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Attitude of beneficiary farmers towards Krishi Bhagya scheme

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Abstract
The study was conducted in the Shivamogga district of Karnataka state during 2019-20 to measure the attitude of beneficiary farmers towards the Krishi Bhagya Scheme. In all, 60 beneficiaries from 4 taluks constituted the sample for the study. The findings reveal that the majority of the beneficiaries (48.33%) had a favorable attitude towards Krishi Bhagya Scheme, followed by a more favorable attitude (31.66%). And 20.00 per cent of them possess less favorable attitude towards Krishi Bhagya Scheme. The independent variables like education, landholding, information-seeking behaviour, mass media exposure, and management orientation were found to have a significant association with the beneficiary farmers' attitude.

Keywords: Beneficiary farmers, Krishi Bhagya scheme, mass media

Introduction
Karnataka is vital from the agricultural perspective, with 70.00 per cent of the land area under rainfed cultivation. Around 55.00 per cent of the food grains and 75.00 per cent oil output from the state's rain-fed regions. Appended to this, agriculture is facing the prime paradoxical challenge is a dearth of water resources. With this insight, Karnataka's government has started the flagship program, namely the Krishi Bhagya scheme in 14th Feb 2014, which is a pivotal step towards achieving sustainability of the rain-fed farmers of the state. There was an extreme dry spell even in the malnad areas resulting in extending the scheme to the Shivamogga district. So incidentally, the study had been conducted to analyze the attitude of the beneficiaries towards the Krishi Bhagya scheme. Attitude is defined as a mental state of readiness, organization through experience, and exerting a directive and powerful influence upon individuals. This study would help to know the Attitude of the beneficiary farmers towards the Krishi Bhagya Scheme**.**

Objective
To analyze the attitude of beneficiary farmers towards KBS.

Methodology
The study was conducted in the Shivamogga district. The four talukas were selected purposefully for the research based on the data collected from the Department of Agriculture in the shivamogga district. A total of 60 beneficiary farmers were selected from the four talukas, namely Shivamogga, Sorabha, Shikaripura, and Hosnagara. The data was collected by a structured interview schedule and analyzed using frequency, percentage, mean, standard deviation, and chi-square statistic.

Results and Discussion
Overall attitude
It is profoundly observed from the Table 1 that 48.33 per cent of the respondents had a favorable attitude, followed by 31.66 per cent more favorable attitude, and twenty per cent with a less favorable attitude towards Krishi Bhagya Scheme.
The probable reason for the favorable attitude of the beneficiary farmer is improved water availability for crops resulting in better yield and crop diversification, increased cropping intensity, reduced hired labor, and additional employment generation resulting in conscious improvement in the additional; farm income. This probably causes a better standard of living for the farmers. Nearly 31.66 per cent of them had a highly favorable attitude because they

started cultivating high-value crops and polyhouses, which motivated them to take up the growth of various nursery crops, resulting in better income for the farmers. More of a favorable attitude expresses the better functioning of the scheme. Whereas 20.00 per cent of the beneficiary respondents have a less favorable attitude towards the Krishi Bhagya Scheme, due to the meager interest in taking up the improved crops and few farmers, have less size of the ponds like 10*10*3, which can help to take up protective irrigation only for one additional crop leading the other seasons in the water scare conditions. And also, due to the reason that frequent power cuts in the villages had also resulted in low utilization of water for the crops.

Table 1: Distribution of Attitude of Beneficiary Farmers towards Krishi Bhagya Scheme

Sl. No.	Categories	Frequency	Percentage
1	Less favorable	12	20.00
2	Favorable	29	48.33
3	More favorable	19	31.66
Mean =48.71, ½ SD=3.35			

Table 2: Association between independent variables and the attitude of the beneficiaries towards the Krishi Bhagya Scheme

Sl. No.	Independent Variable	Chi-square Statistic
1	Age	6.353^{NS}
2	Education	11.061*
3	Landholding	10.069*
4	Area under protective irrigation	1.909^{NS}
5	Extension contacts	3.556^{NS}
6	Mass media exposure	9.591*
7	Social participation	2.843^{NS}
8	Information seeking behaviour	10.574*
9	Economic motivation	7.239^{NS}
10	Management orientation	38.872**

Attitude and Independent variables

Results illustrated from the table 2 that variables, namely education, landholding, mass media exposure, and information-seeking behavior found to be having a significant association with the attitude of beneficiaries at 5 per cent level of significance and management orientation is highly significant relationship at 1 per cent level of significance with the attitude of the beneficiary farmers towards Krishi Bhagya Scheme. Whereas the variables such as age, an area under protective irrigation, extension contact, social participation, and economic motivation found to be non-significant relation with the beneficiary farmers' attitude.

Education and attitude

The data in Table 2 revealed a positive and significant association between education and attitude of farmers. Therefore, it can be inferred that formal education plays a vital role in the acquisition and understanding of the Krishi Bhagaya Scheme. It widens the horizons of an individual to gain knowledge, which results in better adoption. Higher education helps an individual get acquainted with the skills required for undertaking the new technologies and innovations in agriculture. Hence the result.

Landholding and attitude

The results revealed a positive and significant relationship between farmers' landholding and attitude towards the Krishi Bhagya scheme. This clearly shows that land is a important resource for agriculture, which creates a favorable attitude. Respondents with a larger size of landholding could afford better crop patterns, enterprise combinations, additional employment generation, which significantly generates better income from increased landholding leading to a desirable attitude.

Information seeking behavior and attitude

The results depicted in Table 2 revealed a positive and significant relation between information-seeking behavior and attitude of farmers towards the recommendation of Krishi Bhagya Scheme. An individual develops a favourable attitude if he has an opportunity to expose to more credible information. The information plays a significant role in better awareness and technical know-how about the benefits of the scheme. The majority of the farmers gain information from relatives and friends due to the compatibility, making better use of the scheme.

Mass media exposure and attitude

The glance of the table 2 revealed that there was a positive and significant relation between mass media exposure and the attitude of farmers towards the Krishi Bhagya scheme. This might be because higher mass media exposure had resulted in a better attitude. In the present study, most of the respondents possessed mass media like radio and television, helping the respondents to gain information. Hence most of the beneficiaries had the habit of gathering more information from various mass media like television and newspapers, making the respondents understand the scheme better and make the best use of it.

Management orientation and attitude

The data in Table revealed that there was a positive and highly significant relationship between management orientation and attitude of farmers towards the Krishi Bhagya Scheme. The scheme's planning in a scientific manner like deciding the cropping pattern, and varieties, other additional high-value crops are resulting in more crop diversification, in turn, profit maximization from the scheme. This has generated a favourable attitude.

Conclusion

Krishi Bhagya Scheme has created additional employment during the offseason and promoted more enterprise combinations *viz.* fishers, dairy, poultry, and other livestock etc. The results of the research study revealed that the majority of the beneficiaries were found that there is more of a favorable attitude of the beneficiaries towards the Krishi Bhagya Scheme. Hence such programs should be replicated to maximize the well-being of the farmers.

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