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A STUDY ON PROFILE OF FARMERS WITH REFERENCE TO PARADIGM SHIFT IN CROPPING PATTERN IN YSR DISTRICT OF ANDHRA PRADESH

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ABSTRACT

The present study was carried out to know the profile of farmers involved in shifts in cropping pattern in YSR district of Andhra Pradesh over a randomly drawn sample of 120 respondents. The results revealed that majority of the farmers were middle aged (62.50%) with no formal education (25.00%) this is because they had limited access to schools, additionally, the value placed on child labour for farm work and the perceived irrelevance of higher education reinforced this pattern, had medium level of farm size (43.33%), had medium level of farming experience (60.00%) because they have likely gained the skills and experience to be productive without being set in their ways, had medium level of annual income (35.00%) this is likely due to constraints on farm expansion and the associated risks of high-value crop cultivation, had medium level of decision making ability (74.17%) because of the factors like education, access to information and experience in farming, had medium level of extension contact (60.83%), had medium level of innovativeness (61.67%) because farming necessitates a delicate balance between established practices and the adoption of new approaches, had medium level of risk orientation (67.50%) as there is a need to balance the stability with opportunities for growth and had medium level of market orientation (64.17%) because they recognized the importance of effective crop marketing but are constrained by factors such as education, resources and farm size from fully implementing advanced marketing strategies.

KEYWORDS: Profile, Shifts in cropping pattern.

INTRODUCTION

India's agricultural sector holds immense significance, serving as the lifeblood of the nation's economy, contributing 15.87 per cent of the Gross Value Added (GVA) and a source of livelihood for millions. The Green Revolution ushered in a period of food security for India, reducing reliance on imports and even enabling agricultural exports. However, a recent trend highlighted by Kumar and Gupta (2015) shows a significant shift in India's agricultural sector, with farmers moving away from traditional crops towards high-value agriculture. Farmers, the stewards of our food system, are facing a dynamic environment marked by changing weather patterns, evolving consumer demands, and the need for sustainable practices. In response, a growing number of farmers are embracing innovative approaches, one of the most critical being changes in their cropping patterns. Cropping pattern refers to the **plan** for how crops are grown on a particular piece of land over time.

MATERIAL AND METHODS

The study was conducted following exploratory research design to assess profile of farmers involved in shift in cropping pattern in YSR district of Andhra Pradesh, was purposively selected as researcher hails from the same region. Out of 51 mandals in YSR district six mandals were selected purposively for the study. From each of the selected mandals, two villages were selected by purposive sampling technique, thus making a total of twelve villages. From each of the selected villages, 10 farmers were selected by following simple random sampling procedure, thus making a total of 120 respondents. After a thorough review of literature and consultation with experts as set of 10 variables were selected. The data was collected through a structured interview schedule and analyzed using mean and standard deviation for drawing meaningful interpretations.

RESULTS AND DISCUSSION

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

Age

It is clear that majority (62.50%) of the respondents belonged to middle age category followed by old age (20.00%) and young age (17.50%) categories respectively. The reason behind this was middle aged respondents have accumulated years of experience that allowed them to make informed decisions about planting,

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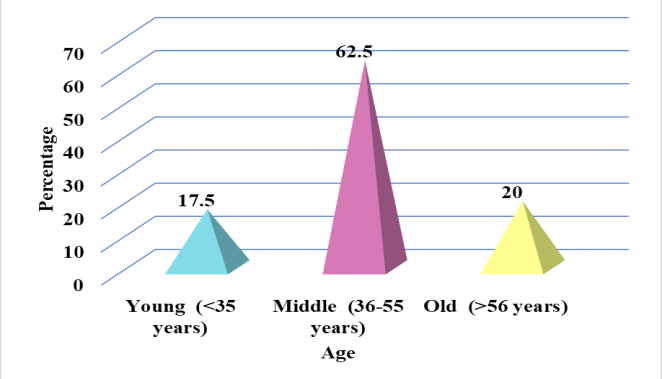
Table 1. Distribution of farmers according to their profile

S. No.	Category	Frequency	Percentage
1. Age			
1	Young age (< 35 years)	21	17.50
2	Middle age (36-55 years)	75	62.50
3	Old age (56 years and above)	24	20.00
	Total	**120**	**100.00**
2. Education			
1	Illiterate	30	25.00
2	Functionally literate	6	5.00
3	Primary school	23	19.17
4	High school	28	23.33
5	Intermediate	15	12.50
6	Graduation and above	18	15.00
	Total	**120**	**100.00**
3. Farm size			
1	Marginal (1ha or less)	11	9.17
2	Small (1 to 2 ha)	15	12.50
3	Semi-medium (2 to 4 ha)	32	26.67
4	Medium (4 to 10 ha)	52	43.33
5	Large (above 10 ha)	10	8.33
	Total	**120**	**100.00**
4. Farming experience			
1	Low farming experience	22	18.33
2	Medium farming experience	72	60.00
3	High farming experience	26	21.67
	Total	**120**	**100.00**
	Mean	25.80	
	S.D	13.19	
5. Annual income			
1	Low annual income	37	30.83
2	Medium annual income	42	35.00
3	High annual income	41	34.17
	Total	**120**	**100.00**
	Mean	2.03	
	S.D	0.81	
6. Decision making ability			
1	Low decision making ability	13	10.83
2	Medium decision making ability	89	74.17
3	High decision making ability	18	15.00
	Total	**120**	**100.00**
	Mean	6.16	
	S.D	1.32	

Table 1. Cont...

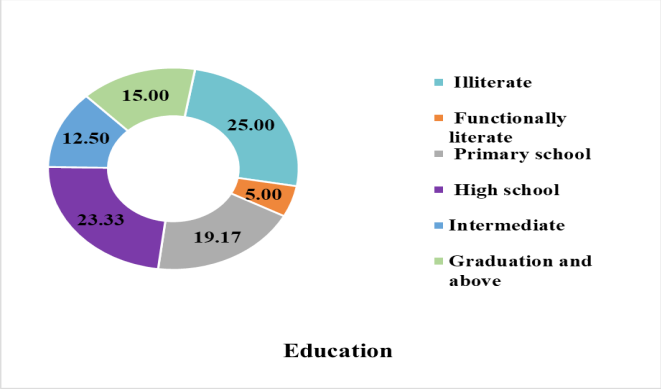
S. No.	Category	Frequency	Percentage
7. Extension contact			
1	Low extension contact	22	18.34
2	Medium extension contact	73	60.83
3	High extension contact	25	20.83
	Total	**120**	**100.00**
	Mean	32.88	
	S.D	3.79	
8. Innovativeness			
1	Low innovativeness	28	23.33
2	Medium innovativeness	74	61.67
3	High innovativeness	18	15.00
	Total	**120**	**100.00**
	Mean	29.60	
	S.D	4.53	
9. Risk orientation			
1	Low risk orientation	21	17.50
2	Medium risk orientation	81	67.50
3	High risk orientation	18	15.00
	Total	**120**	**100.00**
	Mean	18.66	
	S.D	3.05	
10. Market orientation			
1	Low market orientation	20	16.67
2	Medium market orientation	77	64.17
3	High market orientation	23	19.16
	Total	**120**	**100.00**
	Mean	19.23	
	S.D	3.42	

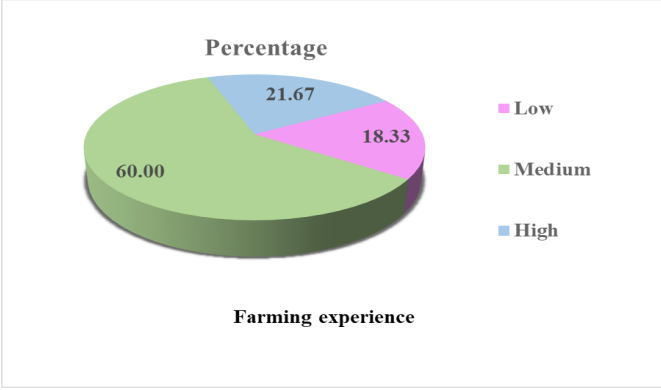
harvesting etc. This finding was in conformity with the findings of Patel (2011).



Education

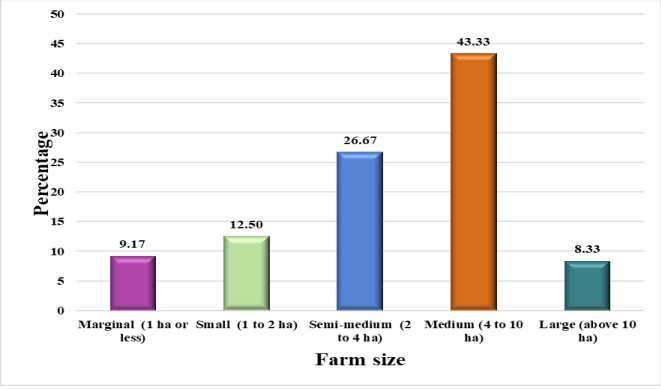
One fourth (25.00%) of the respondents were illiterate followed by high school (23.33%), primary school (19.17%), graduation and above (15.00%), intermediate (12.50%) and functionally literate (5.00%). The key reasons for this trend might be limited access to schools in rural areas, their perception is that high school education is enough for traditional farming. This finding was in conformity with the findings of Areneja *et al.* (2013).





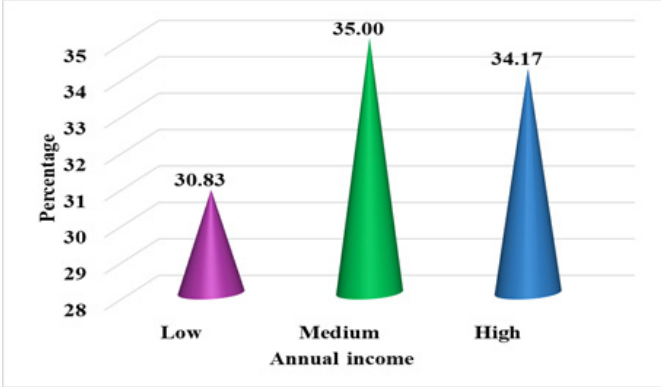
Farm size

It is implied that a little less than half (43.33%) of the respondents had medium farm size followed by semi-medium (26.67%), small (12.50%), marginal (9.17%) and large (8.33%) farm size. This trend might be due to the fact that medium farm size offers a balance between manageability with family labour and some economics of scale for machinery and production. This finding was in accordance with the findings of Patel (2015).



Annual income

It is noticed that 35.00 per cent of the respondents belonged to medium annual income category followed by high (34.17%) and low (30.83%) annual income categories respectively. Majority of the respondents belonged to middle income category because of limited access to both very large farms and the risks associated with high-value crops. This finding was in agreement with the findings of Atar (2012).

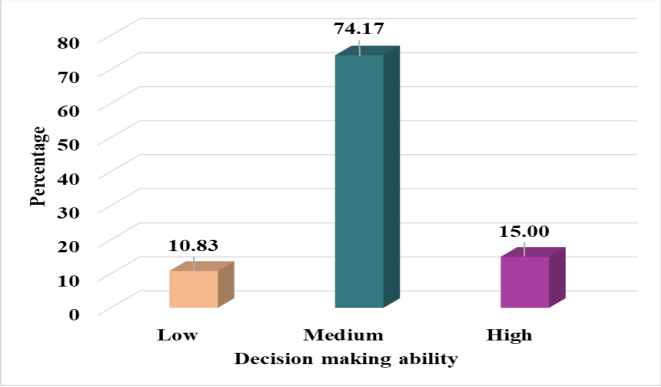


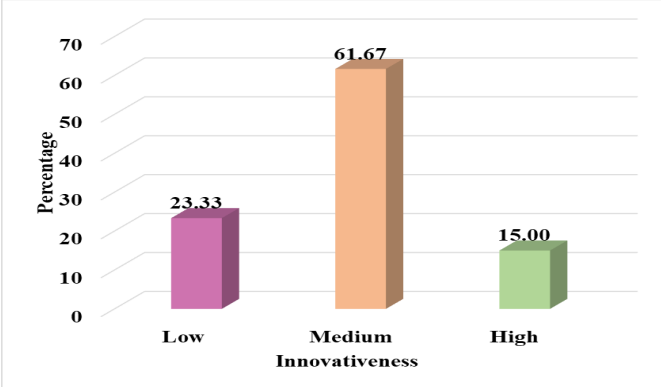
Farming experience

Table 1 showed that 60.00 per cent of the respondents had medium level of farming experience followed by high (21.67%) and low (18.33%). This is likely because farming requires a balance between knowledge and risk tolerance. Medium-experience respondents have likely gained the skills and experience to be productive without being set in their ways, making them the most common group. This finding was in line with the findings of Madhu (2010).

Decision making ability

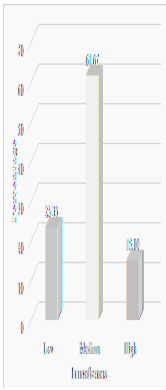
A peek at the table 1 revealed that majority (74.17%) of the respondents had medium level of decision making ability followed by high (15.00%) and low (10.83%) levels of decision making ability. Factors like education, access to information etc majority of the respondents have medium decision making ability and some other have high and low decision making ability. This finding was in consistent with the findings of Naidu (2012).





Extension contact

A desultory look at the results disclosed that majority (60.83%) of the respondents had medium level of extension contact followed by high (20.83%) and low (18.34%) levels of extension contact. This is because majority of the respondents have frequent interaction with extension agents which helped them to get aware of latest crop varieties and technologies. This finding was in conformity with the findings of Bhavitha and Reddy (2024).

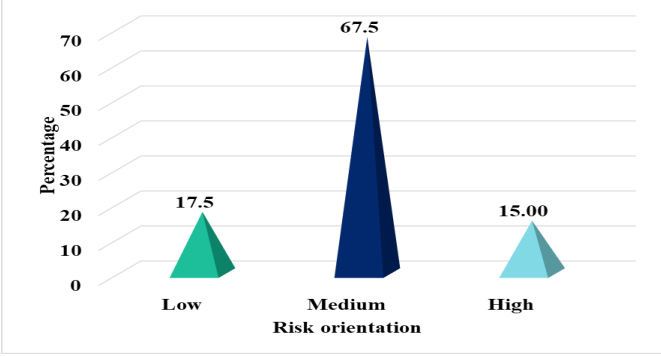


Innovativeness

The outcome conferred in the study conveyed that majority (61.67%) of the respondents were belonged to medium level of innovativeness followed by low (23.33%) and high (15.00%) levels of innovativeness. Most respondents fell into medium level of innovativeness because farming requires balancing tradition and progress. This finding confirms the findings of Vivek (2017).

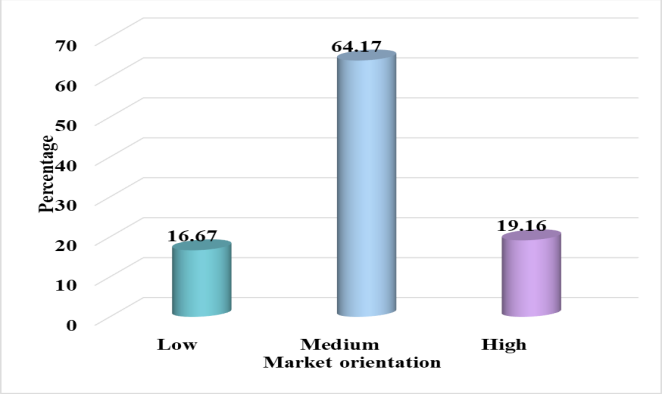
Risk orientation

It is apparent that majority (67.50%) of the respondents belonged to medium level of risk orientation category followed by low (17.50%) and high (15.00%) levels of risk orientation. Despite the inherent unpredictability of farming due to factors like weather and pests, farmers are still driven potentially expand their businesses which lead most farmers lean towards medium level of risk orientation. This finding was in conformity with the findings of Hrudayranjan (2013).



Market orientation

From the table 1 it is unravelled that nearly three-fourth (64.17%) of the respondents belonged to medium level of market orientation followed by high (19.16%) and low (16.67%) levels of market orientation. Significant number of respondents decent in the medium level of market orientation because they understand the importance of selling their crops well. This finding was in conformity with the findings of Kumar and Popat (2010).



The results revealed that majority of the farmers were observed in medium to high level category with respect to most of the variables selected. But there is a need to encourage farmers who belonged to low category, for this government should promote affordable and accessible crop insurance programs, workshops, conferences, and exchange programs for farmers to learn about new technologies and best practices, provide ongoing education, should encourage research station visits, scientist interactions and farmer-to-farmer learning.

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