



P-ISSN: 2349-8528

E-ISSN: 2321-4902

IJCS 2019; 7(6): 132-133

© 2019 IJCS

Received: 16-09-2019

Accepted: 18-10-2019

KV Gardhariya

Scholar, DOEE, NMCA, NAU,
Navsari, Gujarat, India

AJ Dhodia

Scholar, DOEE, NMCA, NAU,
Navsari, Gujarat, India

RD Pandya

HoD, Extension Education,
NMCA, NAU, Navsari, Gujarat,
India

Knowledge and attitude of agricultural enterprise owners towards private extension services

KV Gardhariya, AJ Dhodia and RD Pandya

Abstract

The study was conducted to know the knowledge and attitude of agricultural enterprise owners towards Private Extension Services. An enterprise has been selected from each occupation based on presence of private extension services *viz.*, vermi-composting, nursery, bee-keeping, poultry and prawn. The 25 respondents were selected randomly from each enterprise which made the respondents size of 125 for the study. An Ex-post-facto research design was used. The data were collected by personal contacts. Majority (67.20 per cent) of the respondents had medium and 32.80 per cent had high level of knowledge about Private Extension Services. Whereas, majority (56.00 per cent) of the agricultural enterprise owners had favourable attitude, followed by 42.40 and 1.60 per cent had more favorable and less favourable attitude towards Private Extension Services respectively.

Keywords: Agricultural enterprise owners, private extension services, attitude, knowledge, privatization

Introduction

21st century is the transaction period of change for Indian agricultural. Farmers are moving with economic ends. They think themselves in more profiting enterprises. Agricultural extension strategizes for change and development in agricultural sector. However, the public extension has been not doing enough for less cost-effectiveness in agricultural. The private sector extension emerged, since 1990s with agricultural consultants, agri- business firms, mass media and NGOs. Basically, private extension services are much more demand driven, timely and cost effective. They work with the concept of more return from minimum inputs which develops knowledge and attitude towards private services. Factuality inspired the investigator to analyze the 'knowledge and attitude of agricultural enterprise owners towards Private Extension Services of South Gujarat'.

Methodology

Farmers sustain on agricultural occupations for their livelihood in South Gujarat region. Considering this fact, the findings of past thesis research studies were referred and occupation wise proportion was obtained and major five occupations *viz.*, agriculture, horticulture, forestry, animal husbandry and fishery were scrutinized. An enterprise from each occupation was selected based on availability of private extension services and being used by the enterprise owners *viz.*, vermi-composting, nursery, bee-keeping, poultry and prawn. The list of respective enterprise owners was obtained from the Line departments, KVKs, ATMAs, and NGOs working in South Gujarat. The enterprise wise names were separated and 25 respondents were selected from each enterprise by using lottery method of simple random sampling. This way, 125 respondents were obtained for the study.

Results and Discussion

Knowledge is the fact or condition of knowing something with familiarity and gained through experience or with certain association. Knowledge regarding the PES is an important aspect in developing overall paying behaviour of an individual. The data regarding this are presented in table 1.

Corresponding Author:

KV Gardhariya

Scholar, DOEE, NMCA, NAU,
Navsari, Gujarat, India

Table 1: Distribution of respondents according to their knowledge about PES

Sr.	Categories	Vermi-Compost (n=25)	Nursery (n=25)	Bee-Keeping (n=25)	Poultry (n=25)	Prawn (n=25)	Total (n=125)
1	Low PES knowledge	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)
2	Medium PES knowledge	16 (64.00)	11 (44.00)	19 (76.00)	19 (76.00)	19 (76.00)	84 (67.20)
3	High PES knowledge	9 (36.00)	14 (56.00)	6 (24.00)	6 (24.00)	6 (24.00)	41 (32.80)
	Total	25 (100.00)	25 (100.00)	25 (100.00)	25 (100.00)	25 (100.00)	125 (100.00)

(Figures in parentheses indicate percentage to total)

It is evident from the data reported in table 1 that majority (64.00 per cent) of the vermicompost enterprise respondents had medium level of knowledge about PES. Whereas, majority (56.00 per cent) of the nursery respondents had high; majority (76.00 per cent) of the poultry and prawn respondents had medium level of knowledge each. In general, majority (67.20 per cent) of the respondents had medium and 32.80 per cent had high level of knowledge about PES.

Thus, from the above data it can be concluded that all the agricultural enterprise owners had medium to high level of knowledge about PES. The probable reason might be due to their education, credit seeking behaviour, innovativeness and self-confidence.

Attitude can be said as the degree of encouraging or depressing feeling of the enterprise owners towards PES. The data are presented in table 2.

Table 2: Distribution of respondents according to their attitude towards PES

Sr.	Categories	Vermi-Compost (n=25)	Nursery (n=25)	Bee-Keeping (n=25)	Poultry(n=25)	Prawn(n=25)	Total(n=125)
1	Less favourable attitude	0 (0.00)	1 (4.00)	1 (4.00)	0 (0.00)	0 (0.00)	2 (1.60)
2	Favourable attitude	7 (28.00)	18 (72.00)	10 (40.00)	16 (64.00)	19 (76.00)	70 (56.00)
3	More favourable attitude	18 (72.00)	6 (24.00)	14 (56.00)	9 (36.00)	6 (24.00)	53 (42.40)
	Total	25 (100.00)	25 (100.00)	25 (100.00)	25 (100.00)	25 (100.00)	125 (100.00)

(Figures in parentheses indicate percentage to total)

The data presented in table 2 disclose that majority (72.00 per cent) of the vermicompost enterprise respondents had more favourable attitude while majority (72.00 per cent) of the nursery respondents had favourable attitude whereas, majority (56.00 per cent) of the beekeeping enterprise respondents had more favourable attitude, while in respect to poultry, majority (64.00 per cent) of the respondents had favourable attitude and as far as the prawn enterprise is concerned, majority (76.00 per cent) of the respondents had favourable attitude towards PES. In total, majority (56.00 per cent) of the agricultural enterprise owners had favourable attitude, followed by 42.40 and 1.60 per cent had more favorable and less favourable attitude towards PES respectively.

Hence, from above finding it is clear that almost all (98.40 per cent) of the agricultural enterprise owners had favourable to more favourable attitude towards PES. The probable reason for this finding might be due to their education, economic motivation, information and credit seeking behaviour.

Conclusion

From the study it can be concluded that majority of the agricultural enterprise owners bears a medium to high level of knowledge about PES and favourable to more favourable attitude towards Private Extension Services which indicates that the private extension services are being popular among the agricultural enterprise owners with their good quality of services.

References

- Haseena Bibi, Patel JB, Pate PC. A scale to measure the attitude of the farmers towards Farmer Field School. Gujarat Journal of Extension Education. 2017; 28(1):11-13.
- Kaur J, Quadri J, Malik JS, Shehrawat PS. Knowledge of Farmers about Privatization of Agricultural Extension Services and the factors influencing it. Economic affairs. 2015; 60(2):219- 224.
- Kaur J, Shehrawat PS, Quadri J. Attitude of farmers towards privatization of agricultural extension services. Agric. Sci. Digest. 2014; 34(2):81-86.

- Damor KC, Khadayta KG. Knowledge and constraints of farmers about organic farming. International J of chemical studies. 2017; 5(3):522-524.