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Kulraj Raghuwanshi
M.Sc. (Ag), Department of
Extension Education, College of
Agriculture Jawaharlal Nehru
Krishi Vishwa Vidyalaya,
Jabalpur, Madhya Pradesh India

Dr. Seema Naberia
Assistant Professor, Department
of Extension Education, College
of Agriculture, Jawaharlal Nehru
Krishi Vishwa Vidyalaya,
Jabalpur, Madhya Pradesh India

Dr. MK Dubey
Professor, Department of
Extension Education, College of
Agriculture Jawaharlal Nehru
Krishi Vishwa Vidyalaya,
Jabalpur, Madhya Pradesh India

Profile characteristics of beneficiaries under cluster demonstration programme in Rewa district of Madhya Pradesh

Kulraj Raghuwanshi, Dr. Seema Naberia and Dr. MK Dubey

Abstract
The present study was carried out during 2017-18 in the Rewa district of Madhya Pradesh. This study was conducted in randomly selected 6 villages of Rewa block. The study aims to know the profile characteristics of the beneficiaries of cluster demonstration in Rewa District (M.P.). A total 120 beneficiaries were selected as beneficiaries. The data collection was done by the use of interview schedule personal interview. The profile characteristics studied were age, education, social participation, farm mechanization, size of land holding, irrigation potential, annual income, area under pulses crop, extension participation, market access, cosmopoliteness, mass media exposure, number of training attended, economic motivation, risk orientation and achievement motivation.

Keywords: Cluster demonstration, pulse growers, Krishi Vigyan Kendra

Introduction
Pulse crops are considered as the wonderful gift of nature as they have an ability to fix the atmospheric nitrogen (N_2), thereby helps in N cycling within the ecosystem. Besides N_2 fixation, incorporation of crop residue increases the microbial activity, restores soil properties in soil and carbon sequestration, and thus provides sustainability in crop production system. Pulses are an important commodity group of crops that provide high quality protein complementing cereal proteins for pre-dominantly substantial vegetarian population of our country. Being the largest producer of pulses, India accounts for 33% of the world area and 22% of the world production of pulses. India ranked first in the area and second in the pluses crop production with 43% and 37 % of world area and production respectively.

Indian Council of Agriculture Research initiated front line demonstrations on pulses & oilseed crops in the year 1990-1991.This programme was conducted by Krishi Vigyan Kendra (KVK) and showed a great impact on enhancement of yield of pulse crops. Realising the importance of such type of technology dissemination programme, through cluster approach, Indian council of Agricultural Research (ICAR) has launched cluster demonstration programme on pulse and oilseed crops in the year 2015-2016. Krishi Vigyan Kendra, Rewa has also been conducting cluster demonstrations since 2015-2016 on major pulse crops of the region. The study aims to know the profile characteristics of the beneficiaries of the cluster demonstration programme under KVK Rewa.

Material and Methods
The present study was carried out during 2017-18 in the Rewa district of Madhya Pradesh. Rewa district was selected purposively, since presently it has larger area under pulse cultivation in the state. Krishi Vigyan Kendra Rewa has been conducting cluster demonstration on pulses since 2015-2016. These demonstrations have been carried out in four blocks of Rewa district viz. Rewa, Naigarhi, Sirmour, and Raipur Karchulian. Out of which Rewa block was selected purposively and a list of villages was obtained from the Krishi Vigyan Kendra Rewa where cluster demonstration has been carried out and six villages were selected on the basis of maximum no. of pulse growers. Total 120 beneficiaries were selected randomly from all selected villages. For the data collection well designed and pre-tested interview scheduled were used. The profile characteristics studied were age, education, social participation, farm mechanization, size of land holding, irrigation potential, annual income, area under pulses crop, extension participation, market access, cosmopoliteness, mass media exposure, number

Correspondence
Kulraj Raghuwanshi
M.Sc. (Ag), Department of
Extension Education, College of
Agriculture Jawaharlal Nehru
Krishi Vishwa Vidyalaya,
Jabalpur, Madhya Pradesh India

of training attended, economic motivation, risk orientation and achievement motivation.

Result and Discussion

Table 1: Profile characteristics of beneficiaries under cluster demonstration programme

Independent variables	Categories	Frequency (N=120)	Percentage
Age	Young	32	26.66
	Middle	50	41.67
	Old	38	31.67
Education	Illiterate	24	20.00
	Up to primary	27	22.50
	Up to middle	38	31.67
	High school & above	31	25.83
Social participation	Low	30	25.00
	Medium	52	43.33
	High	38	31.67
Farm mechanization	Low	58	48.33
	Medium	35	29.17
	High	27	22.50
Land holding	Area up to 1 ha.	52	43.33
	1.01 to 5 ha.	32	26.67
	Above 5 ha.	36	30.00
Irrigation potential	Low (Well)	38	31.67
	Medium (Tube-well)	52	43.33
	High (Canal)	30	25.00
Annual income	Up to Rs.50000	54	45.00
	Rs.50001 to 80000	29	24.17
	Above Rs.80000	37	30.83
Area under pulses crop	Up to 1 ha	30	25.00
	1.01 to 2 ha	37	30.83
	2.01 to 4 ha	24	20.00
	Above 4 ha	29	24.17
Extension participation	Low	50	41.67
	Medium	32	26.67
	High	38	31.66
Market access	Low	49	40.84
	Medium	37	30.83
	High	34	28.33
Cosmopoliteness	Low	50	41.67
	Medium	32	26.66
	High	38	31.67
Mass media exposure	Low	53	44.17
	Medium	31	25.83
	High	36	30.00
No. of training attended	Up to 2 trainings	55	45.83
	2-4 trainings	37	30.83
	Above 4trainings	28	23.34
Economic motivation	Low	39	32.50
	Medium	45	37.50
	High	36	30.00
Risk orientation	Low	27	22.50
	Medium	56	46.66
	High	37	30.84
Achievement motivation	Low	39	32.50
	Medium	51	42.50
	High	30	25.00

The data presented in Table 1 shows the distribution of beneficiaries according to profile characteristics. It is observed that out of 120 beneficiaries, 41.67 percent belonged to middle age group, whereas 31.67 percent were from old age group, and 26.66 percent were from young age group. Out of 120 beneficiaries 31.67 percent was found to be educated up to middle school level category, 25.83 percent had high school & above, 22.50 percent were up to primary education level and remaining 20.00 percent were illiterate. Out of the 120 beneficiaries, 43.33 percent had medium social participation, 31.67 percent had high, while remaining 25.00 percent were having low social participation.

Out of total beneficiaries, 48.33 percent of beneficiaries had low farm mechanization, 29.17 percent of beneficiaries had medium and 22.50 percent of beneficiaries had high farm mechanization. Among the total beneficiaries 43.33 percent had small land holding, 30.00 percent had large and remaining 26.67 percent had medium land holding. As far as irrigation potential is concerned, out of total, 43.33 percent had medium (tube-well) irrigation potential, 31.67 percent had low (well) and remaining 25.00 percent had high (canal) irrigation potential.

Out of 120 beneficiaries 45.00 percent belonged to low annual income group, 30.83 percent belonged to high and remaining 24.67 percent belonged to medium annual income group. Out of total beneficiaries, 30.83 percent had small size of land holding under pulse crops, followed by 25.00 percent of beneficiaries from marginal, 24.17 percent had large size of land holding under pulse crops and 20.00 percent had medium size of land holding under pulses crop.

In communicational characteristics, 41.67 per cent beneficiaries had low extension participation, followed by 31.66 per cent had medium and 31.66 per cent beneficiaries had high extension participation. Out of total 41.67 percent beneficiaries belonged to low cosmopoliteness group, 31.67 percent from high and remaining 26.66 percent belonged to medium cosmopoliteness group. It was found that 44.17 per cent beneficiaries had low mass media exposure followed by 30.00 per cent had high and 25.83 per cent had medium mass media exposure. To know the information of recent updated technology, out of total beneficiaries, 45.83 per cent had attended up to two trainings followed by 30.83 per cent had two to four training attend and 23.34 per cent had above four training attended.

Out of total beneficiaries, 40.84 per cent had control type market access, followed by 30.83 per cent had un-control type and 28.33 per cent beneficiaries had mixed type market access.

As far as psychological characteristics is concerned, out of total beneficiaries, 37.50 per cent had medium economic motivation, 32.50 percent had low while 30.00 percent had high economic motivation. Similarly, 46.66 percent had medium risk orientation, 22.50 percent had low, while remaining 30.84 percent were from high risk orientation. Among the total beneficiaries of cluster demonstration, 42.50 percent had low achievement motivation followed by 32.50 percent had low and 25.00 percent had high achievement motivation respectively.

Conclusion

The study revealed that among the beneficiaries of cluster demonstration programme, majority of the pulse growers belonged to middle age group, had formal type of education, medium social participation, low farm mechanization, possessed small land holding i.e. area up to 1 ha, tube-well as

irrigation potential, belonged to low annual income group, possessed small size of land holding under pulse crops. Majority of the pulse growers had low extension participation, had control type market access, belonged to low cosmopoliteness group, low mass media exposure, attended two trainings, had medium economic motivation, medium risk orientation and low achievement motivation.

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