FARMERS' AWARENESS ABOUT AND ATTITUDE TOWARDS TRAINING AND VISIT SYSTEM

One of the pre-requisites for agricultural development is the successful transfer of appropriate technology from the scientists to the farmers. Therefore the need of the time is the transfer of technology to the farmers as quickly as possible to increase yields through well organised extension system. In order to achieve the above objective, the Kerala Agricultural Extension Project popularly known as Training and Visit System was started on a pilot basis in three districts viz., Trivandrum, Quilon and Alleppey during 1981. A study was conducted in Trivandrum district of Kerala during 1984 to find out the awareness of farmers about Training and Visit System and their attitude towards the programme and to isolate the factors related with them.

Multistage random sampling plan was adopted in selecting the respondents for the study. Agricultural Extension Units formed the first stage, circles managed by Village Extension Workers (VEWs) in each Agricultural Extension Units formed the second stage and the farmers group in each VEW circle formed the third stage Agricultural Extension Units were selected according to probability proportionate to size of units in each subdivision. Thus 56 contact farmers were selected from 56 contact farmer groups of the selected 11 Agricultural Extension Units. For the purpose of comparison, 56 other farmers were also selected from these groups, at random making the total sample 112.

Awareness and attitude of farmers towards Training and Visit System were the dependent variables. Age, education, farm size, social participation, socio-economic status, exposure to information sources, scientific orientation and risk preference were selected as independent variables.

Awareness was studied with the help of a set of questions prepared in consultation with officials, farmers and review of relevant literature The pre-tested questions were administered to the respondents. The scores obtained by each farmer were recorded and the total scores for all the respondents were added. Mean and standard deviation were computed and on the basis of this the respondents were categorised into low, medium and high in awareness about Training and Visit System.

Attitude was measured by developing a scale for the purpose by following the summated ratings as described by Likert (1932). Here also, the score obtained for each item in the scale was recorded and the total score for all the respondents were added. Mean and standard deviation were computed and on the basis of this the respondents were categorised into low, medium and high in attitude towards Training and Visit System.

Education, farm size, spcial participation and socio-economic status were measured using the scale developed by Venkitaramaiah (1983). Exposure to information source was measured by the scale developed by Prasad (1983). Scientific orientation and risk preference were measured by scales developed by Supe (1969). The findings of the study are given below.

Table   1

Distribution of contact and other farmers according to their level of awareness about Training and Visit System

Awareness category	Contact farmers		Other farmers	
	No.	Per cent	No.	Per cent
Low	0	0.00	22	39.28
Medium	45	80 36	28	50.00
High	11	19.64	6	10.72
Total	56	100.00	56	100.00

Majority of contact farmers (80.36%) and other farmers (50%) had medium awareness about Training and Visit System. Only 19.16 per cent of contact farmers and 10.72 per cent of other farmers had high awareness about Training and Visit System In general, contact farmers had high awareness when compared to other farmers.

Relationships between awareness and independent variables were studied working by out correlation cerrelation coefficient (r). The data are presented in Table 2.

Table 2

Correlation between awareness of contact and other farmers about Training and Visit System and the independent variables

No.	Independent variables	Correlation coefficient (r)	
		Contact farmers	Other farmers
1	Age	—0.3056*	-02148
2	Education	0 2032	0.7409
3	Farmsize	0.3902**	0.0671
4	Social participation	0.2985*	0.0354
5	Socio-economic status	0.2865*	0 4379**
6	Exposure to information source	0.5513**	0.5256*
7	Scientific orientation	0.1925	0.1584
8	Risk preference	0.ˉ949**	0.3527**

** Significant at 1 per cent level
* Significant at 5 per cent level

As it could be seen from Table 2 in the case of contact farmers, except for education and scientific orientation all the other independent variables were significantly related to their awareness about Training and Visit System   But age was negatively and significantly correlated while farm size, social participation, socio-economic status, exposure to information source and risk preference were positively correlated with awareness   In the case of other farmers, education, socio economic status, exposure to information source and risk preference were positively and significantly correlated with awareness about Training and Visit System.   Age was negatively but nonsignificantly related with awareness.   Farm size, social participation, and scientific   orientation were positively but not significantly related   with awareness.

Table 3

Distribution of contact and other farmers according to their extent of attitude towards Training and Visit System.

Attitude category	Contact farmers		Other farmers	
	No.	Per cent	No.	Per cent
Low	6	1071	13	25.22
Medium	40	71.43	32	57.14
High	10	17.86	11	19 64
Total	56	100.00	56	100.00

Majority of contact farmers (71.43%) and other farmers (57.14%) had medium level attitude towards Training and Visit System.   Only 17.86 per cent of contact farmers had high attitude.   But 19.46 per cent of other farmers came under this category.   Among the contact farmers, 10.71 per cent had low attitude whereas 23.22 per cent of other farmers fell under this category.   In general, contact farmers were having high attitude than other farmers towards   Training and   Visit System. This is evidently due to the fact that contact farmers are constantly in touch with village level extension workers.

In the case of contact farmers the correlation coefficients showed a positive relationship for education, socio-economic   status,   social   participation, risk preference and attitude of contact farmers towards Training and Visit System.   Age, farm size and scientific orientation were found to be significantly correlated with attitude.   But in the case of other farmers, education, exposure to information source and risk preference were positively and significantly related to altitude towards Training and Visit System.   Age, farm size, social participation, socio-economic status, scientific orientation were positively but not significantly correlated with attitude.

Table 4

Correlation between attitude of contact and other farmers towards Training and
Visit System and the independent variables.

No.	Independent variables	Correlation coefficient	
		Contact farmers.	Other farmers
1	Age	0.0615	0.0350
2	Education	0.4196**	0.7281**
3	Farm size	0.2502	0.1862
4	Social participation	0.4781**	0.0967
5	Socio-economic status	0.3388**	0.0538
6	Exposure to information source	0.3961**	0.6590**
7	Scientific orientation	0.0206	0.6590**
8	Riskpreference	0.5955**	0.3540**

* Significant at 5 per cent level
** Significant at 1 per cent level

Path analysis of awareness and attitude of contact and other farmers

Since there was strong intercorrelation between certain pairs of independent variables, path coefficient analysis was conducted to understand the contribution of these factors directly and indirectly on the dependent variables.

Results of path analysis showed that in the case of contact farmers risk preference had maximum direct effect on awareness about Training and Visit System followed by age and exposure to information source. Age was also an important factor contributing to the awareness of contact farmers but the direct effects of farm size, social participation and socio economic status had negative direct effects on the awareness of contact farmers.

Education had maximum direct effect on the attitude towards Training and Visit System of contact farmers followed by risk preference. The socio-economic status and exposure to information source also had considerable direct effect on the awareness of other farmers.

In the case of attitude of other farmers, education had maximum direct effect on the attitude towards Training and Visit System followed by risk preference.

<div align="center">സംഗ്രഹം</div>

പരിശീലന സന്ദർശന പരിപാടിയെക്കുറിച്ച് കർഷകർ എന്തുമാത്രം ബോധവാൻ മാരാണെന്നും പരിപാടിയോട് അവർക്കുള്ള അഭിഭാവം മനസ്സിലാക്കുന്നതിനും ഒരു പഠനം നടത്തുകയുണ്ടായി. തിരുവനന്തപുരം ജില്ലയിലെ തെരഞ്ഞെടുത്ത 56 സമ്പർക്ക കർഷകരും

56 മറ്റു കർഷകരും പഠന വിധേയരായി. ഭൂരിഭാഗം സമ്പർക്ക കർഷകർക്കും മറ്റു കർഷ
കർക്കും പരിശീലന സന്ദർശന പരിപാടിയെക്കുറിച്ച് ഇടത്തരത്തിലുള്ള അറിവും പരിപാടി
യോട് ഇടത്തരത്തിലുള്ള അഭിഭാവവും മാത്രമേ ഉള്ളതായി കണ്ടുള്ളു.

College of Agriculture   K. Betty Cherian
Vellayani 695 522, Trivandrum, Kerala   O. Abdul Rahiman Kunju

References

* Likert, R. 1932. A technique for the measurement of attitudes. Arch. Psychol, No.140

Prasad, R. M. 1983. Comparative analysis of achievement motivation of rice growers in three states in India. Ph. D. Thesis, University of Agricultural Sciences, Bangalore

Supe, S. V. 1969. Factors related to different degrees of rationality in decision making among farmers in Buldana district. Ph. D. thesis, Division of Agricultural Extension, IARI, New Delhi

Venkitaramaiah P. 1983. Development of socio-economic scale for farm families in north Karnataka. Ph. D. thesis, University of Agricultural Sciences, Bangalore.