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Knowledge of Bhavanter Bharpai Yojna (BBY): Pathways to rural transformation in Haryana

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Abstract

The Bhavantar Bharpai Yojana (BBY), introduced by the Government of Haryana in 2018, functions as a price deficiency payment scheme aimed at safeguarding farmers against market price volatility by compensating them when the actual sale price falls below the state-declared benchmark. The present study was undertaken to assess farmers' knowledge of BBY, analyse the socio-economic variables influencing their knowledge, and identify the major constraints encountered in accessing scheme benefits. A sample of 120 beneficiary farmers from the Mahendragarh and Bhiwani districts of Haryana was surveyed using a structured interview schedule. The findings showed that 44.17 per cent of the respondents possessed medium knowledge of the scheme, 40 per cent had high knowledge, and 15.83 per cent exhibited low knowledge. Statistical analysis revealed significant associations between knowledge levels and key variables such as education, income, landholding size, occupation, extension contact, and socio-economic status. The major constraints reported by farmers included delays in compensation, challenges in digital registration, lack of clarity regarding required documentation, and the limited coverage of crops under the scheme. The study suggests that the effectiveness of BBY can be strengthened by simplifying administrative procedures, broadening the crop basket, and enhancing farmer awareness through targeted and well-designed extension strategies.

Keywords: Bhavanter Bharpai Yojna (BBY), knowledge, constraints, factors affecting knowledge

Introduction

Agriculture remains the mainstay for a majority of India's population, especially in rural areas. But even as the country produces enough food, the economic condition of farmers often remains uncertain. In Haryana, farmers frequently face the problem of falling prices at the time of harvest, especially for perishable crops like vegetables (Chand, 2017) [3]. To address this, the state government launched the Bhavanter Bharpai Yojna (BBY) in 2018 a scheme designed to compensate farmers when they are forced to sell their crops below the government's benchmark price. The aim was not just to protect farm incomes, but also to promote crop diversification, particularly into vegetables, fruits, and millets that aren't covered by traditional MSP procurement (Government of Haryana, 2018) [9].

However, for schemes like BBY to work well, farmers need to understand them fully and be able to access them without too much hassle. Unfortunately, many farmers are unaware of key aspects of the scheme, like how to register, what documents are needed, or even what crops are covered. A study by Bhakar *et al.* (2020) [2] found that overall awareness among vegetable growers in Haryana was only about 46%, with over 60% of respondents unaware of registration procedures, claim mechanisms, and contact

details for support. Even though most farmers agreed that BBY could reduce income risks, they also believed the current process is too complicated especially for those with limited education or digital skills.

These challenges aren't new. Earlier studies also point out that education level, landholding size, access to extension services, and participation in farmer networks strongly influence how much farmers know about such schemes and how likely they are to benefit (Kumar *et al.*, 2021; Awasthi & Mishra, 2019) [6, 1]. In areas like Haryana, where literacy and digital access vary widely, this creates deep information gaps (Gaurav & Mishra, 2012) [4]. Add to this the growing use of online registration systems like *Meri Fasal Mera Byora*, and it's clear that even a well-meaning scheme can become inaccessible to the very people it was meant to help (Mittal & Mehar, 2016; Kaur & Singh, 2020) [7, 5].

Hence, it becomes necessary to assess the actual knowledge levels of BBY beneficiaries, identify the factors influencing their awareness, and understand the practical constraints they face while availing benefits under the scheme. The present study was undertaken in the Mahendragarh and Bhiwani districts of Haryana with the objective of analyzing farmers' knowledge about BBY, the socio-economic factors associated with it, and the constraints in adoption. The

findings of the study are expected to help in designing better extension strategies and improving the effectiveness of BBY in the state.

Objectives

- To assess the knowledge of farmers about Bhavanter Bharpai Yojana (BBY)
- To delineate the factors associated with knowledge of BBY beneficiary farmers
- To find out the constraints faced by Bhavanter Bharpai Yojana beneficiary farmers

Methodology

The study involved 120 farmers who were Bhavanter Bharpai Yojana beneficiaries and was carried out in the districts of Mahendergarh and Bhiwani in the state of Haryana. Three blocks Mahendergarh and Kanina in the Mahendergarh district and the Tosham block in the Bhiwani district—were selected for the study. The villages chosen for the study were Jhagroli, Sigra, and Rasulpur from the Kanina block, as well as Riwasa and Bucholi from the Mahendergarh block where the greatest number of farmers benefited from BBY. The villages selected were Sungarpur, Bajina, and Dhani Mahu from the Tosham block in the Bhiwani district. As part of the sample, 60 BBY beneficiary

farmers in total were selected from Mahendergarh district and 60 from Bhiwani district. In accordance with the goals of the study, an interview schedule was developed to collect the required data. In accordance with the objectives of the study, statistical techniques including frequency, chi-square, weighted mean scores, and rank order were applied. Data were collected via a survey approach with the help of planned interview schedule.

Results and Discussion

Knowledge level of farmers regarding BBY

The Table1 illustrates the level of knowledge among the respondents. About one-sixth of the respondents (15.83%) had a low level of knowledge. Approximately one-third of the respondents (44.17%) had a medium level of knowledge. The remaining respondents, making up two-fifths (40.00%), demonstrated a high level of knowledge.

Table 1: Knowledge level of farmers regarding BBY (n=120)

Knowledge level	Frequency	Percentage
Low (13-17)	19	15.83
Medium (18-22)	53	44.17
High (23-26)	48	40.00

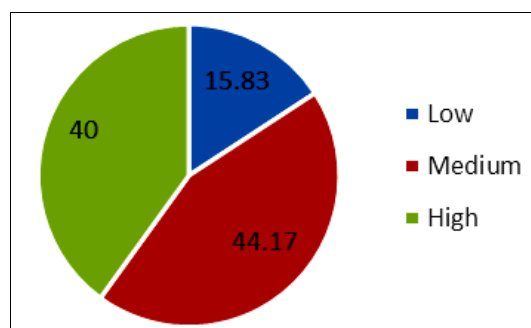


Fig 1: Knowledge level of farmers regarding BBY

Association between Socio- economic variables and knowledge level of the respondents

Analysis from Table 2 shows that among respondents aged >35 to 50 years, one-fifth demonstrated low knowledge (22.00%), with over half exhibiting medium knowledge (52.00%). Additionally, one-fourth of respondents above 50 years old showcased a high level of knowledge (66.67%).

In terms of caste, a notable proportion of respondents from the scheduled caste displayed high knowledge (61.11%) and as much as 18.18% respondents from general category had the lowest level of knowledge. Approximately one-fifth of respondents from nuclear families showed medium knowledge (42.86%), with a slightly higher percentage from joint families also had medium level of knowledge (45.31%). Analysis revealed there is no significant association of family size with knowledge level where half of the respondents from family with over 8 members have high level of knowledge (45.83%) whereas respondents belonging from family with up to 4 members had lowest level of knowledge (25.00%). Education level shows a significant association with knowledge. Respondents (30.77%) with no formal schooling or educated up to primary level exhibit the highest percentage of low knowledge.

Conversely, those with secondary and above education levels have the highest percentage of high knowledge (63.89%). It is clearly shown that the majority of respondents with business and service occupations displayed high knowledge (56.67%). Whereas highest proportion of respondents with no subsidiary occupation have low knowledge (22.58%). Majority of the respondents (65.38%) having medium size of land holding possess high level of knowledge on the other hand mostly marginal landholding farmers (31.82) have low knowledge. Higher annual income found to have a significant association with knowledge level. Respondents (50.00%), with incomes above Rs. 3,00,000 have the highest proportion of high knowledge, while those in the Rs.100000-200000 range have a higher proportion of low knowledge (30.56%).

A notable percentage of respondents engaged in more than one organization showcased high knowledge (52.63%). Over one-third of respondents (37.84%) with low mass media exposure demonstrated high knowledge, while a considerable proportion of those with medium exposure displayed medium knowledge (59.52%). There's a notable association between extension contacts and knowledge level. Respondents (54.17%) with high extension contacts have the highest proportion of high knowledge, while those

with low extension contacts have the highest proportion of medium knowledge (48.39%). Socio-economic status also shows a significant association with knowledge level.

Respondents (56.76%) with high socio-economic status had the high knowledge, whereas those with low status had the highest proportion of low knowledge (36.67%).

Table 2: Association between Socio- economic variables and knowledge of the respondents

Socio-economic variables	Knowledge			
Age (Years)	Low	Medium	High	Total
Up to 35 years	6 (15.00)	19(47.50)	15 (37.50)	40 (33.33)
35 ⁺ to 50 years	11 (22.00)	26 (52.00)	13 (26.00)	50 (41.67)
Above 50 years	2 (6.67)	8 (26.67)	20 (66.67)	30 (25.00)
Total	19 (15.83)	53 (44.17)	48 (40.00)	120 (100)
$\chi^2 \text{ Cal}=13.53^{**}$				
Caste				
General caste	8 (18.18)	21 (47.73)	15 (34.09)	44 (36.67)
O.B.C.	9 (15.52)	27 (46.55)	22 (37.93)	58 (48.33)
Scheduled caste	2 (11.11)	5 (27.78)	11 (61.11)	18 (15.00)
$\chi^2 \text{ Cal}=4.15$				
Family type				
Nuclear	12 (21.43)	24 (42.86)	20 (35.71)	56 (46.67)
Joint	7 (10.94)	29 (45.31)	28 (43.75)	64 (53.33)
$\chi^2 \text{ Cal}=2.59$				
Family size				
Up to 4 members	13 (25.00)	23 (44.23)	16 (30.77)	52 (43.33)
5-8 members	6 (12.50)	20 (41.67)	22 (45.83)	48 (40.00)
Above 8 members	0 (0)	10 (50.00)	10 (50.00)	20 (16.67)
$\chi^2 \text{ Cal}=8.50$				
Education				
Up to primary	8 (30.77)	9 (34.62)	9 (34.62)	26 (21.67)
Primary to middle	10 (17.24)	32 (55.17)	16 (27.59)	58 (48.33)
Up to Secondary & above Senior secondary level	1 (2.78)	12 (33.33)	23 (63.89)	36 (30.00)
$\chi^2 \text{ Cal}=18.25^{**}$				
Subsidiary Occupation				
Nil	14 (22.58)	31 (50.00)	17 (27.42)	62 (51.67)
Business/ service/Enterprise	2 (6.67)	11 (36.67)	17 (56.67)	30 (25.00)
Others like custom hiring, rental property, interest from bank etc.	3 (10.71)	11 (39.29)	14 (50.00)	28 (23.33)
$\chi^2 \text{ Cal}=10.08^*$				
Size of land holding				
Marginal (up to 2.5 acre)	7 (31.82)	9 (40.91)	6 (27.27)	22 (18.33)
Small (2.51 to 5 acre)	4 (13.33)	14 (46.67)	12 (40.00)	30 (25.00)
Semi-medium (5.1 to 10 acre)	6 (14.29)	23 (54.76)	13 (30.95)	42 (35.00)
Medium (10 to 25 acre)	2 (7.69)	7 (26.92)	17 (65.38)	26 (21.67)
$\chi^2 \text{ Cal}=13.67^*$				
Annual income (in Rs.)				
Rs.100000 -200000	11 (30.56)	13 (36.11)	12 (33.33)	36 (30.00)
Rs.200001-300000	4 (10.53)	21 (55.26)	13 (34.21)	38 (31.67)
Above Rs. 300000	4 (8.70)	19 (41.30)	23 (50.00)	46 (38.33)
$\chi^2 \text{ Cal}=10.62^*$				
Social Organization Participation				
No social organization participation	9 (26.47)	12 (35.29)	13 (38.24)	34 (28.33)
One organization participation	6 (12.50)	27 (56.25)	15 (31.25)	48 (40.00)
More than one organization participation	4 (10.53)	14 (36.84)	20 (52.63)	38 (31.67)
$\chi^2 \text{ Cal}=8.55$				
Mass media				
Low (4-6)	8 (21.62)	15 (40.54)	14 (37.84)	37 (30.83)
Medium (7-9)	6 (14.29)	25 (59.52)	11 (26.19)	42 (35.00)
High (10-12)	5 (12.20)	13 (31.71)	23 (56.10)	41 (34.17)
$\chi^2 \text{ Cal}=9.68^*$				
Extension Contacts				
Low (4-6)	10 (32.26)	15 (48.39)	16 (19.35)	31 (25.83)
Medium(7-9)	4 (9.76)	21 (51.22)	16 (39.02)	41 (34.17)
High (10-12)	5 (10.42)	17 (35.42)	26 (54.17)	48 (40.00)
$\chi^2 \text{ Cal}=14.26^*$				
Socio-economic Status				
Low (5-8)	11(36.67)	11(36.67)	8(26.67)	30(25.00)
Medium (9-12)	5(9.43)	29(54.72)	19(35.85)	53(44.17)
High (13-16)	3(8.11)	13(35.14)	21(56.76)	37(30.83)
$\chi^2 \text{ Cal}=17.54^*$				

Knowledge of farmers about BhavanterBharpai Yojana (BBY)

Data from the Table 3 signifies that, more than three fourth (77.50%) of total farmers had the knowledge that the Haryana State Agricultural Marketing Board is responsible for implementing the scheme. Secondly, a considerable portion (72.50%) demonstrated understanding of the scheme's objectives, which includes mitigating the risk of low prices for millets, vegetables, and fruits, as well as encouraging agricultural diversification. Furthermore, a substantial number of farmers recognized the scheme's effectiveness in reducing market price risks during glut production (67.50%) and incentivizing farmers during low crop prices (65.00%). However, fewer farmers were aware of its year-round income provision (59.17%) or its role in

enhancing and intensifying crop cultivation (55.00%). Additionally, knowledge about crop diversification (50.83%) and the crops included in BBY (49.17%) was relatively lower. Furthermore, understanding of information provided by Common Service Centres (44.17%) and the registration process through Meri Fasal Mera Byora (39.17%) was limited among farmers. Moreover, knowledge about sale procedures using J-form (35.00%) and compulsory registration documents (30.83%) was notably low. Lastly, awareness regarding the appeal process against area verification was minimal (25.83%). Overall, the findings suggest varying degrees of awareness among farmers regarding different aspects of the BBY scheme, with some areas demonstrating higher comprehension than others.

Table 3: Knowledge of farmers about BhavanterBharpai Yojana (BBY)

S. no.	Statements	Knowledge			
		Yes		No	
		F	%	F	%
1.	Haryana State Agricultural Marketing Board is responsible for implementation of scheme	93	77.50	27	22.50
2.	Knowledge about objectives of BBY -To reduce the risk of farmers during the low prices of millets, vegetables and fruits and to encourage the farmers for diversification in agriculture	87	72.50	33	27.50
3.	It reduces the risk of low price of crops in market during glut production	81	67.5	39	32.5
4.	It incentivizes the farmers during low prices of their crops in market	78	65.00	42	35.00
5.	it provides income to farmers round the year	71	59.17	49	40.83
6.	Area enhancement as well as intensification programme of various crops especially millets	66	55.00	54	45.00
7.	BBY motivates farmers for diversification of crops	61	50.83	59	49.17
8.	Knowledge regarding crops included in BBY	59	49.17	61	50.83
9.	Information is provided by the Common service Centre about the scheme	53	44.17	67	55.83
10.	Regarding registration process on the meri fasalmerabyora and closing dates for the crops under the scheme	47	39.17	73	60.83
11.	Sale produces on J- form under the scheme	42	35.00	78	65.00
12.	Compulsory documents required for registration	37	30.83	83	69.17
13.	Knowledge how to appeal against area verification	31	25.83	89	74.17

Constraints in adoption of BBYs

Analysis revealed (Table 4) that a significant majority (65.83%) agreed that delays and problems in the implementation of the scheme pose a major constraint, indicating frustrations with administrative inefficiencies (rank I). Secondly, a substantial portion (61.67%) expressed agreement that difficulties in benefiting from the scheme due to incorrect registration of land details on the portal present a significant obstacle, suggesting issues with the

registration process (rank II). Additionally, half of the respondents (50.00%) agreed that the non-inclusion of some crops under the scheme acts as a constraint, potentially limiting its applicability and effectiveness (rank III). Moreover, a considerable portion (45.83%) found the requirement to sell produce using J-Form on a daily or crop basis cumbersome, potentially impeding the ease of participation in BBY. Conversely, fewer respondents expressed neutrality or disagreement with these constraints.

Table 4: Constraints in adoption of BBY (n=120)

S. No.	Constraints	Agree (3)	Neutral (2)	Disagree (1)	WMS	TMS	Rank
1	Delays and problems in the implementation of the scheme	79(65.83)	28(23.33)	13(10.84)	306	2.55	I
2	Problem in getting benefit under the scheme due to wrong registration of khewat or khasra number/ kila number on registration portal	74(61.67)	35(29.16)	11(9.17)	303	2.52	II
3	Some crops are not covered under the scheme.	60(50.00)	29 (24.17)	31(25.83)	269	2.24	III
4	Sale of produce on J-Form on daily basis/crop basis makes BBY cumbersome	55(45.83)	36 (30.00)	29 (24.17)	266	2.21	IV

Figures in parentheses denote percentage

Conclusion

This study examined the level of knowledge among farmers regarding the Bhavantar Bharpai Yojna (BBY) and explored the socio-economic factors influencing their knowledge, along with the key challenges faced during implementation which was conducted in the Mahendergarh and Bhiwani districts of Haryana. The research covered 120 beneficiaries using a structured interview schedule. Results indicated that 44.17% of respondents had medium knowledge of the

scheme, while 40% demonstrated high knowledge and 15.83% had limited understanding. Significant associations were observed between knowledge levels and variables such as education, landholding size, income, and extension contact. Major barriers reported by farmers included delayed compensation, technical difficulties in digital registration, and the exclusion of certain crops from the scheme. The study suggests that streamlining administrative procedures, increasing farmer outreach, and expanding the

scope of covered crops can significantly enhance the effectiveness and accessibility of BBY.

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