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Perception of fellow farmers about awardee farmers of UAS, Raichur of Kalyana Karnataka

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Abstract
In order to encourage effective transfer of proven technology to the farming community and also to create healthy competition among farm men and women in obtaining higher productivity in agriculture and allied fields, the University of Agricultural Sciences, Raichur introduced "*Shreshta Krishika*", "*Shreshta Krishika Mahile*" award in 2009. The study was conducted in Raichur and Ballari districts of Kalyana Karnataka, as Raichur and Ballari districts had highest number of awardee farmers. From the selected two districts, ten farmers (five farmers from each district) who have received *Shreshta Krishika*/ *Krishi Mahile* award from University of Agricultural Sciences, Raichur during the period from 2009 to 2018 were selected randomly using simple random sampling technique. Twelve fellow farmers to each awardee farmers within the radius of 2 to 3 km. accordingly, the sample constitutes 10 awardee farmers and 120 fellow farmers. The data was collected with the help of structured interview schedule. The results indicates that, awardee farmers were always involved in innovating technologies based on local condition (54.17%), awardee farmers possesses good leadership quality (72.00%), awardee farmer possesses good knowledge regarding different agricultural activities (72.50%), awardee farmers are first in adoption of technologies (60.00%). awardee farmers were influencing other farmers to work hard and get high income from farming (70.83%), awardee farmers' village recognized due to award receiving (65.83%).

Keywords: Fellow farmer, awardee farmer, perception

1. Introduction
An innovation is an idea, practice or object that is perceived as new by an individual or others in a given system. The technologies that are developed through research are innovations which may be new varieties of crops and plants, new breeds of livestock, new chemicals and medicines, new technique of doing things, when a person first becomes aware of it, it is an innovation to that person, using something old in new ways or applying something new to successfully produce desired social and economic outcome is an innovation.

The Adoption of innovation is influenced strongly by members of the social group who have adopted an innovation often tend to follow. Farmers keen by observer the other farmer's activities. They know who gets good yields or good results in their village and who experiments with new methods, some of these successful or progressive / awardee farmers are willing to share their experience with other farmers, in this way they become recognized in the village because they help other farmers to solve problems considered to be important, thus progressive / awardee farmers have considerable influence in way in which people in their village think and act.

In order to encourage effective transfer of proven technology to the farming community and also to create healthy competition among farm men and women in obtaining higher productivity in agriculture and allied fields, the University of Agricultural Sciences, Raichur introduced *"Shreshta Krishika"*, *"Shreshta Krishika Mahile"* award, for the eligible farmers and farm women form six districts of North Eastern Karnataka i.e. Raichur, Ballari, Kalburgi, Yadgiri, Bidar and Koppal during the year 2009.

In today's agriculture not only the physical factors but also the mental factors are considered. Successful farmers in today's context have been able to withstand ambiguities, cash-in on the available opportunities and excelled in comparison to several others who have succumbed to trivialities of farming in changing times. Something that creates successful farmers, like their demarcating characteristics, their modus-operandi, kind of strategies utilizing *etc*, are some of the intriguing aspects for researchers and policy planners.

But some farmers are lagging behind than the successful farmers in utilization of their limited resources, farming practices, marketing, *etc.* what are all the differences among these farmers, whether psychological characteristics or social characteristics or lack of awareness in getting the recent information? Likewise, there are many more internal and external factors that play a major role in mouldings the farmer's behaviour. What type of production technologies are followed by those successful farmers? What are their strategies? If these successful farmers are thoroughly probed with care, positive as well as negative factors can be overcome the serious agrarian crisis in midst as well as remove the farmers' divide or at least reduce it. With this central idea in mind, the present research paper is to know the perception of fellow farmers about awardee farmers

2. Methodology

The study was conducted in Raichur and Ballari districts of Kalyana Karnataka, during the year 2019-20. A list of farmers who have been conferred the *Shreshta Krishika* and *Shreshta Krishika Mahile* awards were obtained from the Directorate of Extension, UAS, Raichur. These districts were selected based on the highest number of awardee farmers from 2009-18. Among the six districts of Kalyana Karnataka Raichur and Ballari districts had highest number of awardee farmers. From the selected two districts, ten farmers (five farmers from each district) who have received *Shreshta Krishika/ Krishi Mahile* award from University of Agricultural Sciences, Raichur during the period from 2009 to 2018 were selected randomly using simple random sampling technique. A list of fellow farmers to each awardee farmers within the radius of 2 to 3 km was prepared. Among the list prepared twelve farmers were selected by employing simple random sampling technique. Accordingly, the sample constitutes 10 awardee farmers and 120 fellow farmers.

3. Results and Discussion

3.1 Profile characteristics of fellow farmers

The profile characteristics of the total farmers considered for the study showed that two fifth (40.00%) of them were under middle age group of 36-50 years. With respect to their education levels 34.16 per cent of them were illiterates and 22.50 per cent were studied up to middle school. 78.33 per cent fellow farmers has medium family size. The occupation found 70.83 per cent in agriculture sector. 30.00 per cent respondents were marginal farmers (<2.5 acres). The annual income was found low (60.84%) to medium (23.33%) and the level of organizational participation was medium among 39.18 per cent of respondents. With respect to the innovation reported was medium (46.66%) followed by low (35.84%) and the decision-making ability was medium (43.33%). The achievement motivation reported was medium (41.66%) and 41.50 per cent expressed medium level of scientific orientation. The risk orientation was found medium (43.34%) and two fifth (40.00%) of fellow farmers were with medium level of both information seeking behaviour and management orientation respectively.

Table 1: Distribution of fellow farmers according to their personal, Socio-economic, and psychological characters

Sl. No.	Components	Categories	f	%
1	Age	Young (up to 35 yrs.)	34	28.00
		Middle (36 to 50 yrs.)	48	40.00
		Old (above 51 yrs.)	38	32.00
2	Education	Illiterate	41	34.16
		Up to Middle school	27	22.50
		High school	23	19.18
		PUC	18	15.00
		Degree and above	11	9.16
3	Size of Family	Small (up to 4 members)	12	10.00
		Medium (5-8 members)	94	78.33
		Big (More than 8 members)	14	11.67
4	Occupation	Agriculture sector	85	70.83
		Industry sector	16	13.33
		Service sector	19	15.84
5	Size of land holding	Marginal farmers (<2.5 ac)	37	30.83
		Small farmers (2.5-5 ac)	22	18.33
		Semi-medium farmers (5- 10 ac)	27	22.50
		Medium farmers (10- 25 ac)	24	20.00
		Large farmers (>25 ac)	10	8.34
6	Annual income	Income up to Rs. <2,00,000	73	60.84
		Between Rs.2,00,000 to 5,00,000	28	23.33
		More than Rs. 5,00,000	19	15.83
		Mean: 203591.7 SD: 351950.4		
7	Extension contact	Low	28	23.34
		Medium	57	47.50
		High	35	29.16
		Mean: 16.35 SD: 6.22		
8	Organizational participation	Low	38	31.66
		Medium	47	39.18
		High	35	29.16
		Mean: 6.50 SD: 3.62		
9	Innovativeness	Low	43	35.84
		Medium	56	46.66
		High	21	17.50

		Mean: 6.49 SD: 1.26		
10	Decision making	Low	46	38.33
		Medium	52	43.33
		High	22	18.34
		Mean: 13.03 SD: 1.94		
11	Achievement motivation	Low	44	36.68
		Medium	50	41.66
		High	26	21.66
		Mean: 6.00 SD: 1.92		
12	Scientific orientation	Low	41	34.16
		Medium	57	47.50
		High	22	18.34
		Mean: 7.15 SD: 1.49		
13	Risk orientation	Low	38	31.66
		Medium	52	43.34
		High	30	25.00
		Mean: 3.64 SD: 1.17		
14	Information seeking ability	Low	40	33.34
		Medium	48	40.00
		High	32	26.66
		Mean: 11.35 SD: 3.31		
15	Management orientation	Low	39	32.50
		Medium	48	40.00
		High	33	27.50
		Mean: 15.90 SD: 4.74		

f – Frequency % - Per cent

3.2 Perception of fellow farmers regarding awardee farmers

Perception is our recognition and interpretation of sensory information. Perception also includes how we respond to the information. We can think of perception as a process where we take in sensory information from our environment and use that information in order to interact with our environment. Perception allows us to take the sensory information in and make it into something meaningful. In this study, 30 items of perception were framed and grouped under 6 components on perception *i.e.,* socio-economic attribute, social relation, knowledge, adoption, influence and contribution to the society of awardee farmers by fellow farmers.

3.2.1 Perception on socio-economic attributes

The findings indicates that the perception on socio-economic attributes of awardee farmers by the fellow farmers was “Awardee farmers possesses high agricultural experience” (79.17%), “Economically strong” (57.50%), having good political and institutional support (55.83%); large land holders (55.00%); always involved in innovating technologies based on local conditions (54.17%).

Table 2: Perception on socio-economic attributes

Sl. No.	Component	Perceptions	f	%
1	Socio-economic attributes	Awardee farmers are highly qualified	55	45.83
		Awardee farmers possesses low agriculture experience	25	20.83
		Economically strong	69	57.50
		Large land holders	66	55.00
		Having good political and institutional support	67	55.83
		Possesses High agricultural experience	95	79.17
		Reward and recognition oriented	57	47.50
		Always involved in innovating technologies based on local conditions	65	54.17

f – Frequency % - Per cent

3.2.2 Perception on social relation

With respect to social relationship about 60.00 per cent of them perceived awardee farmers possesses good leadership quality; followed by shares agricultural information with fellow farmers (50.83%); high social participations (48.33%); maintains good contact with government and agriculture research institutions (45.00%).

Table 3: Perception on social relation

Sl. No.	Component	Perceptions	F	%
2	Social relation	High social participation	58	48.33
		Awardee farmers are orthodox and conservative in nature	36	30.00
		Possesses good leadership quality	72	60.00
		Shares agricultural information with fellow farmers	61	50.83
		Do not shares agriculture information with fellow farmers	24	20.00
		Maintains good contact with Government and agriculture research institutions	54	45.00

f - Frequency % - Per cent

3.2.3 Perception on knowledge

With regard to knowledge, the fellow farmers perceived as awardee farmers "Possesses good knowledge regarding different agricultural activities" (72.50%) followed by "Possesses good knowledge regarding crop and activities selection" (70.83%); "Had less knowledge regarding crop and technology choice" (61.67%); "Possesses good knowledge regarding government schemes and projects" (59.17%).

Table 4: Perception on knowledge n = 120

Sl. No.	Component	Perceptions	F	%
3	Knowledge	Possesses good knowledge regarding crop and activities selection	85	70.83
		Possesses good knowledge regarding different agricultural activities	87	72.50
		Had less knowledge regarding crop and technology choice	74	61.67
		Possesses good knowledge regarding Government schemes and projects.	71	59.17

f – Frequency % - Per cent

3.2.4 Perception on adoption

With respect to adoption the fellow farmers perceived as awardee farmers are first in adoption of technologies (60.00%); adopts technologies based on need irrespective of their cost (39.17%); adopts only costly agriculture technologies (26.67%); awardee farmers are laggards in adoption of technologies (22.50%); adopts only low-cost agriculture technologies (19.17%); adopt technology blindly (17.50%).

Table 5: Perception on adoption n = 120

Sl. No.	Component	Perceptions	F	%
4	Adoption	Awardee farmers are first in adoption of technologies	72	60.00
		Adopt technology Blindly	21	17.50
		Awardee farmers are laggards in adoption of technologies	27	22.50
		iv. Adopts only costly agriculture technologies	32	26.67
		Adopts only low-cost agriculture technologies	23	19.17
		Adopts technologies based on need irrespective of their cost	47	39.17

f – Frequency % - Per cent

3.2.5 Perception on influence

The fellow farmers perceived as awardee farmers influences on the other farmers Influencing other farmer to work hard and get high income from farming (70.83%); in adoption of technologies (65.83%) and discourages other farmers in adoption of technologies (25.83%).

Table 6: Perception on influence n = 120

Sl. No.	Component	Perceptions	F	%
5	Influence	Influencing fellow farmers in adoption of agricultural technologies	79	65.83
		Influencing other farmer to work hard and get high income from farming	85	70.83
		Discourages other farmers in adoption of technologies	31	25.83

f – Frequency % - Per cent

3.2.6 Perception on contribution to society

With respect to contribution to society, the fellow farmers perceived as village recognized due to award received by the awardee farmer (65.83%); motivating the migrated farmers to come back and restart farming (40.83%). While 17.50 per cent of the fellow farmers perceived as "No contribution to the society development" and village recognized due to award received by the awardee farmer (65.83%). The findings are in line with Lami and Abraham (2013) perception of agrochemicals and organic farming with respect to yield and income.

Table 7: Perception on contribution to society n = 120

Sl. No.	Component	Perceptions	F	%
6	Contribution to society	Village recognized due to award received by the awardee farmer	79	65.83
		No contribution to the society development	21	17.50
		Motivating the migrated farmers to come back	49	40.83
		and restart farming		

f – Frequency % - Per cent

4. Conclusion

The results revealed that most of the fellow farmers were perceived that awardee farmers possessing a high experience in agriculture which giving high income and exist significant impact on influencing the fellow farmers in adoption of improved agricultural technologies. In earlier times, a farmer who produced more was successful farmer. But now, farmer who gets high productivity from his fields utilizing his resource at an optimum level, market his produce efficiently and able to maintain quality on the lines of national and international standards are considered as successful farmer. The best practices fallowed by successful farmers give the way to other farmers for their successful farming.

In every society there is great demand for progressive farmers, every society, for its survival asks for more and better leaders, they play a significant role in shaping the destiny of community. This is so in the developing countries like India, where massive nation building plans are underway,

the experience in the past have shown unequally that programs cannot succeed fully, unless responsible and responsive leadership emerges at the grass root level

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