

Knowledge about Vegetables Crop Production Technologies by ATMA Beneficiaries in Madhya Pradesh

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Abstract

The major aim of the activities of ATMA is to bring about desirable changes in attitude, knowledge and adoption pattern of the targeted farming community. Hence, it is worthwhile to assess the knowledge about vegetables crop production technologies. In Indore district comprises five blocks out of that Indore block was selected purposively due to maximum number of ATMA beneficiaries registered in this block during the last five years (according district ATMA office). Since, A cluster of ten villages panchayats was selected purposively on the basis of higher concentration of beneficiaries of ATMA activities i.e. demonstration, farmer field school, capacity development programme etc. A village panchayats wise list of ATMA beneficiaries was prepared with the help of ATMA Office. From the prepared list twelve beneficiaries was selected from each selected village panchatyats through random sampling method from to select 120 ATMA beneficiaries. A well-structured and pretested interview schedule was used for data collection through personal interview method. The frequency distribution of ATMA beneficiaries appeared to fall in normal distribution with nearly 46.66 per cent ATMA beneficiaries had medium knowledge level, whereas, 30.00 per cent ATMA beneficiaries had high knowledge level and 23.34 per cent ATMA beneficiaries had low knowledge level.

Key Words: ATMA, Knowledge, Vegetable Crops, Production Technology.

Introduction:

Since independence several extension strategies have been used in India for sustaining agricultural productivity^[1,2]. In order to address the key constraints faced by extension system in the country, during the mid 1990s, Government of India and World Bank emphasized the need of development of new system of extension approach for addressing the lack of decentralized and demand driven mechanism in earlier extension approaches. The central institutional innovation that emerged to address these problems was the Agricultural Technology Management Agency (ATMA) model which was introduced at the district level. This successful experiment served as a basis to launch ATMA Scheme in 2005-06 by Ministry of Agriculture. It is a focal point

for integrating research and extension activities and decentralizing day to day management of the public agricultural technology system (ATS) with bottom up approach. ATMA is a registered society of key stakeholders, at the district level, involved in project planning and implementation of various improved farm activities for sustainable agricultural development in the district. The concept of ATMA was introduced in 1999 as an autonomous organization under the National Agricultural Technology Project (NATP) by providing flexible working environment with an objective of integrating research, extension and all other stake holders at the district level to support the farmers' needs and interest through an integrated approach of strategic plan^[3,4]. The major aim of the activities of

ATMA is to bring about desirable changes in attitude and knowledge and adoption pattern of the targeted farming community.

Research Methodology

The study was conducted in purposively selected Indore district of Madhya Pradesh. In Indore district comprises five blocks out of that Indore block was selected purposively due to maximum number of ATMA beneficiaries registered in this block during the last five years according district ATMA office. Since, A cluster of ten village panchayats will be selected purposively on the basis of higher concentration of beneficiaries of ATMA activities i.e. demonstration, farmer field school, capacity development programme etc. A village panchayats wise

Results and Discussion

Table 1 shows that knowledge index of beneficiaries in relation to preferred technological aspects of the ATMA programme relation to vegetable production. These aspects were organized in downward order on core of mean mark in their respective knowledge as rainy season suitable for vegetable crops cultivation (1.53) followed by most of vegetable crops grown in black soil (1.45), technical cultivation of vegetable crops are gives more yield instead of traditional way (1.42), need to insect-pest management in vegetable Technical cultivation of

In light with the above facts, the present study was undertaken.

list of ATMA beneficiaries was prepared with the help of ATMA Office. From the prepared list twelve beneficiaries under ATMA was selected from each selected village panchatyats through random sampling method from each selected village panchayats to select 120 ATMA beneficiaries. A well-structured and pretested interview schedule was used for data collection through personal interview method. The statistics was used for study as frequency, percentage, rank order and statistical midpoint.

vegetable crops are gives more yield instead of traditional way (1.38) due to use of only organic manure in vegetable crops production is reduce (1.35), need to weed management in vegetable crops (1.32), the farmer are growing vegetables for self-reliant/use (1.17), vegetable crops require more irrigation during the rainy season (0.94), vegetable crops require more weeding than other crops (0.71), mean knowledge index was found to be minimum in more demand for organic vegetable compare to inorganic vegetable in market (0.53).

Table 1: Distribution of the respondents according to their knowledge level

| Sl. | Practices | No. of respondents having Knowledge | | | Mean point | Rank Order |
|-----|---|-------------------------------------|---------|----|------------|------------|
| | | Full | Partial | No | | |
| 1. | Rainy season suitable for vegetable crops cultivation | 81 | 22 | 17 | 1.53 | I |
| 2. | Most of vegetable crops grown in black soil | 75 | 25 | 20 | 1.45 | II |
| 3. | Need to weed management in vegetable crops | 59 | 41 | 20 | 1.32 | VI |
| 4. | Need to insect-pest management in vegetable crops | 63 | 40 | 17 | 1.38 | IV |
| 5. | Vegetable crops require more irrigation during the rainy season | 44 | 25 | 51 | 0.94 | VIII |
| 6. | More demand for organic vegetable compare to inorganic vegetable in market | 16 | 32 | 72 | 0.53 | X |
| 7. | Vegetable crops require more weeding than other crops | 31 | 24 | 65 | 0.71 | IX |
| 8. | Technical cultivation of vegetable crops are gives more yield instead of traditional way. | 70 | 31 | 19 | 1.42 | III |
| 9. | Due to use of only organic manure in vegetable crops production is reduce | 72 | 19 | 29 | 1.35 | V |
| 10. | The farmer are growing vegetables for self-reliant/use | 58 | 25 | 37 | 1.17 | VII |

Out of these ten indicators, the increase use of technological practices of beneficiaries was found to be higher in

case rainy season suitable for vegetable cultivation, followed by most of vegetable grown in black soil, instead to growing

vegetables in the traditional way technical cultivation gives more yields. On the contrary the respondents were using the technological practices namely vegetable

require more weeding practices than other crops followed by more demand for organic vegetable compare to inorganic vegetable in market to the low extent.

Table 2: Distribution of the respondents according to their overall knowledge level

| S. No. | Knowledge level | frequency | Percentage |
|--------------|-----------------|------------|------------|
| 1. | Low | 28 | 23.34 |
| 2. | Middle | 56 | 46.66 |
| 3. | High | 36 | 30.00 |
| Total | | 120 | 100 |

Table-2 shows that on the basis of knowledge score obtained by 120 ATMA beneficiaries were grouped in three categories i.e. low, medium and high and their frequency distribution is given in Table 2. The frequency distribution of ATMA beneficiaries appeared to fall in

Conclusion

Most of the ATMA beneficiaries were grown vegetable crops in rainy season due to non-availability of irrigation water in Rabi & Zaid season as well as most of the vegetable crops favours rainy season. Most of the beneficiaries were technically cultivating vegetable crops due

normal distribution with nearly 46.66 per cent ATMA beneficiaries had medium knowledge level, whereas, 30.00 per cent ATMA beneficiaries had high and 23.34 per cent ATMA beneficiaries had low knowledge level^[5].

to regular contact with ATMA personnel's. Out of all half of the ATMA beneficiaries were not cultivating vegetable crops organically due to fear of low production and consumer lack market available in near place.

References

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