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Personal and socio-economic profile of rice growing farmers in Konkan region

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Abstract
Rice is fundamental component of farming systems and diets in many nations including India. Rice culture system is not a purely technical decision and different factors may affect it. These factors are directly related to personal, economic and psychological characteristics of framers. Considering these factors, present study was conducted in three tahsils of Raigad district of Konkan region having sample size 135 rice growers with objective to study the personal characteristics of the farmers. From the result it was observed that 34.81 percent of respondents having secondary education completed and minimum 6.67 percent respondent completed their graduation. It was revealed that majority (51.85%) of the respondents were engaged in farming and having 70.37 percent of respondent observed in medium family size. It was seen that maximum number (48.15%) of the respondents were having medium annual income, while 36.30 and 15.55 percent of the respondents had low and high annual income, respectively. The maximum number (36.30%) of the respondents had marginal size of land holding and 68.90 percent of respondent had medium extension contact. The majority (51.11%) of the respondent get seed from Krishi Seva Kendra followed by Own seed (29.62%), Mahabeej (13.33%), Neighbours or friends (13.33%), Krishi Vigyan Kendra (11.11%), Panchayat Samiti (05.92%), Agriculture University (02.22%). 68.14 percent of rice growers had medium cosmopoliteness and majority (74.81%) of the respondents had medium rice yield.

Keywords: Rice, profile, Konkan, technical decision

Introduction
India is facing the challenges of food and fodder production to meet the demand of rising human and cattle population. One of the major causes of this problem is low level of adoption of improved agriculture practices by the farmers.

Rice (*Oryza sativa*. L.) commodity recognition as a supreme commodity to mankind, because rice is truly life, cultures a tradition. It has its own history and religious importance in human life. Life starts with rice peg and ends with rice offering on “Pind”. India is one of the world's largest producers of white rice. For India, like many other developing countries, the issue of feeding ever increasing population is of prime importance, this problem can be solved by maximizing agricultural production through use of high yielding varieties. Rice is the foremost cereals of the world and is the staple food of over 60.00 percent of the world’s population.

In India, rice is the only promising crop to acquire self-sufficiency of food grain production for the population. Rice crop occupy the largest cultivated land in the country. In Maharashtra State, rice is the main crop grown in the costal districts of the Konkan region mainly in the four districts namely Thane, Raigad, Ratnagiri and Sindhudurg district. Besides the coastal districts of the state, rice is also grown in some districts like Nashik, Pune, Kolhapur, Satara, Chandrapur and Bhandara district, where there is comparatively high rainfall. Konkan region of Maharashtra state is known for its bounteous nature, beautiful landscape and variety of fruits, especially Alphanso mango. The major food of the people in this region is rice. It occupies an area of about 0.44 million hectares with annual production of nearly 15.10 lakh tones. The area under rice in Konkan is about 30.00 percent of total area. However, productivity of Konkan region is 2.40 tons per hectare.

Need and importance of study
Rice scientists, extension agents as well as planners for various reasons need to know about existing rice varieties with their percentage share in area and their respective yields. Identifying the most popular rice varieties is particularly important for rice breeders who are

Trying to develop new varieties with higher yield and varieties suitable for unfavorable areas/climatic conditions. It is also important to know the diffusion process of modern varieties, identifying the traits for the popularity of some varieties and investigating the reasons for the discontinuation of growing some popular varieties as well as reasons for non-adoption of these varieties. The sources of seed supply and sources of information about new rice technology, the role of private and government organizations in supplying seed, etc. are also important aspects for enhancing rice production for food security.

The increasing pressure to produce high yields by way of high input intensive agriculture has led to widespread land degradation and non-susceptibility of eco-system. It had been globally accepted that the socio-economic characteristics of an individual play pivotal role in influencing behaviour. Since there is no literature available about the characteristics of rice growing farmers in konkan region, the present study was designed with specific objective to evaluate the socio-personal and socio-economic characteristics of rice growing farmers in konkan region.

Methodology

The study was conducted in Raigad district of the Konkan region. Among the four districts of Konkan region, Raigad district ranks second in rice production, but the productivity of rice per hectare is highest in Raigad district, So it was purposively selected for this study. Raigad district comprises of fifteen tahsils. From these tahsils, three tahsils namely Karjat, Mangoan and Alibag having maximum area under rice cultivation were selected. From each tahsil, three villages having maximum area under rice cultivation were selected. Thus the total numbers of selected villages were nine. From each selected village with random sampling method 15 respondents were selected. Thus, the total sample comprises of 135 respondents. Data were collected by personally interviewing with the help of presented and well-structured interview schedule and analyzed by using statistic tools like mean, standard deviation, percent frequency and correlation coefficient. In the study an ex-post facto research design of social research was used.

Result and Discussion

The findings on distribution of respondents according to their selected socio personal and socio-economic characteristics is presented table 1. It could be observed from Table 1 that maximum number (34.81%) of the respondents had 'secondary' education. The respondents in the category of 'primary' education were 25.18 percent, followed by 'pre-primary' (15.56%), 'illiterate' (10.37%), 'higher secondary' (07.41%), and 'graduate' (06.67%). The average educational level of the respondents was 7th std. indicating primary education. It can be said that rice cultivation in the study area is in the hands of educated farmers. It means they are educated to a satisfactory level, which in turn, might have helped them in their information seeking behavior and adoption of improved rice varieties. This finding is in line with the findings of Balasubramani, *et al.* (2005) [1].

Majority (51.85%) of the respondents were engaged in 'farming', followed by 'service' (22.96%), 'independent profession' (16.25%), 'business' (06.70%), 'caste occupation' (01.50%) and 'labour' (00.74%) as their major occupation. It can be discerned from these observations that farming was the major source of livelihood of the selected rice growers. Hence, they might have been making all efforts to increase the production and productivity of the crops grown by them. This finding derives support from the findings of Thakur (2011) [17] and Meena, *et al.* (2012) [6].

It is observed from Table 1 that family size of majority (70.37%) of the respondents was 'medium', while 15.55 percent and 14.08 percent respondents had 'big' and 'small' family size, respectively. The average member of family was 6.It can be concluded that the most of farmers were having the medium to large family size, which helps them in good management in farming. Similar findings were reported by Pandey and Sarkar (2004) [8] and Rashmi (2005) [11].

Maximum number (48.15%) of the respondents were having 'medium' annual income, while 36.30 and 15.55 percent of the respondents had 'low' and 'high' annual income, respectively. The average annual income of the respondents was Rs 131601.50/-. The findings lead to conclude that majority of the farmers belonged to medium income group. The average income of the farmers indicated their satisfactory economic status, though majority of them had marginal and small land holdings. This might be because they might have been growing high value crops or might have other supporting source of income like service, independent profession and business. These findings are in line with the findings of Sonali Ranaware (2009) [15].

It is evident from Table 1 that maximum number (36.30%) of the respondents had 'marginal' size of land holding; while 33.33 percent of the respondents had 'small' land holding, 22.95 percent of the respondents had 'semi-medium' land holding, 05.92 percent of the respondents had 'medium' land holding and remaining 01.50 percent of the respondent had 'large' size land holding. The average size of land holding was 1.6 ha. This finding leads to conclude that nearly seven out of ten rice growers had either small or marginal land holding. The findings resemble to the overall scenario of Konkan agriculture, where in predominance of small, marginal and semi medium farmers is seen. Similar findings were reported by Sharma and Sharma (2002) [14], Onumadu and Osahon (2014) [7].

It is seen that majority (68.90%) of the respondents had 'medium' extension contact; while 13.33 percent of the respondents had 'low' extension contact and 17.77 percent of the respondents had 'high' extension contact. The average extension contact score of the respondents was 2.82. It could be inferred that maximum number of the respondents had 'medium' extension contact. The level of extension contact of the rice growers might have influenced their adoption behavior about improved rice varieties released by the University. The findings are in tune with the findings Ramesh and Santha (2005) [10], Deore (2006) [4], Tambat (2007) [16] and Thakur (2011) [17].

Table 1: Distribution of respondents according to their characteristics

Sl.No.	Category	Number	Percentage
I.	**Education**		
1.	Illiterate (No Education)	14	10.37
2.	Pre-primary (Up to 4th)	21	15.56
3.	Primary (5th to 7th)	34	25.18
4.	Secondary (8th to 10th)	47	34.81
5.	Higher-secondary (11th to 12th)	10	07.41
6.	Graduate (13th and above)	09	06.67
II.	**Major Occupation**		
1.	Labour	01	00.74
2.	Caste Occupation	02	01.50
3.	Business	09	06.70
4.	Independent Profession	22	16.25
5.	Farming	70	51.85
6.	Service	31	22.96
III.	**Size of Family**		
1.	Small (Up to 3)	19	14.08
2.	Medium(4 to 7)	95	70.37
3.	Big (8 and above)	21	15.55
IV.	**Annual Income**		
1.	Low (Below 73094)	49	36.30
2.	Medium (73095 to 190108)	65	48.15
3.	High (190109 and above)	21	15.55
V.	**Size of land Holding**		
1.	Marginal (Up to 1.00)	49	36.30
2.	Small (1.01 to 2.00)	45	33.33
3.	Semi-medium (2.01 to 4.00)	31	22.95
4.	Medium (4.01 to 10.00)	08	05.92
5.	Large (10.01 and above)	02	01.50
VI.	**Extension Contact**		
1	Low (Up to 1)	18	13.33
2	Medium (2 to 4)	93	68.90
3	High (5 and above)	24	17.77
VII.	**Source of Information**		
1	Agril. Assistant (DBSKKV)	52	38.51
2	Agril. Extension Officers (Panchayat Samiti)	52	38.51
3	Progressive Farmers	43	31.85
4	Neighbours/Friends	39	28.88
5	Gram Krishi Vistarak	30	22.22
6	University Staff	13	09.62
7	Gram Sevak	12	08.88
8	Television	12	08.88
9	Newspapers	11	08.14
10	Agricultural Magazines	09	06.66
11	Agriculture Officers	07	05.18
12	Subject Matter Specialists	06	04.44
13	Others	04	02.96
14	Radio	01	00.74
VIII.	**Source of Seed Material**		
1	Krishi Seva Kendra	69	51.11
2	Own Seed	40	29.62
3	Mahabeej	18	13.33
4	Neighbours/Friends	18	13.33
5	Krishi Vigyan Kendra	15	11.11
6	Panchayat Samiti	08	05.92
7	Agriculture University	03	02.22
IX.	**Cosmopoliteness**		
1	Low (Up to 1)	21	15.56
2	Medium (2 to 3)	92	68.14
3	High (4 and above)	22	16.30
X.	**Rice Yield**		
1.	Low (Upto 23)	23	17.04
2.	Medium (24 to 32)	101	74.81
3.	High (33 and above)	11	08.15

It is seen that the maximum number of the respondents (38.51%) had the contact with 'Agril. Assistants' (DBSKKV) and 'Agril. Extension Officers' (Panchayat Samiti) (38.51%) for the information regarding the improved rice varieties and also rice cultivation followed by 'Progressive farmers' (31.85%), 'Neighbours or friends' (28.88%) and 'Agril. Assistants' (22.22%). The respondents get less information from 'University staff' (09.62%), 'Gram sevak' (08.88%). 'Television' (08.88%), 'Newspapers' (08.14%), 'Agricultural magazines' (06.66%), 'Agriculture Officers' (05.18%), 'Subject Matter Specialists' (04.44%), 'Others' (02.96%) and 'Radio' (0.74%).These findings are in line with the findings of Debashis and Jiban (2013) [3] and Jothi (2014) [5].

Majority (51.11%) of the respondent get seed from 'Krishi Seva Kendra' followed by 'Own seed' (29.62%), 'Mahabeej' (13.33%), 'Neighbours or friends' (13.33%), 'Khishi Vigyan Kendra' (11.11%), 'Panchayat Samiti' (05.92%), 'Agriculture University' (02.22%). These findings are similar to the findings of Saka, *et al.* (2005) [12] and Debashis and Jiban (2013) [3].

With regards to cosmopoliteness, it is observed that 68.14 percent of the rice growers had 'medium' cosmopoliteness, followed by 16.30 percent of them had 'high' cosmopolitans and remaining 15.56 percent had 'low' cosmopoliteness. The average cosmopoliteness score of the respondents was 2.44. It is concluded that there was medium cosmopoliteness nature occurring in the respondents. Similar findings were reported by Puri (2003) [9].

It was observed from Table 1 that majority (74.81%) of the respondents had 'medium' rice yield, while 17.04 percent of the respondents had 'low' rice yield and 8.15 percent of the respondents had 'high' rice yield. Average yield of rice produced by the rice growers was 28.26 q/ha. These findings make it clear that the productivity of upland rice is not satisfactory. The reasons for such low productivity might be the inefficient management by the farmers due to some reasons. What so ever, might be the reason, the fact remains that all out efforts are needed to increase the productivity of rice in uplands. These findings are similar to the findings of Balasubramani, *et al.* (2005) [1], Deore (2006) [4], Tambat (2007) [16].

Conclusion

It was revealed that the farmers had secondary education, having on an average six members in their family, had farming as their major occupation, medium annual income, marginal to small size land holding, medium extension contact and cosmopoliteness. Maximum number of farmers contacted Agricultural Assistants of DBSKKV and Agricultural Extension Officer of Panchayat Samiti for getting information and contacted Krishi Seva Kendra for obtaining seed material. The extension workers should consider these facts while planning and executing the programmes for rice development in the Konkan region.

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