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Association between profile of the respondents and techno-economic empowerment of farmers through digital extension

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Abstract

The present study was undertaken with the main objective to study the association between profile characters and the techno-economic empowerment of farmers through digital extension. The study was conducted in Parbhani district of Marathwada region of Maharashtra. In all 120 respondents were selected randomly. The data were collected by personal interview and “Ex-Post-Facto” research design was used for conducting the study. The collected data was processed and statistically analyzed by using statistical tools like frequency and percentage, mean, standard deviation and coefficient of correlation. Among the eleven selected independent variables age was negatively significant with the techno-economic empowerment. However, variables like education, social participation, farm power, possession of ICT tools, time spend were positively and highly significant to techno-economic empowerment. While, family size, land holding, family income, decision making and level of aspiration could not establish any relationship in terms of techno-economic empowerment through digital extension.

Keywords: Association, profile characters, techno-economic, empowerment and ICT tools

Introduction

Agricultural offerings such as agricultural advisories, economic services, agricultural marketing and hazard transfer are required for every agricultural commodity value system (ACVS) of a farmer and India has been blessed with about 400 agricultural commodities value system. Many country wide degree programmes, viz. Digital India 2015, Make in India 2015. Skill India 2015, Start up India 2015 have confirmed operational difficulties for its affect at farm level, farmers level and that too at small and marginal farmers level. India’s digital story is one of an ICT - led development through use of technological know-how that is affordable, inclusive and transformative. The Digital India Programme targets to transform India into a knowledge-based economic system and a digitally empowered society.

The main objective of extension education is to increase farm yields and improve the standard of living of farmers. Extension makes good communications better and progressive. It helps in adoption of innovations. Digital extension technology is a tool to better provide agricultural recommendations to farmers through digital applications. Any digital tool or technology used in the management of decision making process in agriculture referred to as digital extension technologies. Digital tools can offer site-specific management guidelines and integrate large amount of information Techno-economic empowerment refers to control on use of different technologies and also on economic status by enhancing skills, knowledge and access to resources which ultimately improves standard of living in society.

Keeping above fact in view, the present study was designed to analyze the relationship between profile of respondents and techno-economic empowerment through digital extension with the following specific objective:

1. To study the association between profile of respondents and techno-economic empowerment of farmers through digital extension.

Methodology

The present study was conducted with the main objective to study the association between profile characters and the techno-economic empowerment of farmers through digital extension. The study was conducted in Parbhani district of Marathwada region of Maharashtra. In all 120 respondents were selected randomly. The data were collected by personal interview and “Ex-Post-Facto” research design was used for conducting the study. The collected data was processed and statistically analyzed by using statistical tools like frequency percentage, mean, standard deviation and coefficient of correlation. The independent variables were age, education, Family size, land holding, family income, social participation, farm power, possession of ICT tools, time spend, decision making and level of aspiration. The only dependent variable was techno-economic empowerment.

Results and Discussion

The findings of the present study as well as the relevant the discussion has been summarized under the following heads:

1. Association between profile of the respondents and techno-economic empowerment through digital extension

Table 1: Association between profile of the respondents and techno-economic empowerment through digital extension

Sr. No.	Independent variables	Variable code	X ² value
1	Age	X ₁	-0.232*
2	Education	X ₂	0.334**
3	Family size	X ₃	0.129 ^{NS}
4	Land holding	X ₄	0.106 ^{NS}
5	Family income	X ₅	0.097 ^{NS}
6	Social participation	X ₆	0.296**
7	Farm power	X ₇	0.338**
8	Possession of ICT tools	X ₈	0.312**
9	Time spend	X ₉	0.213*
10	Decision making	X ₁₀	0.109 ^{NS}
11	Level of aspiration	X ₁₁	0.084 ^{NS}

* - Significant at 0.05 level of probability ** -Significant at 0.01 level of probability

NS- Non-significant

It could be observed from table 1 that among eleven selected independent variables of the present study one variable showed negatively but significant association, one variable showed positive and significant association, four variables showed positive and highly significant association, five variables were not really associated with techno-economic empowerment.

The independent variable that had shown positive and highly significant association were education, social participation, farm power and possession of ICT tools. Wherever variables family size, land holding, family income, decision making, level of aspiration were not really found associated with techno-economic empowerment. Age was found negative and significantly associated while time spend was significantly associated with techno-economic empowerment.

Conclusion

The study has identified certain independent variables that have significant effect on techno-economic empowerment. The variables like education, social participation, farm power and possession of ICT tools were having highly significant relationship with techno-economic empowerment which helps farmers to improve their standard of life. This suggests that these factors should be given more importance and be

manipulated for increasing techno-economic empowerment in farmers.

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