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Decision making pattern of ATMA beneficiaries and communication profile

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Abstract

The study was conducted in Hisar district of Haryana state with the objective of analyzing decision making pattern of Agriculture Technology Management Agency beneficiaries. The study was conducted on 240 beneficiaries of ATMA from two district of Hisar division of Haryana state i.e Fatehabad and Hisar. Decisions related to farm, animals and money matters were predominantly taken with the help of husband or with the help of family in both districts of Hisar division. Negligible numbers of beneficiaries took their own decisions.

Keywords: ATMA, women, decision making, communication

Introduction

Agriculture plays the most decisive role in the socio-economic development of the country. Agriculture, with its allied sectors, is the largest source of livelihoods in India and 70 percent of its rural households still depend primarily on agriculture for their livelihood, with 82 percent of farmers being small and marginal.

Women constitute about half of the total population and make essential contributions to the agricultural and rural economies in all developing countries but still women are more likely to be unemployed than men, with global unemployment rates of 5.5 per cent for men and 6.2 per cent for women. With the exception of Eastern Asia, Eastern Europe and Northern America, male unemployment rates are lower than female unemployment rates in all other regions of the world, with the highest gender unemployment gaps found in Northern Africa and the Arab States.

The women are the backbone of agricultural workforce and are a vital part of Indian economy. Over the years, there is a gradual realization of the key role of women in agricultural development and their contribution in the field of agriculture, food security, horticulture, dairy, nutrition, fisheries, and other allied sectors. In rural India, the percentage of women who depend on agriculture for their livelihood is as high as 84 per cent. Women make up about 33per cent of cultivators and about 47 per cent of agricultural laborers.

Material and methods

The study was planned as an ex post- facto survey investigation and conducted in two districts of Haryana. These districts i.e. Hisar and Fatehabad were selected randomly out of four districts of Hisar division where ATMA was in operation. The qualitative data were quantified according to the standards laid down and tabulated to draw inferences

Result

Socio- personal profile of the beneficiaries

Age: The data in Table 1 reveals that majority of the beneficiaries in Hisar district were in the younger age group (48.33%) followed by middle age group (41.67%) and older age group (10.00%). The Beneficiaries in Fatehabad district were in the younger age group (51.67%) followed by middle age group (33.33%) and older age group (15.00%) respectively.

Marital Status: The results pointed out that 84.16 per cent of beneficiaries were married Followed by 10.00 per cent who were widow, 4.17 per cent were divorced and 1.67 per cent

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were unmarried respectively in Hisar district. In Fatehabad district 86.66 per cent of the beneficiaries were married, 6.67 per cent were unmarried and 6.67 per cent were divorced.

Education of Beneficiaries: It is clear from Table 1 that 55.00 per cent of the beneficiaries were illiterate whereas 22.50 per cent of the beneficiaries had obtained formal schooling up to primary followed by 14.17 per cent of the beneficiaries having middle school education and 5.00 per cent had high school education and 3.33 per cent were graduate in Hisar district. In Fatehabad district 45.00 per cent of the beneficiaries were illiterate whereas 22.50 per cent of the beneficiaries had obtained middle school education followed by 15.00 per cent of the beneficiaries having

primary education, 13.33 per cent had high school education and 4.17 per cent were graduate.

Occupation of the Beneficiaries: The results depicted in Table 1 reveals that maximum number of the beneficiaries (43.33%) were housewife followed by laborers (35.00%), farmers (9.17%), business (6.67%), Service (govt/private) (3.33%) and very low number of beneficiaries were students in Hisar district. In Fatehabad district maximum numbers of the beneficiaries were housewife (45.83%) followed by agriculture laborers (32.50%), farmers (10.00%), students (5.83%), Service (govt/private) (5.00%) and negligible number of beneficiaries were doing business.

Table 1: Socio-Personal profile of the beneficiaries N=240

Sr. No.	Variables	Beneficiaries	
		Hisar (n=120)	Fatehabad (n=120)
		Frequency (%)	Frequency (%)
Age			
1	Less than 39 years	58(48.33)	62(51.67)
	40-65 years	50(41.67)	40(33.33)
	Above 65 years	12(10.00)	18(15.00)
Caste			
2	Scheduled caste	75(62.50)	73(60.83)
	Backward caste	8(6.67)	14(11.67)
	General caste	37(30.83)	33(27.50)
Marital Status			
3	Married	101(84.16)	104(86.66)
	Unmarried	2(1.67)	8(6.67)
	Widow	12(10.00)	8(6.67)
	Divorce	5(4.17)	-
Education of the Beneficiaries			
4.	Illiterate	66(55.00)	54(45.00)
	Primary	27(22.50)	18(15.00)
	Middle	17(14.17)	27(22.50)
	High school	6(5.00)	16(13.33)
	Graduate	4(3.33)	5(4.17)
Family Education Status			
5.	Low (1-2.5)	93(77.50)	72(60.00)
	Medium (2.6-4.1)	21(17.50)	42(35.00)
	High (more then 4.2)	6(5.00)	6(5.00)
Occupation of the Beneficiaries			
6.	Housewife	52(43.33)	55(45.83)
	Labour	42(35.00)	39(32.50)
	Farmer	11(9.17)	12(10.00)
	Business	8(6.67)	1(0.83)
	Service (govt/private)	4(3.33)	6(5.00)
	Students	3(2.50)	7(5.83)
Family Occupation Status			
7.	Labour	55(45.83)	50(41.67)
	Farmer	41(34.17)	39(32.50)
	Business	9(7.50)	30(25.00)
	Service (govt/private)	15(12.50)	1(0.83)
Types of Family			
8.	Nuclear	45(37.50)	84(70.00)
	Joint	75(62.50)	36(30.00)

Family Occupation Status: The results reported in Table 1 reveals that the most of the beneficiaries families was working as laborers (45.83%) followed by farming (34.17%), service (12.50%) and own business (7.5%) in Hisar district. Similarly in Fatehabad district also the occupation of the beneficiaries families was agriculture laborers (41.67%) followed by farmers (32.5%), business (25.00) and service (0.85%).

Type of Family: A perusal of Table 1 describes that majority

(62.50%) of the beneficiaries in Hisar districts belonged to joint families followed by nuclear (37.50%) families, whereas the majority (70.00%) of beneficiaries in Fatehabad district belonged to nuclear families followed by joint families (30.00%).

Economic profile of the beneficiaries

Land holding: Data in indicate that 62.50 per cent of

beneficiaries had no land whereas 28.33 per cent were marginal category of farmers (having up to 2.50 acre land holdings), 5.83 per cent belonged under small size of land holding (having 2.5 to 5.0 acre), 2.50 per cent of the beneficiaries medium size of land holding (5.0 to 10 acre) and only 0.83 per cent belonged to large land holding in Hisar district. In Fatehabad district 59.17 per cent of beneficiaries were landless whereas 35.83 per cent marginal categories of farmers (having up to 2.50 acres land holdings), 2.50 per cent belonged under small sizes of land holding (having 2.5 to 5.0 acre) and 2.50 per cent of the beneficiaries had medium size of land holding (5.0 to 10 acre).

Milch animals: The data regarding milch animals indicate that 53.33 per cent beneficiaries had no animals whereas 39.17 per cent had 1-2 milch animals and 7.50 per cent had 3-4 animals in Hisar district. In case of Fatehabad district 74.17 per cent beneficiaries had no animals whereas 25.00 per cent had 1-2 milch animals and 0.83 per cent had 3-4 animals.

Agriculture Material possession: The data regarding the ownership of farm assets reveal that majority of beneficiaries had low farm assets (55.00%) followed by medium (23.33%) and high farm assets (5.83%) in Hisar district. Maximum number of the beneficiaries (41.67%) in Fatehabad district had low (41.67%) farm assets followed by medium (25.00%) and high (6.67%).

Non Agriculture Possession: The data reveal that majority of the beneficiaries of Hisar district had medium non-agriculture possession (68.33%) followed by high (28.33%) and low (3.33%). Majority of the beneficiaries in Fatehabad district had medium (60.83%) non-agriculture possession followed by high (37.5%) and low (1.67%).

Communication profile of the beneficiaries

The beneficiaries were categorized on the basis of communication profile into low, medium, and high category.

Table 2: Communication profile of the beneficiaries N=240

Statements	Category	Hisar (n=120)		Fatehabad (n=120)	
		Score	Frequency (%)	Score	Frequency (%)
Membership of Social organization	High	> 9.58	16(13.33)	> 9.45	23(20.00)
	Medium	6.82- 9.58	66(55.00)	6.07- 9.45	83(68.33)
	Low	< 6.82	38(31.67)	< 6.07	14(11.67)
Social Participation	High	>9.85	3(2.50)	>12.78	19(15.83)
	Medium	5.93-9.85	63(52.50)	5.93-12.78	87(72.50)
	Low	<5.93	54(45.00)	<5.93	14(11.67)
Cosmopolitans	High	>12.76	19(15.83)	>12.78	8(6.67)
	Medium	7.76-12.76	101(84.17)	7.76-12.78	112(93.33)
	Low	<7.76	-	<7.76	-
Media exposure	High	>18.37	20(16.67)	>14.64	20(16.67)
	Medium	10.91-18.37	95(79.17)	10.91-14.64	77(64.17)
	Low	<10.91	5(4.16)	<10.91	23(19.16)

Membership of social organization: Table 2 reveal that the 55.00 per cent of beneficiaries had medium level membership in social organization followed by 31.67 per cent of beneficiaries had low level of membership and 13.33 per cent of high level of membership in Hisar district. In Fatehabad district 68.33 per cent of beneficiaries had medium level membership in social organizations followed by 20.00 per cent of beneficiaries had high level of membership and 11.67 per cent of low level of membership.

Social Participation: Table 2 pointed out that the 52.50 per cent of beneficiaries had medium level of social participation followed by 45.00 per cent of beneficiaries having low level of social participation and 2.50 per cent of high level of social participation in Hisar district. In Fatehabad district 72.50 per cent of beneficiaries had medium level of social participation followed by 15.83 per cent of beneficiaries had high level of social participation and 11.67 per cent of low level of social participation.

Cosmopolitans: The data reveals that the 84.17 per cent of beneficiaries had medium level of cosmopolitans and 15.83 per cent of beneficiaries had high level in Hisar district. In

Fatehabad district 93.33 per cent of beneficiaries had medium cosmopolitans and 6.67 per cent were with high level of cosmopolitans.

Media exposure: The Table reveals that 79.17 per cent of beneficiaries had medium level of media exposure followed by 16.67 per cent beneficiaries who had high level of media exposure and 4.16 per cent had low level of exposure in Hisar district. In Fatehabad district 64.17 per cent of the beneficiaries had medium level of media exposure followed by 19.16 per cent of the beneficiaries who had low level of media exposure and 16.67 per cent of beneficiaries had high level of exposure.

Family decision making pattern of the ATMA beneficiaries

For the purpose of studying the decision- making pattern in families, three distinct areas of decision related to farm, animal and financial activities were identified.

In decision making pattern regarding farm or animal husbandry, only those beneficiaries were considered who were having farm and animals

Table 3: Decision making pattern of the ATMA beneficiaries related to farm N=240

Sr. No	Decision making pattern	Hisar		Fatehabad	
		Frequency	Percentage	Frequency	Percentage
		n=45		n=49	
1	Adoption of new farming techniques				
	Self	2	4.44	-	-
	Husband	6	13.33	4	8.16
	With the help of husband	19	42.22	34	69.39
	With the help of family members	18	40.00	11	22.45
2	Adoption of improved variety of seeds				
	Self	2	4.44	-	-
	Husband	6	13.33	4	8.16
	With the help of husband	19	42.22	34	69.39
	With the help of family members	18	40.00	11	22.45
3	Decision related to land holding				
	Self	2	4.44	-	-
	Husband	6	13.33	4	8.16
	With the help of husband	19	42.22	34	69.39
	With the help of family members	18	40.00	11	22.45

It is clear from Table 3 that decisions related to adoption of new farming techniques were predominantly taken with the help of husband (42.22%) followed by with the help of family members (40.00%), husband (13.33%) and only negligible number of beneficiaries took their own decisions. Similarly in Fatehabad district decisions related to adoption of new farming techniques were predominantly taken with the help of husband (69.39%) followed by with the help of family members (22.45%) and husband (8.16%). It is further clear from Table 3 that in majority of the cases decisions related to adoption of improved varieties of seeds were taken with the help of husband (42.22%) followed by with help of family members (40.00%), husband (13.33%) and only negligible number of beneficiaries took their own decisions. likewise in Fatehabad district majority of the cases

decisions related to adoption of improved variety of seeds were taken with help of husband (69.39%) followed by with help of family members (22.45%) and husband (8.16%). It was also revealed that decisions related to land holding were taken with the help of husband (42.22%) followed by with the help of family members (40.00%) and Husband (13.33%) in Hisar district. similarly in Fatehabad district decisions related to land holding were taken with the help of husband (69.39%) followed by with the help of family members (22.45%) and Husband (8.16%). Table 4 reveals that decisions related adoption of improved animal husbandry practices were taken with the help of family members (50.00%) followed by with the help of husband (32.14%), husband (14.29%) and only 3.57 per cent of beneficiaries took their own decision in Hisar district.

Table 4: Decisions making pattern of ATMA beneficiaries related to animal husbandry N=240

Sr. No	Decision making pattern	Hisar		Fatehabad	
		Frequency	Percentage	Frequency	Percentage
		n=56		n=31	
1	Adoption of improved animal husbandry practices				
	Self	2	3.57	-	-
	Husband	8	14.29	7	22.58
	With the help of husband	18	32.14	13	41.94
	With the help of family members	28	50.00	11	35.48

In Fatehabad district the Table 4 reveals that decisions related adoption of improved animal husbandry practices were taken

with the help of husband (41.94%) followed by with the help of family members (35.48%) and husband (22.58%)

Table 5: Decisions making pattern of ATMA beneficiaries related to socio- communicable and financial activities N=240

Sr. No	Decision making pattern	Hisar		Fatehabad	
		Frequency	Percentage	Frequency	Percentage
		n=120		n=120	
1	Participation in different ATMA activities				
	Self	2	1.67	-	-
	Husband	6	5.00	1	0.83
	With the help of husband	72	60.00	71	59.17
	With the help of family members	40	33.33	48	40.00
2	Decision related to money matters				
	Self	2	1.67	-	-
	Husband	48	40.00	66	55.00
	With the help of husband	33	27.50	5	4.17
	With the help of family members	37	30.83	49	40.83

The Table 5 reveals that decision related to participation in different ATMA activities were taken with the help of

husband (60.00%) followed by with the help of family members (33.33%), husband only (5.00%) and self (1.67%) in

Hisar district. In Fatehabad district decision related to participation in different ATMA activities were taken with the help of husband (59.17%) followed by with the help of family members (40.00%) and only negligible number of husband took the decision.

The Table further revealed that decision related to money matters in Hisar district were by husband (40.00%) followed by with the help of family members (30.83%), with the help of husband (27.50%) and very low number of beneficiaries took their own decision (1.67%). Similarly in Fatehabad district decision related to money matter taken by husband (55.00%) followed by with the help of family members (40.83%) and with the help of husband (4.17%).

Discussion

The decisions related to adoption of new farming techniques, adoption of improved varieties and land holding were taken with the help of husband in both districts. Similar results were reported by Praveena *et.al* (2005)^[20] and Mandloi and kavita (2006). Decisions related to adoption of improved varieties of seeds and land holding were taken with the help of husband in both districts. Majority of decision related to animal husbandry practices were taken with the help of families in Hisar district and with the help of husband in Fatehabad district. The majority of decisions related to participation in different ATMA activities were taken with the help of husband. The findings of the present study also agree with the findings of Praveena *et.al* (2005)^[20] and Mandloi and kavita (2006)^[16]. The decision related to money matters in both districts were taken by husband. Similar finding were reported by Anshu and Varma (2015)^[6] they reported that majority of decision related to household and farm are taken with the help of husband. Only negligible number of beneficiaries took their own decisions. Findings clearly indicate that farm women were not involved in major decision making process It may be due to the fact that India is a male-dominated society, it is widely believed that all the major decision associated with home or agriculture are taken by man and women are responsible for cooking, carrying water and fetching firewood etc. limiting their participation in decision-making processes. The other reason could be the lack of education which leads to low self confidence in their decisions making capability. The results were supported by Damisa and Yohanna (2007)^[9]. They reported that majority of rural farm women were depended on their husband and families for the decision making.

Recommendations

The result regarding decision making reveals that the women play important role, at the household and community level. They help their respective families by engaging themselves in the income generating activities most commonly related to the agriculture. But still women involvement in the decision making is questionable. There is a need to enhance women participation in decision related to household or farm related. Education can be very helpful in educating and for changing mind set of people which can improve the status of women in families and society. Also the importance of women in household income must be recognized, they should be given experience in decision making so that their confidence level can be increased.

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