



Research Article

RELATIONSHIP BETWEEN THE PROFILE AND THE ATTITUDE OF FARMERS TOWARDS I-KHEDUT PORTAL

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Abstract: The A study between relationship between the profile and the attitude of farmers towards i-khedut portal was carried out. Out of eleven independent variables the variables viz. education, social participation, farm mass media exposure, scientific orientation, achievement motivation and economic motivation of the farmers had positive and highly significant correlation with their attitude towards i-khedut portal. Whereas variables like age and farming experience of the farmers had negative and highly significant correlation with their attitude towards i-khedut portal. Moreover, the variables like land holding, herd size and annual income of the farmers had positive and non-significant relationship with their attitude towards i-khedut portal.

Keywords: Relationship, Profile, Attitude, I-khedutportal, Farmers

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Introduction

ICT in agricultural is emerging field focusing on agricultural development and rural development which helps in making transfer of technology easy. Government of Gujarat launched i-khedut portal where all needs of farmers fulfil with one click. The i-khedut portal has been in operation since 2014 for benefits of farmers.

A farmer shows different degree of attitude towards various facts of i-khedut portal because they have different personal, social, economic, communicational, and psychological characteristics. Hence attempt has been made in this investigation to ascertain the relationship if any, between personal, social, economic, communicational, and psychological characteristics of respondents and their attitude towards i-khedut portal. The coefficient Correlation was worked out to ascertain relationship between the characteristics of respondents and their attitude towards i-khedut portal. Keeping the above facts in view, an attempt has been made to study relationship between the between the profile and the attitude of farmers towards i-khedut portal.

Objective of Study

To ascertain relationship the between the profile and the attitude of farmers towards i-khedut portal

Material and methods

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 120i-khedut Portal user farmers.

The coefficient correlation was worked out to ascertain relationship between the characteristics of respondents and their attitude towards i-khedut portal.

Karl Pearson's coefficient of correlation (r)

The coefficient of correlation was computed to find out the relationship between the variables. The correlation coefficient gives two kinds of information (i) degree of relationship and (ii) direction of the relationship (whether positive or negative) between two variables. For computing, the correlation coefficient 'r' the Karl Pearson's method was used as under.

$$r = \frac{\Sigma(XY) - \frac{\Sigma X \Sigma Y}{n}}{\sqrt{[\Sigma X^2 - \frac{(\Sigma X)^2}{n}] [\Sigma Y^2 - \frac{(\Sigma Y)^2}{n}]}}$$

Where,

r = correlation coefficient

Σ = Summation

X = Independent variable

Y = Dependent variable

n = Total number of respondents

Results and Discussion

The coefficient Correlation was worked out to ascertain relationship between the characteristics of respondents and their attitude towards i-khedut portal. The result obtained are presented in [Table-1].

Age and attitude

It is clear from [Table-1] that there was negative and highly significant correlation ($r = -0.533^{**}$) between age of the farmers and their attitude towards i-khedut portal for agricultural development. Hence, the null hypothesis that 'there is no relationship between age of the respondents and their attitude towards i-khedut portal' was rejected. This finding indicates that age negatively influenced to attitude of farmers towards i-khedut portal. It means as age of the farmers increases their attitude becomes favorable to unfavorable towards i-khedut portal.

In short, the result indicates that attitude of i-khedut user farmers was negative among old aged farmers. The probable reason might be that old aged farmers do not take much interest in using i-khedut portal as they have less skill to access the internet on mobile and computer. It is also inferred that attitude towards i-khedut portal observed more positive amongst those, who were younger in age as compared to old aged farmers. This finding is in concurrence with the findings of Kunchala, (2012), Patel, (2013), Pudke, (2018) [1], Kharmudai, *et al.*, (2018) [2], Patel, *et al.*, (2018) and Pithiya, (2019) [3].

Table-1 Relationship between the profile of i-khedut portal user farmers and their attitude towards i-khedut portal n=120

SN	Independent variables	(r' value)
1	Age	-0.533**
2	Education	0.269**
3	Farming experience	-0.462**
4	Land holding	0.026
5	Herd size	0.007
6	Annual income	0.074
7	Social participation	0.167
8	Farm mass media exposure	0.469**
9	Scientific orientation	0.435**
10	Achievement motivation	0.426**
11	Economic motivation	0.492**

* = significant at 0.05 level** = Significant at 0.01 level

Education and attitude

It is observed from [Table-1] that there was positive and highly significant correlation ($r = 0.269^{**}$) between education of the farmers and their attitude towards i-khedut portal. Hence, the null hypothesis that 'there is no relationship between education of the respondents and their attitude towards i-khedut portal' was rejected.

It reflects that there was more favourable attitude constitution among the farmers who were having higher education. Hence level of education plays a vital role in forming the positivism. Means increase in the education, the attitude of farmers towards i-khedut portal become more favourable. As the education makes the farmer more optimistic in getting benefits of government schemes and latest technologies provided by the i-khedut portal. This finding is in concurrence with the findings of Kharmudai, *et al.*, (2018), Nataraju, *et al.*, (2019) [4] and Haseena, (2017) [5].

Farming experience and attitude

It is clear from [Table-1] that there was negative and highly significant correlation ($r = -0.462^{**}$) between farming experience of i-khedut user farmers and their attitude towards i-khedut portal. Hence, the null hypothesis that 'there is no relationship between farming experience of the respondents and their attitude towards i-khedut portal' was rejected.

The result indicates that the attitude towards i-khedut portal was observed more positive among younger farmers who are having less farming experience as compare to old aged farmers. The probable reason might be that old aged farmers who are having more farming experience do not take much interest in using i-khedut portal as they have less skill to access the internet on mobile and computer. This finding is similar to the finding of Patel, *et al.*, (2018).

Land holding and attitude

It is evident from [Table-1] that there was positive and non-significant correlation ($r = 0.026$) between land holding of i-khedut user farmers and their attitude towards i-khedut portal. Hence, the null hypothesis that 'there is no relationship between land holding of the respondents and their attitude towards i-khedut portal' was accepted.

It reflects that landholding did not determine the attitude of the respondents towards i-khedut portal. The result indicates that attitude of farmers towards i-khedut portal was almost positive with irrespective of level of land holding. Majority farmers having small land holding. This finding is in concurrence with the findings of Haseena, (2017), Pudke, (2018) and Nataraju, *et al.*, (2019).

Herd size and attitude

It is clear from [Table-1] that there was positive and non-significant correlation ($r = 0.007$) between herd size of the farmers and their attitude towards i-khedut portal. The results indicate that variable herd size of the farmers did not play significant role in forming positive attitude towards i-khedut portal. The result shows that attitude of the farmers towards i-khedut portal was almost equally positive with irrespective of their herd size. Hence, null hypotheses 'there is no relationship between herd size and attitude of farmers towards i-khedut portal' was accepted. This finding is in concurrence with the findings of Onima, (2014) [6] and Pithiya, (2019).

Annual income and attitude

It is evident from [Table-1] that there was positive and non-significant correlation ($r = 0.074$) between annual income of the farmers and their attitude towards i-khedut portal. Hence, the null hypothesis that 'there is no relationship between annual income of the respondents and their attitude towards i-khedut portal' was accepted. It can be said that annual income of the respondents had not played a significant on their attitude towards i-khedut portal. This finding is in concurrence with the findings of Nataraju, *et al.*, (2019) and Khumbhar, (2020).

Social participation and attitude

It is observed from [Table-1] that there was positive and non-significant correlation ($r = 0.167$) between social participation of the farmers and their attitude towards i-khedut portal. Hence, the null hypothesis that 'there is no relationship between social participation of the respondents and their attitude towards i-khedut portal' was accepted. It shows that social participation of the farmers did not play constructive role in forming their attitude towards i-khedut. This finding is similar to the finding of Patel, *et al.*, (2018).

Farm mass media exposure and attitude

It is evident from [Table-1] that there was positive and highly significant correlation ($r = 0.469^{**}$) between farm mass media exposure of the respondents and their attitude towards i-khedut portal. Hence, the null hypothesis that 'there is no relationship between farm mass media exposure of the respondents and their attitude towards i-khedut portal' was rejected.

It means more favorable attitude towards i-khedut portal was observed among those farmers having higher farm mass media exposure. The probable reason might be that the higher level of farm mass media exposure of farmers would have helped them to keep themselves updated with the latest information and thereby their attitude towards i-khedut portal was become more favorable. This finding is similar to the finding of Yadav, (2012) [7], Haseena, (2017), Pudke, (2018).

Scientific orientation and attitude

It is observed from [Table-1] that there was positive and highly significant correlation ($r = 0.435^{**}$) between scientific orientation of the respondents and their attitude towards i-khedut portal. Hence, the null hypothesis that 'there is no relationship between scientific orientation of the respondents and their attitude towards i-khedut portal' was rejected.

The farmers with more scientific orientation and more farm mass media exposure were motivated to seek additional information about latest agricultural technologies and government schemes on i-khedut portal which might be resulted in increased in their production and income. This might be the probable reason increased level of positive attitude of farmers towards i-khedut portal. This finding is in concurrence with the findings of Raghuprasad, *et al.*, (2012 [8]), Pithiya, (2019) and Naik, *et al.*, (2020) [9].

Achievement motivation and attitude

It is apparent from [Table-1] that there was positive and highly significant correlation ($r = 0.426^{**}$) between achievement motivation of the respondents and their attitude towards i-khedut portal. Hence, the null hypothesis that 'there is no relationship between achievement motivation of the respondents and their attitude towards i-khedut portal' was rejected.

It indicates that the farmers with high achievement motivation have always high degree of interest towards i-khedut portal as achievement motivation helps them to build well understanding towards benefits of i-khedut facilities. greater the achievement in past motivates the i-khedut user farmers for positive attitude towards i-khedut portal. This finding is similar to the finding of Pithiya, (2019).

Economic motivation and attitude

It is apparent from [Table-1] that there was positive and highly significant correlation ($r = 0.492^{**}$) between economic motivation of respondents and their attitude towards i-khedut portal. It means higher the economic motivation among farmers, more favourable attitude among them towards utilization of i-khedut portal. Hence, the null hypothesis that 'there is no relationship between economic motivation of the respondents and their attitude towards i-khedut portal' was rejected.

From the above findings, it can be summarized that the farmers who had higher economic motivation were more inclined to increase the income in agricultural production with help of latest technology of farming available on i-khedut portal. Economic motivation is regarded as basic character upon which need, motives and drives are built. The main objective of i-khedut portal is to make available information related to Agriculture at the fingertips of farmers and farmers can easily get advantage of various welfare schemes at home and know the market prices of agricultural products. That help them in increase their income. This might be the probable reason for more favorable attitude among the farmers towards i-khedut portal [10].

This finding is similar to the finding of Raguprasad, *et al.*, (2012), Haseena, (2017) and Naik, *et al.*, (2020).

Conclusion

From the above study, it is revealed that out of eleven independent variables the variables viz. education, social participation, farm mass media exposure, scientific orientation, achievement motivation and economic motivation of the farmers had positive and highly significant correlation with their attitude towards i-khedut portal. Whereas variables like age and farming experience of the farmers had negative and highly significant correlation with their attitude towards i-khedut portal. Moreover, the variables like land holding, herd size and annual income of the farmers had positive and non-significant relationship with their attitude towards i-khedut portal.

Hence, it can be concluded that the variables like education, social participation, farm mass media exposure, scientific orientation, achievement motivation and economic motivation were having more influence and impact on the attitude of farmers towards i-khedut portal.

Application of research: The variables like education, social participation, farm mass media exposure, scientific orientation, achievement motivation and economic motivation were having more influence and impact on the attitude of farmers towards i-khedut portal. Policy planners and concerned authorities can focus on these variables to make a significant impact on the attitude of farmers towards i-khedut portal.

Research Category: Agricultural Extension and Communication

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