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PERSONNEL CORRELATES OF FARMERS TOWARDS AGRICULTURAL TECHNOLOGY INFORMATION CENTRE

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ABSTRACT

The present study was conducted in Parbhani, Pathri and Selu tehsils of Parbhani district from Marathwada region of Maharashtra State in 2024-2025 with a study sample of 120 farmers. By studying the profile of the farmers, it was observed that majority (69.17 %) of the farmers were having medium farming experience with an education as middle level education (34.17 %). Further, it was observed that, 34.17 per cent of the farmers were small farmers while, 70.83 per cent of the farmers were having medium family size. Further, it could be concluded that 58.33 percent of farmers were from within 23.1 km to 60 km and more than three fourth *i.e.,*77.50 per cent farmers were having medium level of annual income. Further, it could be concluded that majority of the farmers *i.e.,* 72.50 per cent were having medium level of extension contact and nearly two third of the farmers *i.e.,* 63.33 per cent were having medium level of innovativeness. Nearly, 60.00 per cent of farmers had medium level of economic motivation. Majority of the farmers i.e., 65.00 per cent and 61.67 per cent were having medium level of scientific orientation and knowledge respectively. Regarding relationship between profile and attitude of farmers towards Agricultural Technology Information Centre (ATIC), it was observed that, farming experience, extension contact, and innovativeness were found to have a positive and significant relationship with attitude while, education, land holding, annual income, economic motivation, scientific orientation, and knowledge showed a positive and highly significant relationship with farmers attitude. In contrast, family size had a positive but non-significant relationship, while distance from ATIC had a negative and non-significant relationship with the farmer's attitude.

Keywords: Attitude, ATIC, farmers, Profile.

Introduction

India's agricultural sector has experienced remarkable technological growth in recent decades, yet a substantial gap persists between research innovations and their effective utilization at the grassroots level. To bridge this divide, the Indian Council of Agricultural Research (ICAR) launched the concept of Agricultural Technology Information Centres (ATICs) as "single-window" delivery systems for farmers. These centres are designed to disseminate scientific knowledge, technical advice, diagnostic services, and quality inputs under one roof, thereby facilitating stronger linkages between research institutions and end users.

The Agricultural Technology Information Centre at Vasantrao Naik Marathwada Krishi Vidyapeeth (VNMKV), Parbhani, plays a pivotal role in transferring cutting-edge agricultural technologies to farmers in the Marathwada region. It serves as an interface between farmers and research scientists, extension personnel, and other stakeholders. However, the success of such initiatives greatly depends on the attitude, awareness, and participation of the farming community.

Understanding the personal attributes or personnel correlates such as, education, landholding size, farming experience, extension contact, scientific orientation, and innovativeness etc. can provide valuable insights

into how and why farmers interact with the ATIC system. These factors influence their receptivity to new technologies and their likelihood of adopting scientific recommendations.

This study was undertaken to analyze the relationship between selected personal variables of farmers and their attitude towards the Agricultural Technology Information Centre at VNMKV, Parbhani. By identifying key correlates, this research aims to enhance the effectiveness of technology dissemination strategies and promote evidence-based extension reforms. The findings can inform policymakers, extension workers, and institutional planners in making ATICs more farmer-centric, accessible, and impactful.

Source: Indian Council of Agricultural Research (ICAR). "Agricultural Technology Information Centre (ATIC)." https://icar.org.in

Materials and Methods

The present study was carried out in purposively selected Parbhani district from the Marathwada region of Maharashtra State. The Parbhani district consist of nine tehsils namely Parbhani, Gangakhed, Sonpeth, Pathri, Manwath, Palam, Selu, Jintur and Purna. Out of these three tehsils namely Parbhani, Pathri and Selu were selected purposively. From each selected tehsil four villages were selected purposively. Thus twelve villages from three tehsils were selected for this study. From each of the selected village ten farmers were selected randomly. Thus a total 120 farmers were selected as respondent for the present study. The purposive selection of tehsils and villeges was based on the maximally visited farmers list from ATIC. The ex-post-facto research design used for present study. Collected the data personally from farmers by using the pre tested interview schedules at their home or farms. The collected data was organized, tabulated and analyzed with the help of statistical tools like frequency, mean, percentage, standard deviation, correlation of coefficient (r) and multiple regression.

Result and Discussion

It was observed from Table 1 that, majority (69.17 %) of the farmers had medium level of farming experience, More than one third (34.17 %) of the farmers were educated up to middle education category. 34.17 per cent of the farmers were small farmers. Majority (70.83 %) of the farmers were having medium family size. Nearly, 58.33 percent of farmers came from within 23.1 km to 60 km and more than three fourth *i.e.,*77.50 per cent farmers were having medium level of annual income. Majority (72.50 %) of the farmers were having medium level of extension contact and nearly two third (63.33%) of the farmers were having medium level of innovativeness. Nearly, 60.00 per cent of farmers had medium level of economic motivation. Majority (65.00 %) of the farmers were having medium level of scientific orientation. While, 61.67 per cent of the farmers were having medium level of knowledge.

Similar findings were noticed by Dhawale (2019), Rawat (2014), Manunayaka (2019) and Neha Bhendarkar (2023) and others.

Table 1: Distribution of farmers according to their Profile

Sr.No	Category	Farmers (N=120)	
		Frequency	Percentage
A. Farming experience			
1	Low (up to 8)	19	15.83
2	Medium (9 to 22)	83	69.17
3	High (23 and above)	18	15.00
B. Education			
1	Illiterate	3	02.50
2	Primary education (1st to 4th std.)	20	16.67
3	Middle education (5th to 7th std.)	41	34.17
4	High school education (8th to 10th std.)	30	25.00
5	Higher secondary education (11th to 12th std.)	16	13.33
6	Graduation and above (above 12th std.)	10	08.33
C. Land holding			
1	Marginal farmers (Up to 1.00)	25	20.83
2	Small farmers (1.01 to 2.00)	41	34.17
3	Semi medium farmers (2.01 to 4.00)	33	27.50
4	Medium farmers (4.01 to 10.00)	21	17.50
5	Large farmers (10.01 and above)	00	00.00

D. Family size			
1	Low (up to 3)	17	14.17
2	Medium (4 to 5)	85	70.83
3	High (6 and above)	18	15.00
E. Distance from ATIC (km)			
1	Up to 23 km	30	25.00
2	23.1 km to 60 km	70	58.33
3	More than 60 km	20	16.67
F. Annual income			
1	Low (up to 81110)	5	04.17
2	Medium (81111 to 414139)	93	77.50
3	High (414140 and above)	22	18.33
G. Extension contact			
1	Low (up to 27)	17	14.17
2	Medium (28 to 40)	87	72.50
3	High (41 and above)	16	13.33
H. Innovativeness			
1	Low (up to 21)	23	19.17
2	Medium (22 to 30)	76	63.33
3	High (31 and above)	21	17.50
I. Economic motivation			
1	Low (up to 15)	28	23.33
2	Medium (16 to 26)	72	60.00
3	High (27 and above)	20	16.67
J. Scientific orientation			
1	Low (up to 20)	20	16.67
2	Medium (21 to 32)	78	65.00
3	High (33 and above)	22	18.33
K. Knowledge			
1	Low (up to 19)	22	18.33
2	Medium (20 to 25)	74	61.67
3	High (26 and above)	24	20.00

Table 2 : Relationship between profile and attitude of farmers towards Agricultural Technology Information Centre.

SL. No	Independent variable	Coefficient Of Correlation
1	Farming experience	0.263*
2	Education	0.313**
3	Land holding	0.388**
4	Family size	0.119NS
5	Distance from ATIC (km)	-0.169 NS
6	Annual income	0.285**
7	Extension contact	0.218*
8	Innovativeness	0.206*
9	Economic motivation	0.505**
10	Scientific orientation	0.408**
11	Knowledge	0.408**

** Significant at 0.01 per cent level.
* Significant at 0.05 per cent level.

It was observed from Table 2 that, the analysis of the relationship between farmers' profile and their attitude towards the Agricultural Technology Information Centre (ATIC) revealed that farming experience, extension contact, and innovativeness had a positive and significant relationship with attitude. Furthermore, education, land holding, annual income, economic motivation, scientific orientation, and knowledge exhibited a positive and highly significant relationship with farmers' attitude. In contrast, family

size showed a positive but non-significant relationship, whereas distance from ATIC had a negative and non-significant relationship with farmers' attitude.

Similar findings were noticed by Ingle Priyanka (2020), Neha Bhendarkar (2023), Rawat (2014) and Singh (2020) and others.

Conclusion

From the study of profile of the farmers, it can be concluded that the majority of the farmers had a medium level of farming experience, medium family size, and were classified as small farmers. A significant proportion of them were educated up to the middle school level. Most of the respondents were located within a distance of 23.1 km to 60 km from the Agricultural Technology Information Centre (ATIC) and had a medium level of annual income. Furthermore, the majority of farmers exhibited a medium level of extension contact, innovativeness, economic motivation, scientific orientation, and knowledge. These findings suggest a generally moderate socio-economic and psychological profile among the farmers studied. The relational analysis further revealed that farming experience, extension contact, and innovativeness had a positive and significant relationship with the farmers' attitude towards ATIC. Additionally, variables such as education, land holding, annual income, economic motivation, scientific orientation, and knowledge showed a positive and highly significant relationship with attitude. In contrast, family size demonstrated a positive but non-significant relationship, whereas distance from ATIC had a negative and non-significant relationship with the farmers' attitude. These results indicate that both personal and socio-economic factors play a crucial role in shaping farmers' attitudes toward agricultural technology services.

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