

ATTITUDE OF FARMERS TOWARDS ATMA

Nisha Chouhan*, Chitra Henry** and S. K. Sharma***

ABSTRACT

ATMA is a society of key stakeholders involved in agricultural activities for sustainable agricultural development and technology dissemination activities at the district level. The attitude of the farmers towards ATMA has a critical role in its modernizing and it plays an important role in the adoption or rejection of an innovation. If the farmers had favourable attitude which showed in the adoption of new technology and when farmers faced some constraints it resulted in rejection of new technology. The present investigation was undertaken to know the attitude of the farmers towards ATMA. The study was conducted in 10 villages of Bikaner district of Rajasthan with a sample of 100 farmers working under ATMA. Modified attitude scale developed by Sharma S.K. and Lakhera J.P. was used for collecting data. The findings of the study indicate that majority (71.00%) farmers had favourable attitude. 16.00 per cent farmers expressed most favourable attitude and only 13.00 percent farmers expressed least favourable attitude towards ATMA. This indicates that most of the users displayed favourable attitude towards ATMA. The result clearly indicates that the farmers were highly influenced by the ATMA project running in their area.

INTRODUCTION

ATMA has been defined as a semi-autonomous decentralized participatory and market-driven extension model and represents a shift away from transferring technologies for major crops and toward diversifying output. The aims of ATMA are to integrate extension programs across state-level departments, link research and extension activities in a district, and decentralize extension decision-making through participatory planning. ATMA is a registered society responsible for technology dissemination at the district level having linkages with all the line departments, research organizations, non-governmental organizations and agencies associated with agricultural development in the district.

The project was initiated by Ministry of Agriculture, Government of India with the financial assistance of World Bank and was implemented with the assistance of National Institute of Agriculture Extension Management in 28 districts covering 7 states, The scheme was implemented in 11 districts of Rajasthan in Oct. 2005. Later on in the year 2007 the project started in remaining districts of Rajasthan. The main function of ATMA is transfer of technology. The effectiveness of this project depends upon

the adoption or rejection of new technology by the farmer. The attitude of the farmers towards ATMA has a critical role in its modernizing. The present investigation aims to study the attitude of the farmers towards ATMA.

RESEARCH METHODOLOGY

The present study was conducted in Bikaner district of Rajasthan. Under ATMA programme Bikaner district is divided into five blocks viz. Bikaner, Nokha, Lunkaransar Kolayat and Shri Dungargarh. Out of these, two blocks Bikaner and Nokha were selected for the study purpose by applying random sampling technique. Five Gram Panchayats from sixty three Gram Panchayats of Bikaner block and from fifty three Gram Panchayats of Nokha block were taken as sample for the study on the basis of random selection. Five villages were selected randomly each from Bikaner and Nokha block. A total of ten villages were selected for the study. Hundred farmers were selected from selected ten villages on the basis of the probability proportionate to sample size for the study purpose.

Measurement of attitude

Modified attitude scale of Dr. S.K. Sharma and

* Research Scholar, College of Agriculture, SKRAU, Bikaner.

** Professor, Department of Extension Education, SKRAU, Bikaner.

*** Professor and Deputy Director, Directorate of Extension Education, SKRAU, Bikaner.

Dr. J.P. Lakhera (2005-2007) was adopted. The scoring procedure for individual positive items in the attitude scale was strongly agree (4), Agree (3), Undecided (2), Disagree (1), strongly disagree (0). The scoring procedure was just reversed for the negative items i.e. 0,1,2,3 and 4. The responses thus obtained from the respondents were counted and converted into Mean and Mean Percent Score.

RESULTS AND DISCUSSION

The respondents were classified into three categories i.e. least favourable, favourable and most favourable on the basis of calculated mean and standard deviation of the attitude score obtained by them.

Table 1: Attitude level of farmers towards ATMA
n = 100

S.No.	Attitude level	Percentage
1	Most favourable (mean above 3.2)	16.00
2	Favourable (mean from 1.82 to 3.2)	71.00
3	Least favourable (mean below 1.82)	13.00

MEAN=2.522, S.D=0.695

Data presented in table 1 reveals that 16.00 per cent farmers expressed most favourable attitude towards ATMA. About 71.00 per cent farmers showed

Table 2: Attitude of farmers towards ATMA
n=100

S. No.	Aspects	SA	A	UD	DA	SD	T.S	M.S.	Rank
1.	ATMA is highly structural programme compared to any other programme.	80	195	20	0	0	295	2.95	V
2.	Large numbers of data are required to be collected which are irrelevant in this programme.	0	17	46	141	52	256	2.56	X
3.	Staff is properly trained in various aspects using PRA (Participatory Rural Appraisal) technique, team building etc.	96	171	38	0	0	305	3.05	VI
4.	Farmers are not well aware about the concept of ATMA, therefore they do not participate.	0	22	26	51	0	99	0.99	XIV
5.	Operational skill development programme in ATMA.	108	201	12	0	0	321	3.21	III
6.	Low participation of small and marginal farmers in various farmers' organization in ATMA.	0	58	38	27	0	123	1.23	XII
7.	Required budget released timely under ATMA.	76	147	28	11	0	262	2.62	IX
8.	There would be problem of technological back of stopping in ATMA.	0	9	30	156	96	291	2.91	VII
9.	Participation of NGOs is up to expected level.	212	87	36	0	0	335	3.35	II
10.	Duplication of efforts when ATMA and parent departments are running parallel.	0	56	20	21	20	117	1.17	XIII
11.	All the line departments are participating in SREP (Strategic Research Extension Plan) preparation.	108	189	20	0	0	317	3.17	IV
12.	Clear cut role of various departments in the district has not been defined under ATMA.	0	15	24	159	80	278	2.78	VIII
13.	The Educational qualification of existing staff in various line departments is tune with the expectations under ATMA.	212	96	30	0	0	338	3.38	I
14.	Proper co-ordination among line departments.	56	168	16	14	0	254	2.54	XI

*M.P.S.= Mean Percent Score

favourable attitude whereas only 13.00 per cent were under least favourable attitude towards ATMA.

The study concluded that these farmers who showed most favourable attitude might be in early adopters category. This was followed by a maximum numbers of farmers who showed favourable attitude, as they were much aware of the technologies under ATMA. The result also reveals that a few farmers might be having constraints under ATMA. This may again be reduced by personal visits and providing regular know how to the farmers .

The statement wise attitude of farmer towards ATMA was measured on five point continuum scale has been presented in table 2. The most important statement with higher degree of attitude were “The educational qualification of existing staff in various line departments is tune with the expectations under ATMA”, “Participation of NGOs is up to expected level” and “Operational skill development programme in ATMA” owing to the mean score 3.38, 3.35 and 3.21, respectively.

The statement further indicates least attitude towards ATMA the statement like “Duplication of efforts when ATMA and parent departments are running parallel” and “Farmers are not well aware about the concept of ATMA, therefore they do not participate” owing to the mean percent scores 1.17 and 0.99 respectively and rank thirteenth and fourteenth respectively. It can be said that most of the farmers had favourable attitude because they believed in the staff of ATMA were well qualified and were a great help to the farmers in all possible way.

CONCLUSION

On the basis of findings it may concluded that the farmers who showed most favourable attitude

might be from innovators and early adopter’s category. This was followed by a maximum numbers of farmers who showed favourable attitude, as they were much aware of the technologies under ATMA. A few farmers might be having constraints under ATMA. Thus, it is recommended that the more awareness needs to be generated among farmers about all the new technology implemented under ATMA and to increase participation of farmers under ATMA programme. Government needs to organize short training programmes, campaigns, meetings at the village itself for the higher adoption of new technologies.

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