

KNOWLEDGE AND ATTITUDE OF THE BENEFICIARIES TOWARDS ACTIVITIES OF BAIF DEVELOPMENT RESEARCH FOUNDATION IN SEONI DISTRICT OF MADHYA PRADESH

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ABSTRACT

The study was conducted in Seoni District of Madhya Pradesh. A total number of 120 respondents were selected randomly from 6 village under Dhanaura block to measure the level of knowledge and attitude towards activities of BAIF Development Research Foundation. The data was collected by personal interview method by using pre-structured interview schedule and latter appropriate statistical analysis was done to draw logical conclusion. The study revealed that most of the beneficiaries 42.50 percent were of middle age group and 25.00 percent of the respondent were functionally literate, and 46.67 percent respondents were illiterate. It was found that majority 50 percent of the respondent were small farmers i.e., 2.5 to 5 acres. The findings also revealed 47.50 percent of respondents are having medium level of knowledge followed by 32.50 percent high and 20 percent of low level of knowledge towards the activities of BAIF Development Research Foundation. It was found that 40 percent of respondents are having medium level of attitude followed by 33.33 percent high and 26.67 percent low level of attitude towards activities of BAIF Development Research Foundation.

KEYWORDS: BAIF Development Research Foundation, Knowledge and Attitude

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INTRODUCTION

India has a long tradition of voluntary action through a system of dharma (obligation) and daan (charity). However, during past pre independence era especially in the late nineteenth century there was up rise in national movement. Fired by modern thinking and dynamic enthusiasm, the leaders and reformers lead organisations with ideas of co-operation, nationalism. Non-Governmental Organisations (NGOs) and voluntary action have been part of the historical legacy. In the 19th and early 20th centuries, several voluntary efforts were started in the fields of health, education etc. The NGOs became prominent after independence, especially after 1970s. This was partly because of the limited success of past development policies pursued by the government. Even after half a century of development efforts initiated by the state, the problems of poverty, hunger, malnutrition, unemployment, gender inequality, illiteracy etc., continue to Indian society. One of the important contributing factors for the limited success of rural development programmes was the non-participation of the peoples for whom the programmes were meant. The need for micro-level institutions to involve the people in the formulation, implementation and monitoring of the programmes is, therefore, stressed in several quarters.

BAIF believes that the focus of the programme should be on the rural family rather than on a village, because the village as a whole has a heterogeneous character in respect of socio-economic status. If this important fact overlooked, a few well-do families of the villages invariably grab the benefit of development. As a result, the development agency becomes instrumental in widening the gap between the rich and the poor. With this thinking, BAIF entered initially in the area of dairy, cattle production, Afforestation, tribal rehabilitation, promotion of fruit orchards and has introduced watershed planning, run-off water harvest, sericulture, apiculture, bio-energy and community health programmes for the upliftment of the rural poor in general means and specially for the women and children. Such activities enable them to settle down socio-economically within a time frame of 5-7 years. BAIF also believes that active participation and involvement of women in the development programmes is the master key to accelerate the process of change in the family as a whole. If the woman is kept in the background, material may be possible but the quality of living cannot be achieved. This improves the quality of day-to-day life and particularly, a dramatic change in the development of children is observed.

Multidisciplinary Programs of BAIF

1. Livestock Development

Development of good quality dairy animals is a powerful tool for gainful self-employment. BAIF has maintained an elite herd of Jersey and Holstein Friesian breeds at the Central Research Station at Urulikanchan. With a view to conserve native breeds, Gir, Sahiwal, Hallikar, Amrutmahal, Dangi and Ongole breeds of cattle, Surti, Murrah and Jafrabadi breeds of buffaloes and rams of Sirohi and Osmanabadi goats are also maintained.

2. Tribal Rehabilitation through Agri-Horti-Forestry

The project aims at providing sustainable livelihood and improved quality of life to the tribal families involves developing orchards, popularly known as Wadi, on wastelands owned by a poor tribal family. This programme ensures the active involvement of the entire family, particularly the women. BAIF has recognized the traditional tribal custom Wavli that ensures complete authority of women over the income generated from vegetable cultivation in their backyards. Many other income generation activities have now been introduced as Wavli to broad base the programme.

3. Community Health

Community Health focuses on improved health status of the family through promotion of safe drinking water, hygiene and sanitation facilities, nutritious diet, immunization, mother and child health care, family welfare, nutrition gardens and health education. Preventive care and first level curative care are ensured through research, motivation and training of traditional midwives, local field functionaries and health guides.

4. Empowerment of Women

Improving rural women and girls' health and empowering them to address their own needs by initiating gender responsive collective actions and institutionalizing processes are the objectives of this programme. The project has been launched in 9 locations in the states of Maharashtra, Karnataka, Gujarat, Rajasthan, Uttar Pradesh and Madhya Pradesh by establishing a network with other leading voluntary organisations such as Halo Medical Foundation and Chaitanya.

RESEARCH METHODOLOGY

Ex-post facto research design was followed for the present study. An ex-post facto research design is a method in which groups with qualities that already exist are compared on some dependent variable. Also known as "after the fact" research.

The present study was conducted in Seoni district of Madhya Pradesh. Out of 8 block of Seoni district, Dhanaura block is selected by purposive sampling for the study based on assumption that the block has maximum number of beneficiaries benefited through BAIF NGO. From the selected block, 6 village were selected randomly.

RESULTS AND DISCUSSION

Table 1: Personal Profile of the Beneficiaries

S.No	Independent variables	Category	Frequency	Percentage
1.	Age	Young (Upto 35 years)	42	35.00
		Middle (36-55 years)	51	42.50
		Old (above 55 years)	27	22.50
2.	Education	Illiterate	40	33.33
		Functionally literate	30	25.00
		Primary school education	20	16.66
		Middle school education	20	16.67
		Higher school education	10	8.34
3.	Cast	SC/ST	35	29.16
		OBC	60	50.00
		General	25	20.84
4.	Size of family	Small (1-3)	36	30.00
		Medium (4-6)	61	50.83
		Large (>6)	23	19.17
5.	Land holding	Marginal farmers (<1 acre)	40	33.34
		Small farmers(1-2 acre)	60	50.00
		Big farmers (>2 acre)	20	16.66
6.	Occupation	Farming	47	39.17
		Farming + Allied Activities	41	34.17
		Farming + Small Business	32	26.66
7.	Annual Income	Low (<50000)	33	27.50
		Medium (50001-100000)	62	51.67
		High (>100000)	25	20.83
8.	Source of Information	Low (12-18)	47	39.17
		Medium (19-24)	52	43.33
		High (25-30)	21	17.50
9.	Social Participation	Low (10-14)	39	32.50
		Medium (15-18)	58	48.33
		High (19-22)	23	19.17
10	Extension Contact	Low (9-12)	41	34.17
		Medium (13-15)	57	47.50
		High (16-18)	22	18.33

From the table 1, it shows that 42.50 percent of the respondents belong to the middle age group. Find out that 33.33 percent of the respondent are illiterate. It is evident that 50 percent respondents belong to the backward class category. Find out that 59.83 percent of the respondent were having medium size of family. It is evident that 50 percent of the respondents were small farmers. Find out that 39.17 percent were farmers. In term of annual income 51.67 percent respondents has medium level of annual income in which 50.00 percent had land holding of 1-2 acre. It is evident that 43.33 percent of the respondents were having medium level of source of Information. Find out that 48.33 percent of the respondent were having medium level of social Participation. It is evident that 47.50 percent of the respondents were having medium extension Contacts.

Table 2: Knowledge of the Beneficiaries towards Activities of BAIF Development Research Foundation

S. No	Statement	Response					
		Fully Correct		Partially Correct		Incorrect	
		F	%	f	%	f	%
1.	BAIF institute for sustainable livelihood and development.	46	38.33	52	43.33	22	18.33
2.	Proper understanding of the scheme has been created among the rural masses.	38	31.66	64	53.34	18	15.00
3.	BAIF has improved the lives of beneficiaries by generating income.	47	39.16	53	44.17	20	16.67
4.	Sincere efforts have been made by Panchayati members in implementing the programme.	43	35.83	59	49.17	18	15.00
5.	Women are also encouraged to register for employment in this institution.	54	45.00	61	50.83	5	4.17
6.	The employment provides is able to generate adequate income purchase basic needs.	49	40.84	52	43.33	19	15.83
7.	The community has been greatly benefited by the asset's creation.	63	52.50	48	40.00	9	7.50
8.	The gram Panchayat has accomplished the Ngo successfully	48	40.00	62	51.67	10	8.33
9.	BAIF has concentrated more on the influential people.	36	30.00	62	51.67	22	18.33
10.	Employment provision for the rural peoples especially disadvantaged sections.	63	52.50	57	47.50	0	0
11.	In this scheme men and women are treated equally.	46	38.33	47	39.17	27	22.50
12.	BAIF has been able to develop the rural community and provide employment.	36	30.00	84	70.00	0	0
13.	This programme does not discriminate between the rich and the poor.	28	23.33	74	61.67	18	15.00
14.	It is good that BAIF provides employment to able and willing rural peoples.	86	71.66	28	23.34	6	5.00
15.	The BAIF Ngo has helped the beneficiaries to sustain themselves during off- season	42	35.00	69	57.50	9	7.50

It was reported that 38.33 percent, 43.33 percent and 18.33 percent of the respondents responded fully correct, partially correct and incorrect as a response for the statement, 'BAIF institute for sustainable livelihood and development'. 31.66 percent, 53.34 percent and 15.00 percent of the respondents reported fully correct, partially correct and incorrect as a response for the statement, 'Proper understanding of the scheme has been created among the rural masses'. 39.16 percent, 44.17 percent and 16.67 percent of the respondents of BAIF reported fully correct, partially correct and incorrect as a response for the statement 'BAIF has improved the lives of beneficiaries by generating income'. 35.83 percent, 49.17 percent and 15 percent of the respondents of reported fully correct, partially correct and incorrect as a response for the statement, 'Sincere efforts have been made by Panchayati members in implementing the programme'. 45 percent, 50.83 percent and 4.17 percent of the respondents reported fully correct, partially correct and incorrect as a response for the statement 'Women are also encouraged to register for employment in this institution'. 40.84 percent, 43.33 percent and 15.83 percent of the respondents reported fully correct, partially correct and incorrect as a response for the statement, 'The employment provides is able to generate adequate income purchase basic needs'. 52.50 percent, 40 percent and 7.5 percent of the respondents reported fully correct, partially correct and incorrect as a response for the statement, 'The community has been greatly benefited by the asset's creation'.

Similarly, 40 percent, 51.67 percent and 8.33 percent of the respondents were reported fully correct, partially correct and incorrect as a response for the statement, 'The gram Panchayat has accomplished the Ngo successfully'. 30 percent, 51.67 percent and 18.33 percent of the respondents reported fully correct, partially correct and incorrect as a response for the statement, 'BAIF has concentrated more on the influential people'. 52.50 percent, 47.50 percent and zero percent of the respondents reported fully correct, partially correct and incorrect as a response for the statement,

‘Employment provision for the rural peoples especially disadvantaged section’. 38.33 percent ,39.17 percent and 22.50 percent of the respondents reported fully correct, partially correct and incorrect as a response for the statement, ‘In this scheme men and women are treated equally’. 30 percent, 70 percent and zero percent of the respondent reported fully correct, partially correct and incorrect as a response for the statement, ‘BAIF has been able to develop the rural community and provide employment’. 23.33 percent, 61.67 percent and 15 percent of the respondents reported fully correct, partially correct and incorrect as a response for the statement, ‘This programme does not discriminate between the rich and the poor’. 71.66 percent, 23.34 percent and 5 percent of the respondents reported fully correct, partially correct and incorrect as a response for the statement, ‘It is good that BAIF provides employment to able and willing rural peoples’.35 percent, 57.50 percent and 7.50 percent of the respondents reported fully, partially correct and incorrect as a response for the statement, ‘The BAIF Ngo has helped the beneficiaries to sustain themselves during off- season’ respectively.

Table 3: Distribution of BAIF Beneficiaries according to Their Overall Knowledge (n=120)

S. No	Category	Frequency	Percentage
1.	Low (16-25)	24	20.00
2.	Medium (26-33)	57	47.50
3.	High (34-45)	39	32.50
	Total	120	100

It is clearly visible that most (47.50%) of the BAIF beneficiaries had medium level of knowledge on BAIF Ngo, (20.00%) of the BAIF beneficiaries were having low level of knowledge on BAIF Ngo and (32.50%) of the BAIF beneficiaries were having high level of knowledge on BAIF Ngo respectively. The above findings are in the accordance with the findings of **Patel (2013)**.

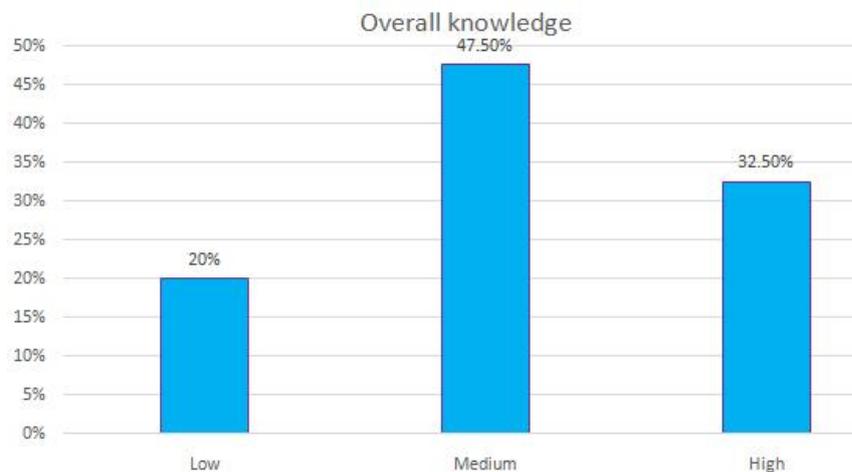


Figure 1: Distribution of BAIF Beneficiaries according to their Overall Knowledge.

Development Research Foundation

Table 4: Attitude of the Beneficiaries towards Activities of BAIF

S. No	Statements	Response					
		Agree		Undecided		Disagree	
		F	%	f	%	F	%
1.	BAIF is a boon for the all- round development of the village.	32	26.66	76	63.34	12	10.00
2.	BAIF enables practicing improved dairy business providing artificial insemination facility.	47	39.16	51	42.50	22	18.37
3.	BAIF is a model of governance reform anchored on the principle of grass root democracy	32	26.66	54	45.00	34	28.34
4.	BAIF is a demand driven programme.	42	35.00	53	44.16	25	20.84
5.	BAIF enables practicing improved agriculture by providing technical information.	21	17.50	52	43.33	47	39.17
6.	BAIF has increased the rift between rich and poor	49	40.83	57	47.50	14	11.67
7.	BAIF has helped in improving the economic status of the farmers.	36	30.00	50	41.66	34	28.34
8.	The BAIF has enabled the villagers to overpower their addictions and remove their poverty.	39	32.50	68	56.66	13	10.84
9.	Job card may be obtained within 15 days of application	27	22.50	46	38.33	47	39.17
10.	I shall persistently try to prove the BAIF of my village as ideal at national level.	21	17.5	54	45.00	45	37.50
11.	Independent and self-sufficient villages cannot be created through the BAIF.	18	15.00	48	40.00	54	45.00
12.	BAIF has helped in raising prestige of the people in the society.	12	10.00	84	70.00	24	20.00
13.	The BAIF has helped to create more employment opportunities in the village.	38	31.66	57	47.50	25	20.84

From the table 4 it was reported that 26.66 percent, 63.34 percent and 10.00 percent of the respondent responded as agree, undecided and disagree as a response for the statement of, 'BAIF is a boon for the all- round development of the village'. 39.16 percent, 42.50 percent and 18.37 percent of the respondents reported as agree, undecided and disagree as a response for the statement, 'BAIF enables practicing improved dairy business providing artificial insemination facility'. 26.66 percent, 45.00 percent and 28.34 percent of the BAIF respondents responded as agree, undecided and disagree as a response for the statement, 'BAIF is a model of governance reform anchored on the principle of grass root democracy'. 35.00 percent, 44.16 percent and 20.84 percent of the respondents reported as agree, undecided and disagree as a response for the statement, 'BAIF is a demand driven programme'. 17.50 percent, 43.33 percent and 39.17 percent of the BAIF respondents reported as agree, undecided and disagree as a response for the statement, 'BAIF enables practicing improved agriculture by providing technical information'.

Similarly, 40.83 percent, 47.50 percent and 11.67 percent of the respondents responded as agree, undecided and disagree as a response for the statement, 'BAIF has increased the rift between rich and poor'. 30.00 percent, 41.66 percent and 28.34 percent of the respondents responded as agree, undecided and disagree as a response for the statement, 'BAIF has helped in improving the economic status of the farmers'. 32.50 percent, 56.66 percent and 10.84 percent of the respondents of BAIF Ngo responded as agree, undecided and disagree as a response for the statement, 'The BAIF has enabled the villagers to overpower their addictions and remove their poverty'. 22.50 percent, 38.33 percent and 39.17 percent of the respondents reported as agree, undecided and disagree as a response for the statement, 'Job card may be obtained within 15 days of application.'

For the statement, ‘I shall persistently try to prove the BAIF of my village as ideal at national level’ 17.50 percent, 45.00 percent and 37.50 percent of the respondents of BAIF were responded as agree, undecided and disagree respectively. 15.00 percent, 40.00 percent and 45.00 percent of the respondents were responded as agree, undecided and disagree respectively for the statement, ‘Independent and self-sufficient villages cannot be created through the BAIF’. 10.00 percent, 70.00 percent and 20.00 percent of the respondents were reported as agree, undecided and disagree for the statement, ‘BAIF has helped in raising prestige of the people in the society’, 47.50 percent and 20.84 percent of the respondents were responded as agree, undecided and disagree as a response for the statement, ‘The BAIF has helped to create more employment opportunities in the village’.

Table 5: Distribution of BAIF Beneficiaries according to their Overall Attitude

S. No	Category	Frequency	Percentage
1.	Low (16-25)	32	26.67
2.	Medium (26-32)	48	40.00
3.	High (33-39)	40	33.33
	Total	120	100.00

From the figure 2 it is clearly visible that 40.00 per cent of the respondents had medium level of attitude, 33.33 percent of the respondents had high level of attitude and 26.67 percent of the respondents had low level of attitude respectively. This finding was supported by finding of **Chouhan (2013)**.

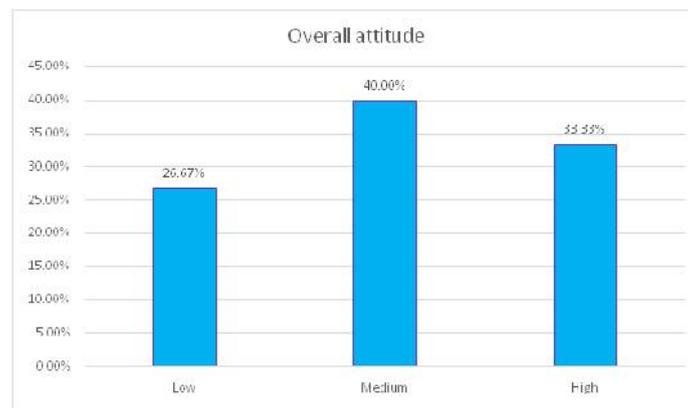


Figure 2: Distribution of BAIF Beneficiaries according to Their Overall Attitude.

Table 6: Association between Independent Variables and Knowledge of the BAIF Beneficiaries

S. No	Characteristics	Coefficient of Correlation (r)
01.	Age	0.41945*
02.	Education	0.54471*
03.	Caste	0.73027*
04.	Land holding	0.54462*
05.	Occupation	0.27125*
06.	Annual Income	0.77875*
07.	Size of family	0.68643*
08.	Sources of information	0.20187*
09.	Social Participation	0.58564*
10.	Extension contacts	0.50271*

Significant - NS Non significant

From table 4.3.1 it was interpreted that socio-economic characteristics like age, education, caste, land holding, occupation, annual income, size of family, sources of information, social participation and extension contacts had positive and significant association with the knowledge level of the respondents. The above findings are in the accordance with the findings of **Subhash (2018)**.

Table 7: Association between Independent Variables and Attitude of the BAIF Beneficiaries

S. No	Characteristics	Coefficient of Correlation (r)
1.	Age	0.36950*
2.	Education	0.50002*
3.	Caste	0.69364*
4.	Land Holding	0.50000*
5.	Occupation	0.22047*
6.	Annual income	0.74518*
7.	Size of family	0.64752*
8.	Sources of information	0.15028*
9.	Social Participation	0.54246*
10.	Extension contacts	0.45681*

Significant NS Non significant

From the table 4.3.2 it was interpreted that socio-economic characteristics like age, caste, land holding, occupation, annual income, size of family, sources of information, social participation and extension contacts had positive and significant association with the attitude level of the respondents. Whereas, education had non-significant association with the attitude level of the respondents. The above findings are in the accordance with the findings of **Prabuilliger et al. (2017)**.

CONCLUSIONS

It is concluded that the most of the BAIF beneficiaries was of middle age and their education level is illiterate. Most of the BAIF beneficiaries was of backward category. Majority of the BAIF beneficiaries were small farmers and having medium size of family. Most of the BAIF beneficiaries was farmer as their occupation having medium level of annual income. Most of the BAIF beneficiaries was having medium level of sources of information, social participation and extension contacts. The overall knowledge of the BAIF beneficiaries was found under medium level. The overall attitude of the BAIF beneficiaries was found under medium level.

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