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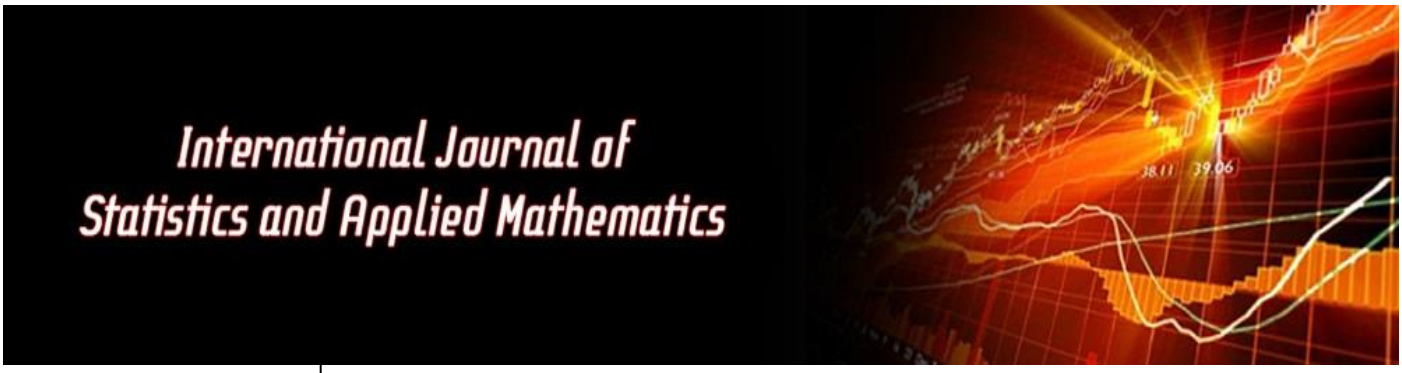

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The socio-economic traits of farmers of Varanasi district regarding cyber extension tools and services

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Abstract
The study was conducted in Arajiline and Chiraigaon blocks of Varanasi district Uttar Pradesh selected purposely. A total number of 300 respondents were selected through random sampling. The structured schedule was developed keeping in view the objectives and variables under study. The respondents were contacted personally for data collection. The percentage, mean, standard deviation and correlation were used for calculation and drawing the inferences. Results reveals that majority of respondents were found in middle age category (43.67%), secondary school (21.67%), other backward caste (52.67%), nuclear families (70.33%), small size of family (55.00%), having marginal size of land holding (65.33%), annual income up to Rs. 100000 (77.67%), material possession diesel engine (50.00%), kudaal, spade, sickle, khurpi having (100%), cots and chair (100%), mobile phones (100%), have medium economic motivation (60.67%), medium degree of scientific orientation (55.33%), kissan sahayak had ranked (I), Gram Pradhan rank (II), in mass media TV had rank (I) respectively for the majority of farmers.

Keywords: Socio-economic status, Mass media, Farmers, Random Sampling

Introduction
Cyber extension tools can be used for various purposes: advocacy, both for business and social concerns. These can include advertising, marketing, propaganda, public relations and political communication. Entertainment, traditionally through performances of acting, music and sports, along with light reading. Since the late 20th century also through video and computer games. Journalism is the discipline of collecting, analyzing, verifying and presenting information regarding current events, trends, issues and people. Electronic media and print media include broadcasting, in the narrow sense for radio and television. In the 20th century, these were mainly used for music. Video and computer uses followed. Film, most often used for entertainment, but also for documentaries.

The internet, which has many uses and presents both opportunities and challenges. Examples can include blogs and podcasts (such as news, music, pre-recorded speech and video). Mobile phones, which can be used for rapid breaking news and short clips of entertainment like jokes, horoscopes, alerts, games, music and advertising. Publishing, including electronic publishing, which have developed into a mass form of media since cutting edge devices. Millions of copies of newspapers appear everyday. Many people subscribe to two or more newspapers, others buy newspaper at the news stands. The internet has recently become another important source of information. Its main advantage is that the news and information appears on the screen as soon as things happen in real life and you don't have to wait for the news time on TV.

A breakthrough in any field of agriculture is not possible without an effective communication support to disseminate the research findings. Speedy dissemination of agricultural information and technological knowhow to the farmers is essential for bridging the gap between the agricultural scientists and the farmers. The existing extension services are too small to perform this task so; the cyber extension tools with their tremendous speedy range and force of impact offer the greatest possibility for effective communication of agricultural technology. Farm people as human beings are anxious and become more anxious with the advancement in science and technology to know what is happening in the field of re-search in the science of

agriculture. They desire to obtain knowledge, particularly in the field of agriculture to improve their socio-economic conditions and their community through the improvement in farming. Moreover, cyber extension tools are playing an important role in increasing the knowledge regarding agriculture technology. By reading the articles, naturally it is expected that farmers may be motivated to adopt the agriculture technology on their farm. The aim of cyber extension tools is to disseminate and popularize scientific methods of agriculture, the information of agriculture technology is published as per the time and need of the farmers.

Cyber extension tools are undoubtedly an important tool in bringing about large scale directed social change and modernization in developing nation for transmitting knowledge, disseminating facts and directing various emotional appeals to influence public opinion. The cyber extension tools have assumed vital importance in the economic, social development of the nation. The simplest effect of the cyber extension tools is to make people aware of the events, persons or possibilities beyond their direct experiences. Efforts with all the possible media of communication are being made in order to reach rural masses with varied characteristics, living in different parts of the country. Cyber extension tools have been termed as hidden persuades which selectively reflect social reality and thereby create a reality in the minds of audience.

Methodology

The study is the significant for action plan of investigation. Its deals with the description of procedure followed for carrying out this investigation. The present investigation was carried out in Varanasi district of Utter Pradesh. In Uttar Pradesh, there are 75 Districts and out of these 75 Districts, Varanasi District is selected purposively by the researcher because the researcher is well aware with the situations and conditions of this district. The city of Varanasi originally known as Kashi is situated in Eastern part of India, in Uttar Pradesh, on the bank of holy river Ganga. The district Varanasi is situated at 25.3176^0 N latitude and 82.9739^0 E longitudes. Its total geographical area is 1,535 square kilometers. The density of population is 2,399 per kilometers. It has three Tehsils namely: Rajatalab, Pindra and Varanasi Sadar and eight community development blocks namely: Arajiline, Baragaon, Chirai gaon, Cholapur, Harhua, Kashi Vidya Peeth, Pindra and Sewapuri.

This study was purposively confined in Arajiline block & Chiraigaon block, Varanasi, (U.P.) because blocks were easily accessible to the researcher. Arajiline included 226 villages and Chiraigaon included 137 villages. Out of these villages, 10 villages were selected purposively from each block. All villages were selected purposively for the study. For selected sample units, stratified random sampling method was adopted in which farmers were categorized into four categories – marginal, small, medium and large for each village. At the time of sampling, the list of farmers was prepared for each sample village and a total number of 300 growers from 20 villages were selected through proportionate random sampling technique on the basis of land categories (marginal, small, medium, and large).

Results and Discussion

The distribution of respondents was on the basis of differential information possessed by them and it was calculated by working out Arithmetic Mean, Standard Deviation, Percentage, Minimum and Maximum.

Table 1: Data of Socio-economic status

Variables	Respondents	
	F	%
1. Age		
Young age (below 40)	76	25.33
Middle age (41 to 50)	134	44.67
Old age (above 51)	90	30.00
2. Education		
Illiterate	47	15.67
Primary education	43	14.33
Secondary education	65	21.67
Higher secondary	42	13.00
Intermediate	23	07.67
Graduate	60	20.00
Post Graduate	20	06.67
3. Caste		
General	93	31.00
OBC	158	52.67
SC	49	16.33
ST	00	00.00
4. Marital Status		
Married	245	81.67
Unmarried	55	18.33
5. Land Holding		
Marginal Farmers (below 1)	196	65.33
Small farmers (1.01 to 2.00)	62	20.67
Medium Farmers (2.01 to 3.00)	30	10.00
Large farmers (above 3.01 ha.)	12	04.00
6. Family Type		
Joint	89	70.33
Nuclear	211	29.67

7. Size of Family		
Small (Up to 5 members)	165	55.00
Medium (5 to10 members)	93	31.00
Large (Above 10 members)	42	14.00
8. Annual Income		
Low income (below Rs. 100000)	208	77.67
Medium income (Rs. 100001 to Rs.250000)	57	19.00
High income (above Rs. 250001)	10	03.33
9. Social Participation		
No participation	00	00.00
Participation in one organization	233	77.67
Participation in two organization	57	19.00
Participation in more than two organization	10	03.33
10. Farm Power Possession		
Bullock	15	05.00
Tractor	110	36.67
Power tiller	20	06.67
Diesel engine	150	50.00
Electric motor	122	40.67
11. House Hold Material Possession		
Double bed	202	67.33
Sofa set	30	10.00
Dining Table	23	07.66
Dressing Table	60	20.00
Gas Cylinder	300	300
Electric press	279	93.00
Pressure cooker	300	100.00
Crockery	60	20.00
Fan	300	100.00
Cooler	198	66.00
Solar Light	56	18.67
Heater	89	29.67
Cots	300	100.00
Induction cooker	120	40.00
Washing machine	90	30.00
Sewing machine	90	30.00
Chair	300	100.00
Wall Watch	298	99.33
12. Communication Media Possession		
Radio	300	100.00
T.V.	300	100.00
D.T.H.	300	100.00
Mobile phone	300	100.00
Computer	56	18.66
News Paper	288	96.00
Internet	300	100.00
13. Economic Motivation		
Low (Below 16)	66	22.00
Medium (16 to 20)	182	60.67
High (21 and above)	52	17.33
14. Scientific Orientation		
Low (Below 18)		
Medium (19 to 22)		
High (23 and above)		

f= Frequency, %= Percentage

Age

It is evident from the Table-1 that majority of the respondents (43.67 %) were observed in the middle age category of 33 to 56 years followed by old age of above 56 years (30.00 %) and young age of up to 32 years (25.33 %) respectively. So, the majority of the respondents (Farmers) fall in the category of middle age group of 33 to 56 years.

Education

It is evident from the Table-1 that majority of respondents were educated up to secondary (21.67 %) followed by graduate (20.00 %), illiterate (15.67 %), primary (14.33 %), higher secondary (13.00 %), intermediate (07.67 %) and post graduate (06.67 %).

Caste

It is evident from the Table-1 that maximum number of the respondents were found in other backward caste (52.67 %) followed by general caste (31.00 %) and scheduled caste

(16.33 %). It is concluded that backward caste is dominant in the study area.

Marital Status

Table 1. projected that majority of respondents found under the married category (81.67 %) followed by unmarried category (18.33 %). So, the study of the research area is indicated that maximum respondents were married.

Land Holding

Table 1. reveals majority of respondents were exist in marginal farmers category (65.33%) followed by small scale farmers (20.67%), medium scale farmers (10.00%) and lastly large farmers (04.00%). Very lesser large farmers were found in the study area.

Family Type

Table 1. reveals 55% respondent's families were observed such who had 1-5 members followed by 31 percent families having 6-10 members and 14 per cent respondents' families was found above 10 members. The average size of family was observed to be 2.5 members. The range between minimum and maximum number of family members was recorded from 1 to 17. Thus, it is concluded that the majority of the respondents was found in category of small family size.

Family Size

Table 1 indicate that the 73.33% respondents belonged to nuclear family system followed by 29.67% of the respondents who belong to joint family system. It revealed that the fact is majority of respondents (70.33 %) belongs to nuclear family system.

Annual Income

Table 1. reveals that maximum (69.33%) of the respondents were found in the income categories of up to Rs. 1,00,000 followed by other categories viz., (35.00%) Rs. 1,00,001-2,50,000 and (03.33%) above 2,50,001. The average income was observed to Rs. 1,28,000 with a range of minimum Rs. 40000 and maximum Rs. 750000.

Social Participation

Table 1. reveals that majority of the respondents (77.67%) were having membership in one organization followed by (19.00%) membership in two organization and very least number of respondents (03.33%) were having membership in more than two organization.

Farm Power Possession

Table 1. presents the possession of farm power machinery among the respondents. It shows that 50.00% respondents were having Pimping set/ Diesel engine, 40.67% respondents were having electric motor, 36.67% respondents were having tractor, 06.67% respondents were having power tiller and 05.00% respondents were having bullock as their farm power implements.

Overall Material Possession

It is evident from table-1 that majority of respondents (60.67%) have possessed medium level of material possession followed by high level (20.67%) and low level (18.66%).

Economic Motivation

Table 1. revels that majority of the respondents (60.67%) were possessing medium level of economic motivation followed by low level (22.00%) and high level (17.33%) of economic motivation.

Scientific Orientation

Table 1. Indicated that most of the respondents were found with medium (55.34%) degree of scientific orientation followed by low (28.33%) degree and then lastly high (16.33%) degree of scientific orientation.

Conclusion

Village is the prime institute striving for integrated rural development. Study focuses on socio-economic status of farmers. The study indicated, it was observed that majority of farmers were middle aged and literate including formal and informal education. Other backward caste farmers were dominantly engaged in farming. majority of nuclear family system were found in existence having less than 5 members in their families. Maximum respondents were marginal farmers. Farmers were found such who had earning of less than Rs.100000. Electric motor and pumping set were dominant farm power along with farm implements. The mobile phone, internet, D.T.H. and T.V. possessed by majority. The majority of farmers were having participation in one organization. The majority of respondents had formal source of information is Kissan Sahayak followed by Gram Pradhan, informal source of information is family members and television are major source of information in mass media. The economic motivation (60.67 per cent) and scientific orientation (55.33 per cent) were respectively observed of medium levels.

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