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## Relational analysis between demographic profile of ATIC beneficiaries and impact of ATIC beneficiaries

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### Abstract

The present investigation was undertaken in the Marathwada region of Maharashtra state during the years 2021–22. For the study, a sample of 180 ATIC beneficiaries was collected. The research design was ex post facto was used. The relationship between the demographic profile of ATIC beneficiaries and the overall impact of ATIC indicates that Education, Occupation, Land holding, Annual income, Farming Experience, Social participation, Source of information, Scientific Orientation, scientific orientation, Economic motivation and Training received positive significant correlation. Age and Family size indicate a negative, non-significant correlation with the impact of ATIC.

**Keywords:** ATIC, government, experience and training

### Introduction

The National Agriculture Technology Project (NATP) was launched the Agricultural Technology Information Centre (ATIC) in 1999. ATIC fully fills the needs of the farming community, in particular through a single-window system to address a series of farm-related problems. The ATIC at VNMKV Parbhani has been serving as a bridge between the farmers and the scientists, providing solutions to many problems through farmer-friendly, eco-friendly, and cost-effective services and the latest agricultural technologies.

The efficient dissemination of suitable agricultural innovative technological information from the Agricultural Research System to the farmers in the field and the reporting of farmers' feedback to the research system are one of the critical inputs in the transfer of technology. Today, India is on the verge of a technological revolution, with an immense number of agriculture technologies developed by research institutes and agricultural universities to enhance agriculture production. These technologies have changed the total production of agricultural commodities in the country. To further enhance the income potential of the existing agriculture sector, information and inputs need to flow in a timely and regular manner from the research institutes to the end users. The importance of an appropriate package of the latest information and its dissemination as an input has assumed added emphasis in this "information age".

With the above objectives in focus, the Agricultural Technology Information Centers have been established in the country in the important ICAR institutes and state Agriculture Universities. At present, more than 40 ATIC's are working across the country, with the major focus being the dissemination of research information directly to end users.

### Objective

The purpose of the current research is to investigate the relationship between demographic profile of ATIC beneficiaries with overall impact of ATIC

### Materials and Methods

The purpose of the current research investigation is to determine the relationship between the beneficiaries' demographic profile and the impact of ATIC. The present research was conducted in purposively selected two districts viz., Parbhani and Hingoli district of Marathwada region in Maharashtra state as the highest number of ATIC beneficiaries among eight districts of

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Marathwada region from each selected district Three talukas were selected purposefully for this investigation on the basis of highest number of ATIC beneficiaries.

Parbhani, Purna and Manwat from Parbhani district and Hingoli, Basmat and Aundha from Hingoli district were selected for research study. From each selected taluka three villages were selected purposively for the study on the basis of highest number of ATIC beneficiaries for that purpose list was collected from Agricultural Technology Information Centre, Vasantnao Naik. Ten (10) ATIC beneficiaries were selected randomly from each selected village. Thus total 180 beneficiaries were selected for research. The interview schedule and Impact Scale was used as a tool for collection of data. The data were collected with the help of a interview schedule from the beneficiaries as per their convenience at home or on farms. The independent variables, namely, age, Education, Size of family Occupation, Land holding, Annual income, Farming experience, Social participation, Source of information, Scientific orientation, Economic motivation, Training Received were selected for this study. The impact of ATIC as a dependent variable has been selected for this study.

The suitable statistical tools used were viz., The statistical methods and tests such as correlation, frequency, percentage, standard deviation, mean, multiple regressions, path analysis and 'Z' test, was used for the analysis of the data Ex-post facto research design was used in this research. The results of the study presented in Table no 1 as follows

## Results

### Relationship between demographic profile of ATIC beneficiaries and impact of ATI

The relationship between demographic profile of ATIC beneficiaries with their overall impact of ATIC was calculated and results were discussed here under.

**Table 1:** Relationship between demographic profile of ATIC beneficiaries with overall impact of ATIC

Sr. No.	Independent Variables	Correlation coefficient (r)
1.	Age	0.157 <sup>NS</sup>
2.	Education	0.219*
3.	Family size	0.067 <sup>NS</sup>
4.	Occupation	0.260**
5.	Land holding	0.208*
6.	Annual income	0.268**
7.	Farming Experience	0.215*
8.	Social participation	0.210*
9.	Source of information	0.198*
10.	Scientific Orientation	0.197*
11.	Economic motivation	0.199*
12.	Training received	0.237*

#### 1. Age with impact

Table 1 shows that, there was non-significant (0.157) relationship between age of ATIC beneficiaries and impact of ATIC.

The age of beneficiaries of ATIC increases also experience of beneficiaries of ATIC increases so participate actively. It means that age of beneficiaries doesn't effect on the impact of ATIC on its beneficiaries.

This finding was supported by finding of Bhandari (2014) [2].

#### 2. Education with impact

Table 1 reflect that, there was positive and significant (0.219) relationship between education of ATIC beneficiaries and

impact of ATIC.

Education has profound impact on every aspect of life of beneficiaries. It widens the knowledge base of beneficiaries. This leads to widen the vision of beneficiaries. Educated people have greater inclination of new ideas and thus, they are more prone to change, to take risk and have better understanding of subject matter. It was therefore, assumed that, highly educated ATIC beneficiaries might have more impact, as there was a positive and significant relationship between educations and impact of ATIC on beneficiaries.

This finding is in the conformity with the findings of Adsul (2016) [1], Dhulgand (2020) [5] and Nair (2021) [6].

#### 3. Family size with impact

Table 1 shows that, there was non-significant (0.067) relationship between family size of ATIC beneficiaries and impact of ATIC.

It means that size of family doesn't effect on the impact of ATIC on its beneficiaries. The findings are in line with the findings of Dhulgand (2020) [5].

#### 4. Occupation with impact

Table 1 indicate that, there was positive and highly significant (0.260) relationship between occupation of ATIC beneficiaries and impact of ATIC.

Occupation of the beneficiaries of ATIC was directly related with the environment of family, thus it was positively related with the impact of ATIC.

This finding was supported by finding of Adsul (2016) [1], Dhulgand (2020) [5] and Nair (2021) [6].

#### 5. Land holding with impact

Table 1 revealed that, there was non-significant (0.039) relationship between land holding of ATIC beneficiaries and impact of ATIC.

Land holding of the beneficiaries of ATIC was directly related with the impact of ATIC, thus it was positively related with the impact of ATIC.

The findings are in line with the findings of Adsul (2016) [1], Dhulgand (2020) [5] and Nair (2021) [6].

#### 6. Annual income with impact

Table 1 shows that, there was positive and highly significant (0.268) relationship between annual income of ATIC beneficiaries and impact of ATIC.

It means that with increase in annual income of ATIC beneficiaries there was increase in impact of ATIC. Annual income provides the economic base for ATIC beneficiaries and increases their risk orientation and make them more capable to procure inputs need for the adoption of different activity. Annual income help to increase the living standard, thus annual income has positive relationship with impact of ATIC.

This finding get strengthened with the findings of Bhandari (2014) [2], Chapke *et al.* (2015) [4], Adsul (2016) [1], Dhulgand (2020) [5] and Nair (2021) [6].

#### 7. Farming experience with impact

Table 1 reflect that, there was positive and significant (0.215) relationship between farming experience of ATIC beneficiaries and impact of ATIC.

It means that more the experience in farming business higher the impact of ATIC on its beneficiaries. Farming experience was made to adopt new innovative information technology and cultivation package of practices. There was positive and

significant relationship of farming experience with impact of ATIC.

This finding was supported by finding of Soni *et al.* (2012)<sup>[7]</sup>

### 8. Social participation with impact

Table 1 shows that, there was positive and significant (0.210) relationship between social participation of ATIC beneficiaries and impact of ATIC.

These findings may be due to fact of ATIC beneficiaries of ATIC who participate more in voluntary organization, develop broader outlook. Hence, social participation could establish positive and significant relationship with impact. Therefore, due to which there might be positive and significant relation between social participation and impact of ATIC.

This finding was supported by finding of Bhandari (2014)<sup>[2]</sup>, Adsul (2016)<sup>[1]</sup>, Dhulgand (2020)<sup>[5]</sup> and Nair (2021)<sup>[6]</sup>.

### 9. Source of information with impact

Table 1 indicate that, there was positive and significant (0.198) relationship between source of information of ATIC beneficiaries and impact of ATIC.

Beneficiaries of ATIC gain variety and more amount of knowledge if he or she has an opportunity to expose with more number of sources of information. ATIC beneficiaries those used more sources of information have higher exposure and enriches the level of impact.

Therefore, use of sources of information might establish positive and significant relationship with impact of ATIC.

This finding was supported by finding Bhandari (2014)<sup>[2]</sup>, Adsul (2016)<sup>[1]</sup> and Dhulgand (2020)<sup>[5]</sup>.

### 10. Scientific orientation with impact

Table 1 revealed that, there was positive and significant (0.197) relationship between scientific orientation of ATIC beneficiaries and impact of ATIC.

More the scientific orientation of the ATIC beneficiaries with different extension personnel/people which helps for increasing their knowledge about different activity implemented by ATIC which enhance them to adopt these activity.

The findings are in the line with the findings reported by Shekhawat (2014)<sup>[8]</sup>.

### 11. Economic motivation with impact

Table 1 indicated that, there was positive and significant (0.199) relationship between economic motivation of ATIC beneficiaries and impact of ATIC.

It means that increasing economic motivation of the ATIC beneficiaries will helps in increase in the impact of ATIC on its beneficiaries. There was positive and significant relationship of economic motivation with impact of ATIC.

These findings were supported by Bhandari (2014)<sup>[2]</sup>, Adsul (2016)<sup>[1]</sup> and Dhulgand (2020)<sup>[5]</sup>.

### 12. Training received with impact

Table 1 reported that, there was positive and significant (0.237) relationship between training received of ATIC beneficiaries and impact of ATIC.

Training helps an individual in acquiring skill and knowledge through interaction about new cultivation package of practices, agro-based business, processing and farm mechanization and value addition of farm produce. There was positive and significant relationship of training received with impact of ATIC.

These findings were supported by Nair (2021)<sup>[6]</sup>

## Conclusion

The correlation analysis reveals that the independent variables, i.e., education, occupation, land holding, annual income, farming experience, social participation, source of information, scientific orientation, economic motivation, and training received, show a positive and significant impact on the beneficiaries and need to be considered for improving the efficiency of ATIC. Similarly, age and family size, which show a non-significant impact, need to be analyzed for their significance. The positive and significant variables that showed an impact on the ATIC beneficiaries in the multiple regression analysis were land holding, annual income, and scientific orientation. Apart from these significant variables, other social, economic, and psychological variables that show a non-significant impact need to be properly studied for their significant impact.

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