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PROFILE OF COTTON GROWERS IN LIGHT SOILS OF KURNOOL DISTRICT OF ANDHRA PRADESH

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ABSTRACT

The study was conducted to know the profile of cotton growers in light soils of Kurnool district of Andhra Pradesh over a randomly drawn sample of 120 cotton growers and the results revealed that the majority of the respondents were middle aged with a middle school level of education, small and marginal farmers with medium farm size, annual income, achievement motivation, innovativeness, mass media exposure, scientific orientation, risk orientation, economic orientation, and market orientation towards on growing of cotton in light soils.

KEYWORDS: Profile, cotton, light soils.

INTRODUCTION

Growing cotton in light soils, predominantly sandy or loamy, necessitates meticulous soil management and irrigation practices to ensure optimal plant health and yield. These soils offer excellent drainage but are often deficient in water and nutrient retention. Enhancing soil fertility through the incorporation of organic matter, such as compost or well rotted manure, is crucial for improving soil structure and its ability to support cotton cultivation. A comprehensive soil test should be conducted to ascertain the pH and nutrient levels, as cotton prefers a slightly acidic to neutral pH range of 5.8 to 7.0.

MATERIAL AND METHODS

The study was conducted with an *Ex post facto* research design to assess profile of cotton growers in Kurnool district of Andhra Pradesh. Kurnool district of Andhra Pradesh was selected for the study based on the highest area and production under cotton cultivation. From the district, four mandals namely Adoni, Yemmiganur, Mantralayam, and Aspari with the highest area and production were selected for the study. From each of the selected mandal three villages were selected, and ten farmers from each village were selected by following a simple random sampling procedure, thus making a total of 120 respondents. Eleven independent variables that were relevant for the study and two dependent variables namely level of knowledge and level of satisfaction were identified for the investigation.

RESULTS AND DISCUSSION

The cotton growers were distributed into different categories based on their selected profile and the results were presented in Table 1.

Age

The majority (58.33%) of the cotton farmers belonged to the middle-age category followed by the young (33.34%) and old age (8.33%) categories The trend might be attributed to the fact that older individuals have retired, handing down their occupations to their eldest sons. A similar finding was reported by Reddy (2017).

Education

A significant fraction (22.50%) of the cotton farmers belonged to functionally literate, followed by illiterates (20.00%), primary school (17.50%), high school (15.00%), intermediate (15.00%), and graduates (10.00%). The most likely reason is that practically everyone aspires to be literate as people become more aware of the importance of education.

The results are in tune with the results of Parveen (2015).

Farm size

About 44.16 per cent of cotton farmers had semi-medium farm size followed by small (25.83%), medium (19.16%), marginal(9.16%), and large(1.16%) farm size. This might be due to the reason that most of the respondents had low income and fragmentation of land

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Table 1. Distribution of respondents according to their profile characteristics.

(n = 120)

S. No.	Category	Frequency	Percentage	Mean	S.D.
1.	**Age**				
	Young (<35 years)	40	33.34	-	-
	Middle (36-55 years)	70	58.33		
	Old (>56 years)	10	8.33		
	Total	**120**	**100**		
2.	**Education**				
	Illiterate	24	20	--	--
	Functionally literate	27	22.5		
	Primary school	21	17.5		
	High school	18	15		
	Intermediate	18	15		
	Graduation and above	12	10		
	Total	**120**	**100**		
3.	**Farm size**				
	Marginal farmer	11	9.16		
	Small farmer	31	25.83		
	Semi-Medium farmer	53	44.16		
	Medium farmer	23	19.16		
	Big farmer	2	1.16		
	Total	**120**	**100**		
4.	**Annual income**				
	Low	29	24.16	--	--
	Medium	49	40.84		
	High	42	35		
	Total	**120**	**100**		
5.	**Achievement motivation**				
	Low	32	26.67		
	Medium	52	43.33		
	High	36	30		
	Total	**120**	**100**	20.7	7.8
6.	**Innovativeness**				
	Low	31	25.85		
	Medium	56	46.65		
	High	33	27.5		
	Total	**120**	**100**	14.3	4.3
7.	**Mass media exposure**				
	Low	25	20.83		
	Medium	62	51.67		
	High	33	27.5		
	Total	**120**	**100**	15.6	5

Cont...

Table 1. Cont...

S. No.	Category	Frequency	Percentage	Mean	S.D.
8.	**Scientific orientation**				
	Low	29	24.17		
	Medium	56	46.66		
	High	35	29.17		
	Total	**120**	**100**	16.9	7.3
9.	**Risk orientation**				
	Low	31	25.83		
	Medium	40	33.33		
	High	49	40.84		
	Total	**120**	**100**	11.9	3.92
10.	**Economic orientation**				
	Low	28	23.33		
	Medium	61	50.83		
	High	31	25.84		
	Total	**120**	**100**	18.2	6.8
11.	**Market orientation**				
	Low	29	24.17	9	2
	Medium	64	53.33		
	High	27	22.5		
	Total	**120**	**100**		

was occurring from generation to generation and with an increase in the population small holdings became more prevalent. These findings conform with the results of Parveen (2015).

Annual income

A large segment (40.84%) of the respondents had a medium level of annual income followed by a high level (35.00%) and a low levels of annual income (24.16%). Despite having hardships in farming, as cotton is a commercial crop, farmers were very interested in cultivating cotton on a large scale and enjoying the returns from the crop. These findings conform with Reddy's (2017) results.

Achievement motivation

Nearly half (43.33 %) of the farmers had medium achievement motivation followed by high (30.00%) and low(26.67%) levels of achievement motivation. The possible reason for the medium achievement motivation of farmers might be that these categories of respondents consisted of a greater number of middle-aged, experienced as well as educated farmers. The result was supported by the findings of Kumar (2019).

Innovativeness

About 46.65 per cent of the respondents had medium innovativeness followed by high (27.50%) and low (25.85%) levels of innovativeness. The possible reason for this trend might be that the farmers with higher education, medium extension contact, and mass media exposure were able to update their knowledge and skills from time to time and ready to accept the new technologies in their farming. This result was in accordance with the findings of Parveen (2015).

Mass media exposure

A little more than half (51.67%) of the respondents had medium mass media exposure followed by high (27.50%) and low (20.83%) levels of mass media exposure. The possible reason for the above trend might be high education level, medium extension contact, and mass media exposure of the respondents which directly contributes to the scientific orientation among the cotton farmers. This finding was in accordance with the findings of Patel (2016).

Scientific orientation

Nearly half (46.66%) of the respondents had medium scientific orientation followed by high (29.17%) and low (24.17%) levels of scientific orientation. The possible reason for this might be that the high education level, and mass media exposure which directly contribute to the scientific orientation among the cotton farmers. This finding was in accordance with the findings of Kumar (2019).

Risk orientation

A significant portion (40.84%) of cotton farmers had a high level of risk orientation followed by medium (33.33%) and low (25.83%) levels of risk orientation. The possible reason for this situation might be that the small and medium land holdings of the majority of the respondents, This finding was in conformity with the findings of Parveen (2015).

Economic orientation

About 50.83 per cent of respondents had medium level of economic orientation followed by high (25.84%) and low (23.33%) levels of economic orientation. This disparity in economic motivation results in differences in income levels, resource utilization, and overall farm development among farmers. This finding was in accordance with the findings of Gaware (2019).

Market orientation

The study revealed that 53.33 per cent of respondents had a medium level of market orientation followed by low (24.17%) and high (22.50%) levels of market orientation. Specifically, the cotton crop being commercial, it requires different inputs from seed to final harvest. Hence the above trend might have occurred. The results were in accordance with the results of Prathyusha (2014).

The results showed that the majority of the respondents were middle-aged with a middle school level of education, small and marginal farmers with medium farm size, medium annual income, medium achievement motivation, medium levels of innovativeness, mass media exposure, scientific orientation, risk orientation, economic orientation, and market orientation towards growing of cotton in light soils.

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