

## ATTITUDE OF THE FARMERS AND OFFICIALS TOWARDS IVLP

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### ABSTRACT

*Agriculture is the backbone of India's rural economy and livelihood. The National Agricultural Research System in India has developed a number of technologies but all the technologies do not reach the ultimate users. Effort was made through IVLP to transfer these technologies to the end users and refine them to suit their system. The study was carried out at two IVLP centres namely; NDRI, Karnal representing irrigated agro eco-system and IGFRI, Jhansi, representing rain fed agro eco-system. A total of 150 farmers, 75 farmers representing each ecosystem and all the officials associated with the project were the respondents for this study. The overall mean attitude score of the farmers towards TAR-IVLP was 4.00 and it was 4.35 for the officials. It clearly reflected that all the farmers and officials had strong positive attitude towards the project.*

**Key words:** Attitude; IVLP

### INTRODUCTION

Indian agriculture is the mainstay of India's rural economy and contributes significantly towards employment and income generation. It supports about 65 per cent of its total population and contributes about 22 per cent to GDP. Since independence, several technologies have been evolved for increasing the production, productivity of the crop as well as animals by improving the adoption behaviour of the farmers (Dwivedi *et al.*, 2004). It is realized that 2/3rd of the technologies do not percolate to the actual beneficiaries as they are developed without taking into consideration of socio-economic and psychological status of the beneficiaries.

Through IVLP approach efforts were made to bridge the gap between research, extension and farmers. Under this approach, an intermediary function of technology assessment and refinement was done for technology integration through farmer participatory methods for rapid generation and dissemination of appropriate technology. Client oriented research and technology development to improve productivity; sustainability and equity are the fundamentals of TAR-IVLP. It has given a new dimension to extension strategies. The stakeholders are also partner in the technology development and assessment process (Anonymous, 2004). Under this programme, a large number of technologies suitable for different micro farming situations have been assessed and some of them refined with the active participation of the farmers. In this paper effort has been made to measure the attitude of the farmers' and the officials about the programme.

### METHODOLOGY

The study was carried out at two IVLP centres namely; NDRI, Karnal representing Irrigated Agro Eco-system situated in Karnal district of Haryana and IGFRI, Jhansi, representing Rainfed Agro Eco-system. These two centres were selected purposively to have more number of interventions related to crops and dairying. The ex-post facto research design was

formulated for this study. Under irrigated agro eco-system all the five villages namely, Gaugarh, Amargarh (Kala Majra), Sikri, Shekhpura and Gumto of district Karnal were selected for the study. Under rainfed agro eco-system all the adopted villages of IGFRI, Jhansi namely, Algi, Sanora and Garera and their hamlets of district Datia/Shivpuri of MP were selected purposively for the study. From irrigated agro eco-system and rain fed agro eco-system fifteen farmers were selected randomly from each village of the selected villages. In addition to farmers, all the 17 staff members associated with TAR-IVLP project at both the centres were also interviewed for the study.

### RESULTS AND DISCUSSION

*Attitude of the respondents towards TAR-IVLP:* Except the statements like agricultural facilities provided under TAR-IVLP were not available to the farmers in time, their amount were inadequate and farmer could not get any information regarding purchase of inputs and marketing of value added products, the overall attitude of the farmers was positive towards the project.

The overall mean attitude score of the farmers was 4.00. It could be interpreted from the above findings that all the farmers had a positive attitude towards the TAR-IVLP project and they responded all the positive statement of the scale strongly in favour and negative statement in disfavour (see Table 2). *i.e.*, most of the farmers agreed with favourable and disagreed with the unfavourable statements of the scale. They strongly supported the statements like; TAR -IVLP has very much added to their knowledge and skill about the new improved methods of farming, a programme of this nature should be extended to all other villages of the district and agricultural production (food, fodder and milk) has considerably increased in the last few years as a result of guidance and assistance rendered to farmers under the project.

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Table 2. Attitude towards TAR-IVLP

S. No.	Staments	Mean Score	
		Farmers	Officials
1.	The TAR Programme is a well thought out programm	4.19	4.64
2.	The TAR programme is the least important programme among all the Tot programmes run in the villages	4.12	4.46
3	The TAR Programme aims at improving the economic status of farmers	4.12	4.59
4	There is no upliftment in the social status of beneficiaries through interventions.	3.99	4.71
5	TAR personnel always give useful advice to the farmers.	4.32	4.76
6	The TAR has brought about good changes in the methods of farming.	4.53	4.70
7	TAR personnel are good to communicate the knowledge about improved dairy farming practices.	4.63	4.11
8	TAR has very much added to the farmers' knowledge and skill about the new and improved methods of farming.	4.76	4.8
9	TAR personnel motivate the farmers to adopt the different farming modules.	4.55	4.8
10	Money is being mis-utilized in the project and it should be wound up	4.35	4.8
11	The technology interventions are imposed on the farmers without consulting them.	4.00	4.8
12	The problems selected under TAR programme are not according to the need of beneficiaries.	3.97	4.7
13	There is appropriate co-ordination between the research institute and farmers under the scheme	4.05	4.6
14	All categories of farmers derive equal benefits from TAR project.	3.96	3.65
15	The programme also benefits general farmers	3.41	4.1
16	TAR programme has not been successful in providing the improved techniques.	4.04	4.3
17	The farmers have more say in deciding the technology interventions for them	3.41	3.5
18	Agricultural facilities of TAR programme are not available to the farmers in time	2.02	4.0
19	TAR programme should be extended to all other villages of the districts.	4.95	4.6
20	TAR programme does not provide any information about purchasing of inputs and market of value added milk production	2.16	3.6

21.	The farmers selected under TAR programme are satisfied with pattern of information given under the programme.	4.17	4.0
22	The farmers do not get agricultural facilities from IVLP in required amount.	3.13	3.8
23	Agricultural production (crop and dairy) has considerably increased in last few years as a result of guidance and assistance rendered to farmers under TAR.	4.89	4.6
24	In TAR, stability and sustainability for enhanced productivity of small production system has been maintained.	4.03	4.59
	Overall Mean Scale Value	4.00	4.35

The overall attitude of the farmers in both the agro eco-systems was favourable towards TAR-IVLP. These findings have clearly reflected the success of TAR-IVLP in the villages. Hence the project like TAR-IVLP should be more emphasized and replicated in other parts of the country to benefit more farmers and increase the productivity of crops and animals.

Although, the attitude of the farmers as well as the officials was positive the mean score of officials was high (4.35). It means that all the positive statements were strongly agreed by the respondents and negative statements were strongly disagreed. This might have been due to involvement of the officials in the execution of the project. Even the statements like supply of facilities were not in time, farmers did not get proper quantity of inputs, farmers could not get the information on purchasing of inputs and marketing of their produce and value added product. Whereas, the officials responded differently on these points and they disagreed with them. Though, the overall attitude was positive about the project, the above mentioned points raised by the farmers need to be taken care for better implementation of an extension programme.

## CONCLUSION

Indian agriculture has made a tremendous improvement in the last four decades. Continuous efforts have been made through participatory approaches for improving the adoption behaviour of the farmers. TAR-IVLP has been an innovative project in the agricultural development of India and all the farmers associated with the project were highly benefited. The participatory mode of the project has ensured a strong positive attitude formation among the farmers. Hence, a project of this nature is the need of the hour for overall development of the farming community.

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