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Attitude of farmers towards agricultural technology information centre

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Abstract

The present study was conducted in Parbhani, Pathri and Selu tehsils of Parbhani district from Marathwada region of Maharashtra State in 2024-2025, with an objective to study "Attitude of farmers towards Agricultural Technology Information Centre". Four villages from each tehsil were selected. Total twelve villages were selected for research study. Ten farmers were selected from each village and hence 120 farmers were selected for the study. Ex-post-facto research design was used for the study. A well-structured questionnaire designed for study was used for collecting the data from farmers through personal interview method. The data collection from farmers were edited, tabulated and analyzed using suitable statistical tools like Frequency, Percentage, Mean, Standard deviation and coefficient of correlation analysis. There were dependent variable namely "Attitude". There were 11 independent variables viz., Farming experience, Education, Land holding, Family size, Distance from ATIC(km), Annual income, Extension contact, Innovativeness, Economic motivation, Scientific orientation and Knowledge. The study was observed that, overall Attitude of farmers towards Agricultural Technology Information Centre was found that, (70.00 %) of the farmers had Favourable attitude towards Agricultural Technology Information Centre, while (17.50%) of farmers had unfavourable attitude and (12.50 %) of farmers had highly favourable attitude towards Agricultural Technology Information Centre.

Keywords: Attitude, agricultural technology, farmers

Introduction

There is a growing concern among the Indian Council of Agricultural Research (ICAR) system that there is a larger need for coordination between the technology users and researchers. A higher degree of association needed to be achieved by having a formal management mechanism through linking departments of different disciplines or scientists (though engaged in interdependent tasks) with technology users. This linkage mechanism was supposed to be formal, mandated, facilitated, permanent, and have designated function. Hence, ATICs were established in different states with the main idea that the establishment of Agricultural Technology Information Centre would provide a mechanism beyond the individual unit of a research institution to contribute to the dissemination of information and would serve as a single window delivery system for research products and services in the areas in which the concerned institute is involved. The rationale for establishment of ATIC were:

1. Offering diagnostic services for soil and water testing, plant and animal health
2. Providing information through various communication channels, including publications and audiovisual

materials

3. Supplying research outputs, such as seeds, planting materials, livestock breeds, and processed products, for testing and adaptation by users
4. Enabling State Agricultural Universities (SAUs) to generate revenue through technology sales

By establishing ATICs, ICAR seeks to facilitate a more effective interface between researchers and technology users, ultimately contributing to agricultural development.

The findings related to the personal attributes of the farmers visiting ATIC will be useful for extension personnel, planners and policy makers to select suitable farmers for undertaking the development programmes to improve the standard of living of farmers. The findings related to attitude of farmers will be useful in developing the future strategies and transfer of technology programmes for enhancement of farmer's living standard. The findings related to the problems faced by the farmers will be useful for the university in working out the strategies to improve the functioning of ATIC and provide services.

Understanding farmers' attitude towards ATIC will help to improve the strategies used to promote the adoption of agricultural technologies on the field by farmers. This

research will identify gaps in the current approach of ATIC, allowing for better-targeted interventions that will lead to improve agricultural productivity and sustainability. Findings from the research will help policymakers about the effectiveness of ATIC and guide future policies and programs that will aim to strengthen the role of ATIC in agricultural development. The research will highlight the existing knowledge gap between research institutions and farmers and suggest ways to bridge this gap, ensuring that technological advancements reach the grass root level. This research will ultimately help in finding the outreach of Agricultural Technology Information Centre.

Objective

- To study the attitude of farmers towards Agricultural Technology Information Centre

Materials and Methods

The present study was carried out in purposively selected Parbhani district from the Marathwada region of Maharashtra State. The Parbhani district consist of nine tehsils namely Parbhani, Gangakhed, Sonpeth, Pathri, Manwath, Palam, Selu, Jintur, and Purna. Out of these three tehsils namely Parbhani, Pathri and Selu were selected purposively. From each selected tehsil four villages were selected purposively. Thus twelve villages from three tehsils were selected for this study. From each of the selected village ten farmers were selected randomly. Thus a total 120 farmers were selected as respondent for the present study. The purposive selection of tehsils and villages was based on the maximally visited farmers list from ATIC. Data were collected by personally interviewing the farmers with the help of pretested and structured interview schedule.

Results and Discussion

Table 1: Distribution of farmers according to their statement wise response about their attitude towards agricultural technology information centre, (n = 120)

Sl. No	Statements	SA (%)	A (%)	UD (%)	DA (%)	SDA (%)
1.	ATIC is less helpful to increase the agricultural production of the farmers (-)	02.50 (3)	05.00 (6)	02.50 (3)	65.00 (78)	25.00 (30)
2.	ATIC provides expert services and advice to the farmers (+)	80.83 (97)	13.33 (16)	02.50 (3)	01.66 (2)	01.66 (2)
3.	This centre is simply an illusion established to divert the attention of the farmer (-)	03.33 (4)	05.00 (6)	03.33 (4)	62.50 (75)	25.83 (31)
4.	ATIC is single window approach for stakeholders where all services and products are available (+)	17.50 (21)	65.83 (79)	05.00 (6)	06.66 (8)	05.00 (6)
5.	Price of farm publications sold at ATIC are not reasonable (-)	03.33 (4)	02.50 (3)	03.33 (4)	71.66 (86)	19.16 (23)
6.	ATIC is established at appropriate place in the university (+)	13.33 (16)	60.00 (72)	09.16 (11)	05.00 (6)	12.50 (15)
7.	Required literature is not available (-)	02.50 (3)	02.50 (3)	06.66 (8)	56.66 (68)	31.66 (38)
8.	Diagnostic services of ATIC are poor (-)	03.33 (4)	05.00 (6)	05.00 (6)	45.00 (54)	41.66 (50)
9.	Latest and vital information are hosted in e-Krushi portal (+)	25.83 (31)	40.83 (49)	06.66 (8)	06.66 (8)	20.00 (24)
10.	The visit to ATIC has not influenced me to change anything in my farm (-)	02.50 (3)	03.33 (4)	06.66 (8)	20.00 (24)	67.50 (81)
11.	Scientists of all subjects are present always and readily helping (+)	23.33 (28)	30.83 (37)	05.00 (6)	04.16 (5)	36.66 (44)
12.	The ATIC is simply another seed sale centre rather than a quality extension agency (-)	04.16 (5)	07.50 (9)	04.16 (5)	48.33 (58)	35.83 (43)
13.	The centre is well renowned among farmers due to excellence in extension (+)	21.66 (26)	35.00 (42)	04.16 (5)	05.83 (7)	33.33 (40)
14.	ATIC is just duplication of the services of Dept. of Agriculture and University (-)	03.33 (4)	01.66 (2)	03.33 (4)	20.00 (24)	71.66 (86)
15.	ATIC personnel properly attend the visitor (+)	30.00 (36)	40.83 (49)	05.00 (6)	02.50 (3)	21.66 (26)

The results regarding farmers attitude towards the Agricultural Technology Information Centre (ATIC) presented in Table 4.12 showed that 65.00 per cent of the farmers disagreed and 25.00 per cent strongly disagreed that ATIC is less helpful to increase agricultural production, whereas only 05.00 per cent agreed, and 02.50 per cent each were undecided and agreed. About 80.83 per cent of the farmers strongly agreed and 13.33 per cent agreed that ATIC provides expert services and advice, with only 02.50 per cent undecided and 01.66 per cent each disagreeing and strongly disagreeing. In response to the perception that the centre is an

illusion to divert farmers' attention, 62.50 per cent disagreed and 25.83 per cent strongly disagreed, while 05.00 per cent agreed, and 03.33 per cent each were strongly agreeing and undecided. Regarding the single-window approach of ATIC, 65.83 per cent agreed and 17.50 per cent strongly agreed, while 06.66 per cent disagreed and 05.00 per cent each were strongly disagreeing and undecided.

On the issue of publication prices, 71.66 per cent disagreed and 19.16 per cent strongly disagreed that prices are unreasonable, while 03.33 per cent each strongly agreed and were undecided, and 02.50 per cent agreed. For the

appropriateness of the ATIC location, 60.00 per cent agreed and 13.33 per cent strongly agreed, whereas 12.50 per cent strongly disagreed, 09.16 per cent were undecided, and 05.00 per cent disagreed. About the availability of required literature, 56.66 per cent disagreed and 31.66 per cent strongly disagreed that it is lacking, while 06.66 per cent were undecided and 02.50 per cent each agreed and strongly agreed. Regarding diagnostic services being poor, 45.00 per cent disagreed and 41.66 per cent strongly disagreed, while 05.00 per cent each were agreed or undecided, and 03.33 per cent strongly agreed. On the availability of latest information on the e-Krushi portal, 40.83 per cent agreed and 25.83 per cent strongly agreed, while 20.00 per cent strongly disagreed, and 06.66 per cent each were undecided and disagreed.

When asked if the ATIC visit had no influence, 67.50 per cent strongly disagreed and 20.00 per cent disagreed, while 06.66 per cent were undecided, 03.33 per cent agreed and 02.50 per cent strongly agreed. Concerning the presence and

helpfulness of scientists, 36.66 per cent strongly disagreed, 30.83 per cent agreed, 23.33 per cent strongly agreed, while 05.00 per cent were undecided and 04.16 per cent disagreed. On whether ATIC is merely a seed sale centre, 48.33 per cent disagreed and 35.83 per cent strongly disagreed, while 07.50 per cent agreed, and 04.16 per cent each were strongly agreeing and undecided. Regarding ATIC's reputation for extension excellence, 35.00 per cent agreed and 21.66 per cent strongly agreed, while 33.33 per cent strongly disagreed, 05.83 per cent disagreed, and 04.16 per cent were undecided. On the opinion that ATIC is a duplication of existing services, 71.66 per cent strongly disagreed and 20.00 per cent disagreed, while 03.33 per cent were strongly agreeing or undecided, and 01.66 per cent agreed. Finally, in terms of visitor handling by ATIC personnel, 40.83 per cent agreed and 30.00 per cent strongly agreed, while 21.66 per cent strongly disagreed, 05.00 per cent were undecided and 02.50 per cent disagreed.

Table 2: Distribution of farmers according to their overall attitude towards agricultural technology information centre (n = 120)

SL. No.	Category	Frequency	Percentage
1	Unfavourable (up to 35)	21	17.50
2	Favourable (36 to 44)	84	70.00
3	Highly favourable (45 and above)	15	12.50
	Total	120	100

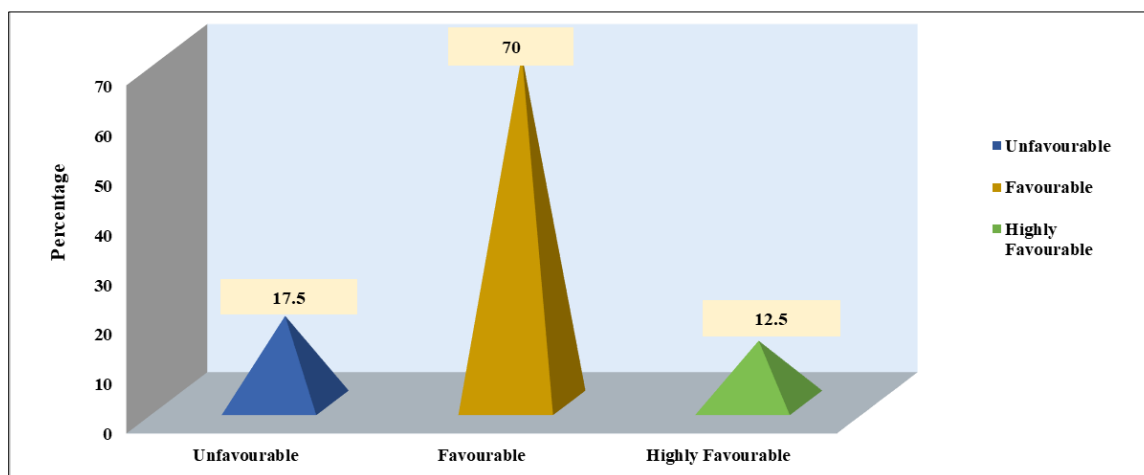


Fig 1: Attitude of farmers towards agricultural technology information centre

The data from table 1 shows that, majority of farmers i.e., 70.00 per cent had favourable attitude towards Agricultural Technology Information Centre followed by 17.50 per cent and 12.50 per cent had unfavourable and highly favourable attitude towards Agricultural Technology Information Centre respectively.

Similar findings were noticed by Ingle Priyanka (2020), Neha Bhendarkar (2023) ^[1], Rawat (2014) ^[7] and Singh (2020) ^[8] and others.

Conclusions

The study reveals that farmers with an attitude towards the Agricultural Technology Information Centre are generally characterized by a medium level of farming experience, family size, annual income, extension contact, innovativeness, economic motivation, and scientific orientation and knowledge. Most farmers have a middle level of education, and a significant proportion belong to the small

farmer category in terms of farm size. The majority of farmers exhibit a favourable attitude towards the Agricultural Technology Information Centre, with some having unfavourable or highly favourable levels. These findings provide useful insights into the socio-economic and psychological profile of farmers, highlighting areas for potential improvement and development of agricultural information services.

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