can be concluded from the above study that there was no association between farmers' attitude towards K.M. and their characteristics like age, education, size of family, type of family, size of holding, annual income and herd size. It means, these characteristics did not play a significant role in shaping the farmers' attitude. Hence, all the farmers irrespective of their categories based on these characteristics, may be mobilised for taking the benefits of K.M. At the same time farmers having unfavourable attitude (40 per cent), may be educated properly to develop more favourable attitude towards K.M.

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