

THE ATTITUDE OF FARMERS TOWARDS AGRICULTURAL PACKAGE PROGRAMMES*

In Kerala, the Intensive Paddy Development (IPD) Programme, which was an improvement on the Intensive Agricultural District Programme, was started in 1971 to organise paddy development on 'Yela' basis. Encouraged by the initial achievements through this programme, the Government decided to have similar programmes for other major crops viz., coconut and pepper. During this study, there were 489 Intensive Paddy Development (IPD) units, 93 Coconut Package (CP) units and 12 Pepper Package (PP) units functioning in the state. The degree of farmer's favourable attitude towards these programmes will be an indication of the degree of success of the programme. The more favourable attitude a farmer has towards an agricultural development programme, the more will be his participation in its activities.

The data for this study was collected with the help of interview schedule from two IPD units, two CP units and one PP unit which were selected by random process from the list of the respective package programme units during 1978-79. From the list of farmers available in these units, thirty farmers were selected in random process from each of the selected units. Thus the total number of respondents were 60 for IPO areas, 60 for CP areas and 30 for PP areas. Scalogram analysis was adopted to measure attitude. A large number of statements were collected through discussions with officers and farmers on three package programmes. These statements were edited as suggested by Edwards (1957). To obtain unidimensional scale, eight statements with homogenous content were selected. These statements were presented to the experts in the College of Agriculture, Vellayani for their opinion on homogeneity of content and relative position of the statements in a continuum from most favourable to least favourable. Based on their judgements, four positive and two negative statements were selected. These statements were presented to 80 respondents and their responses were collected in two categories 'agree' and 'disagree'. The coefficient of reproducibility was calculated which was found to be 0.95. The differences between coefficient of reproducibility and minimum marginal coefficient of reproducibility was found to be 0.11. These results concluded that these statements were unidimensional. These statements were presented to the respondents of package areas in a five point Likert format to obtain their responses. The response categories and corresponding scores were: strongly agree (5), agree(4), undecided (3), disagree (2) and strongly disagree (1) for positive statements and reverse for negative statements. The scores obtained by each respondent for the six statements were summated to obtain the total score. The range of scores was from 6 to 30 with neutral score as 18. The distribution of attitude scores of the farmers of the three package programme areas is presented in Table 1.

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Table 1

Percentage distribution of farmers according to their attitude scores towards package programmes

Score range	IPD (n=60)	CP (n=60)	PP (n=30)
6-9	0	0	0
10-12	0	0	0
13-15	5	0	0
16-18	13	17	24
19-21	20	20	13
22-24	25	27	13
25-27	34	28	37
28-30	3	8	13
Total	100	100	100

The data presented above revealed that 82 per cent of the farmers of IPD areas, 83 per cent of CP areas and 76 per cent of farmers of PP areas had favourable attitude towards the respective package programmes. This showed that irrespective of the crops, the farmers of Kerala had faith and confidence in the package programmes.

സംഗ്രഹം

ഐ. പി. ഡി. പ്രദേശത്തെ 82% കർഷകർക്കും, കോക്കനട്ട് പാക്കേജ് പ്രദേശത്തെ 83% കർഷകർക്കും, പെപ്പർ പാക്കേജ് പ്രദേശത്തെ 76% കർഷകർക്കും, പാക്കേജ് പദ്ധതികളിൽ അനുകൂലമായ അഭിപ്രായമുള്ളതായി ഈ പഠനത്തിൽനിന്നും മനസ്സിലായി.

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