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AN ANALYSIS OF KNOWLEDGE OF WOMEN ABOUT AGRO – BASED ENTERPRISES IN KRISHI VIGYAN KENDRA, UTUKURU, KADAPA DISTRICT OF ANDHRA PRADESH

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ABSTRACT

Women are vital to Indian economy and are a major productive work force. Nearly 84 per cent of all economically active women in India are engaged in agricultural and allied activities. In Indian agriculture, women continue to share a number of farm operations with men. Agriculture sector employs 80% of all economically active women in India; they comprise 33% of the agriculture labour force and 48% of the self-employed farmers. In India, 85% of rural women are engaged in agriculture, yet only about 13% own land.

The study was conducted Utukuru, Kadapa district of Andhra Pradesh with the objective of ascertain the extent knowledge of the respondents about different agro based enterprises. Total 120 respondents were selected purposively under Kadapa. Descriptive type of research procedure followed to developed scale. The finding of the study related that 57.50 percent of the respondents belong to middle level aged group. It also revealed that 21.66 percent respondents high school level of education and 45 percent respondents have medium level of annual income and 50. 83 percent respondents were medium level of land holding. The finding also revealed that 52.50 percent of the respondents were having medium level of knowledge on agro based enterprises in KVK. The independent variables of the respondents are age, education, annual income, farming experience, type of house, family size, land holding, mass media exposure, material possession and extension contact were positively and significantly correlated with the dependent variable (knowledge) at 0.01% of probability. Therefore null hypothesis was rejected for these variables

KEYWORDS: *Knowledge, Adoption and Empowerment of Rural Women*

Article History

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INTRODUCTION

Women are vital to Indian economy and a major productive work force in Indian economy. Nearly 84 per cent of all economically active women in India are engaged in agricultural and allied activities. In Indian agriculture, women continue to share a number of farm operations with men. Agriculture sector employs 80% of all economically active women in India; they comprise 33% of the agriculture labour force and 48% of the self-employed farmers. In India, 85% of rural women are engaged in agriculture, yet only about 13% own land.

Multi-Dimensional Role of Women

- **Agriculture:** Sowing, transplanting, weeding, irrigation, fertilizer application, plant protection, harvesting, winnowing, storing etc.
- **Domestic:** Cooking, child rearing, water collection, fuel wood gathering, household maintenance.
- **Allied activities:** Cattle management, fodder collection, milking etc.
- **Horticulture:** Vegetable production, flower production, fruit production.
- **Sericulture:** Silk worm rearing, cocoon production. (**Sunitha *et al.*2018)**

Development Perspective

Due to globalization of trade and agriculture and the policy reforms at national level, the scope and opportunities in the agri-entrepreneurship have significantly expanded, leading to an extraordinary business interest in this sector. The world wonders and hopeful for the fast growing Indian rural market, which is crucial for building corporate growth strategy in the country. According to surveys, total rural market in India is larger than urban market. **Pandey (2013)** suggests numerous areas of entrepreneurship in agriculture which include dairying, sericulture, goat rearing, rabbit rearing, floriculture, fisheries, shrimp farming, sheep rearing, vegetable cultivation, nursery farming and farm forestry.

Livelihood Security Through Entrepreneurship Development

Agriculture is considered as the main economic activity which adds to the overall wealth of the country. In the past, agriculture was seen as a low-tech industry dominated by numerous small family firms, which are mostly focused on doing things better rather than doing new things. However, over the last two decades, this situation has changed dramatically due to economic liberalization and a fast changing society. Agricultural companies have to adapt to the erratic demands of the market, varying consumer habits, stringent environmental regulations, new requirements for product quality, food safety sustainability, and so on. These changes have opened the way for new entrants, innovation, and portfolio entrepreneurship. Farmers, researchers, agricultural business and governments have recognized this and emphasized for a more entrepreneurial environment in the farming business **(De Lauwere *et al.*, 2002; McElwee, 2008; Pyysiäinen *et al.* 2006).** Agricultural entrepreneurship has a significant impact on business growth and survival **(Verhees *et al.*, 2011**). Therefore, it calls both small scale and large scale farmers to practice entrepreneurial agriculture.

RESEARCH METHODOLOGY

Descriptive research design was adopted for the study as it describes the characteristics or phenomena that are being studied. The present study was conducted in YSR Kadapa district of Andhra Pradesh. Out of 51 blocks in YSR Kadapa district, C.K.Dinne block is selected purposively based upon the nearness to local KVK. From the selected block, four villages were selected purposively based upon the nearness to local KVK. The entire data collected was transformed into the score for tabulation and suitable statistical tests are applied as per the nature of data to draw logical conclusions.

RESULTS AND DISCUSSION

Table 1: Socio-Economic Profile of the Respondents

S.No	Independent Variables	Category	Frequency	Percentage
1.	Age	Young (Upto 35 years)	26	21.67
		Middle(36-50 years)	69	57.50
		Old (above 50 years)	25	20.83
2.	Education	Illiterate	16	13.34
		Primary	24	20
		Junior High School	22	18.33
		High School	26	21.66
		Intermediate	20	16.67
		Graduate	12	10
3.	Annual income	Rupees < 50,000	35	29.17
		Rs. 50,001- 1,00,000	54	45.00
		Rs. > 1,00,000	31	25.83
4.	Type of house	Mud type	12	10.00
		Semi – cemented	40	33.33
		Cemented	68	55.67
5.	Family size	Small (3-4)	54	45.00
		Medium (5-7)	45	37.50
		Large (> 7)	21	17.50
6.	Land holding	Up to 2 acres	39	32.50
		2 to 5 acres	61	50.83
		More than 5 acres	20	16.67
7.	Farming Experience	Low (< 5 years)	34	28.33
		Medium (5-10 years)	60	50.00
		High	26	21.67
8.	Mass Media Exposure	Low	26	21.66667
		Medium	65	54.16667
		High	29	24.16667
9.	Material Possession	Low	49	40.83
		Medium	54	45.00
		High	17	14.17
10.	Extension agent contact	Low	41	34.17
		Medium	53	44.17
		High	26	21.66

From the Table – 1, it shows that 57.50 per cent of the respondents belong to the middle age group. In the study, it was found that 21.66 per cent of the respondents have high school level of education status. In terms of annual income 45.00 per cent of the respondents have medium level of income. 56.67 per cent of the respondents have cemented type of house and 50.83 per cent of the respondents have 2- 5 acres of land holding. 45.00 per cent of the respondents have small family size. It is also evident that 50.00 per cent of the respondents have medium level of farm experience. It is evident that 54.17 per cent of the respondents have medium level of source of information and 45.00 per cent of the respondents have medium level of material possession. 44.17 per cent of the respondents are in contact with extension agent. The similar findings were also reported by **Kumar (2020).**

Table 2: Knowledge of the Respondent in Agro-Based Enterprises

S.No	Statements	Knowledge Level		
		Fully Correct *f* (%)	Partially Correct *f* (%)	Not Correct *f* (%)
I.	**MUSHROOM CULTIVATION**			
1.	Button mushroom the popular variety of mushrooms in India	23 (19.16)	69 (57.5)	28 (23.33)
2.	Fresh straw suitable for oyster mushroom cultivation	27 (22.5)	63 (52.5)	30 (25)
3.	Fresh spawn recommended for cultivating mushrooms	29 (24.16)	71 (59.16)	20 (16.66)
4.	Pest, fungi, nematodes attack the button mushrooms	31 (25.83)	61 (50.83)	28 (23.33)
5.	Aware of the most likely occurring diseases in mushrooms	28 (28.33)	64 (53.33)	28 (23.33)
II.	**VALUE ADDITION TO OILSEEDS**			
1.	Aware of groundnut products like groundnut milk, peanut butter, peanut cookies, groundnut chikki	32 (26.66)	63 (52.5)	25 (20.83)
2.	Aware that groundnut milk can be used as a supplement to diet	31 (25.83)	53 (44.16)	36 (30)
3.	Aware of FSSAI standards	28 (28.33)	71 (59.16)	21 (17.5)
4.	Aware of the shelf-life of peanut	31 (25.83)	59 (49.16)	30 (25)
5.	Aware that peanuts are rich in bio-actives/ anti-oxidants	32 (26.66)	63 (52.5)	25 (20.83)
III.	**VALUE ADDITION IN MILLETS**			
1.	Aware of that millets are rich in anti-oxidants	23 (19.16)	76 (63.33)	21 (17.5)
2.	Aware of that various food products can be processed from millets	32 (26.66)	62 (51.66)	26 (21.66)
3.	Aware of that many ready-to-eat snacks can be prepared	32 (26.67)	61 (50.83)	27 (22.5)
4.	Aware of that millets are rich in protein and have low carbohydrate content	28 (23.33)	66 (55)	26 (27.08)
IV.	**VERMI-COMPOST**			
1.	Aware of that vermi-compost is suitable for any crop	27 (22.5)	65 (54.16)	28 (23.33)
2.	Aware of the recommended quantity and time of application of vermi compost in different crops	23 (19.16)	58 (48.33)	39 (32.5)
3.	Aware of the sign when the vermi compost process is ready to harvest	32 (26.667)	58 (48.33)	30 (25)
4.	Aware of the use of pongamia and neem leaves in vermi compost process	30 (20)	67 (55.83)	23 (19.16)
5.	Aware that vermicompost is rich in organic carbon	21 (17.5)	65 (54.16)	34 (28.33)
V.	**PROCESSING AND VALUE ADDITION TO TOMATO**			
1.	Knows that tomatoes are rich in potassium, magnesium, phosphorous and small amounts of calcium	31 (31)	61 (50.83)	28 (23.33)
2.	Know that they contain a lot of Vit A, Vit C and Vit B3	27 (22.5)	73 (60.83)	20 (16.66)
3.	Know that tomatoes are excellent source of anti oxidants, lycopene	32 (26.66)	72 (60)	16 (13.33)
4.	Know that tomato prevents prostate cancer	34 (28.33)	56 (46.66)	30 (25)
5.	Know that tomato can be fitted into different cropping systems	39 (32.5)	58 (48.33)	23 (19.16)

Table 3: Distribution of Respondents According to Their Overall Knowledge Level

S.No.	Category	Number	Percentage
1.	Low (25-40)	30	25.30
2.	Medium (41-56)	63	52.5
3.	High (57-72)	27	22.5
	Total	120	100.00

It was clearly visible that majority (52.50%) of the respondents had medium level of knowledge on agro-based enterprises in KVK, 25.30 per cent and 22.5 per cent of the respondents have low and high level of knowledge on agro-based enterprises in KVK respectively. The similar findings were also reported by **Jayanta (2017)**

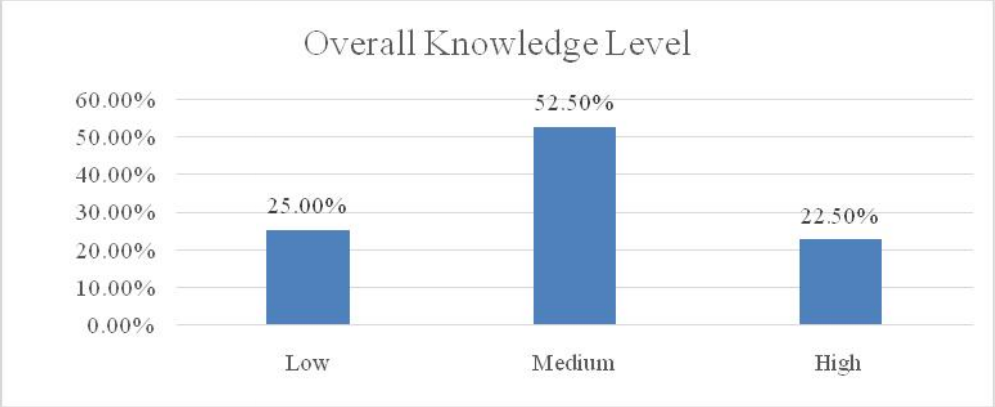

Figure 1: Distribution of Respondents Based on their Overall Knowledge Level on Agro-Based Enterprises in KVK.

Table 4: Relationship Between Selected Independent Variables with Knowledge of Respondents Depicted in below

Sl.No.	Variables	Correlation Coefficient
1	Age	0.998474
2	Education	0.826033
3	Annual income	0.996102
4	Type of house	0.826033
5	Family size	0.325754
6	Land holding	0.918623
7	Farming experience	0.988501
8	Mass media exposure	0.989602
9	Material possession	0.662103
10	Extension contact	0.871523

*=Correlation is significant at the 0.01 level of probability

From the above Table 4, it is analysed that the variables namely 1 analysis, the variables namely age, education, annual income, farming experience, type of house, family size, land holding, mass media exposure, material possession and extension contact were positively and significantly correlated with the dependent variable (knowledge) at 0.01% of probability. Therefore null hypothesis was rejected for these variables.

CONCLUSION

It is concluded that the age of the majority respondents was at middle age group and their education level is also medium. Respondents have medium level of interest in mass media exposure. The overall knowledge of the respondents was found under medium level. The overall adoption of the respondents was found under medium level. The independent variables of the respondents are age, education, annual income, farming experience, type of house, family size, land holding, mass

media exposure, material possession and extension contact were positively and significantly correlated with the dependent variable (knowledge) at 0.01% of probability. Therefore null hypothesis was rejected for these variables.

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