A STUDY ON INFORMATION MANAGEMENT BEHAVIOUR ON HYBRID RICE GROWERS IN DUVVUR MANDAL KADAPA DISTRICT OF ANDHRAPRADESH

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ABSTRACT: Hybrid rice is a cereal crop which belongs to the family Poaceae/ Gramineae. The study was conducted purposefully in block Duvvur of Kadapa district of Andhra Pradesh. Total 120 respondents were selected randomly from 6 villages and the results of descriptive study revealed that the improved production practices of hybrid rice were medium. The analysis showed that the majority (55%) of the respondents had the medium level of adoption followed by low (27.5%) and high (17.5%) respectively towards improved production practices of hybrid rice. Correlation analysis as adoption with other independent variables results revealed that the Age, Education, Occupation, Land holding, Annual income, Material possession, Livestock possession, Organization participation, Market orientation, Economic motivation were found to be positive and significant at the 0.01 and 0.05.

INTRODUCTION: Rice is the seed of the grass species Oryza sativa (Asian rice) or Oryza glaberrima (African rice). As a cereal grain, it is the most widely consumed staple food for a large part of the world's human population. Rice is the most important grain with regard to human nutrition and caloric intake, providing more than one-fifth of the calories consumed worldwide by humans. Hybrid rice is a type of rice that has been bread from two very different parents. It can significantly out yield other rice varieties. IRRI is working with its partners to develop new and improved hybrid rice varieties. Hybrid rice can out yield other varieties of rice, it is a key technology that meets the increasing global demand for rice. In the 1970s, China's hybrid rice breeding program averted an impending famine. Today, hybrid rice closes yield gaps evident in many areas. It also raises yield potential. Bountiful harvests mean that farmers earn

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higher incomes and rice becomes available and affordable to more consumers. In 2008, IRRI established the Hybrid Rice Development Consortium (HRDC) which aims to renew and strengthen collaboration between the private and public sector, and improve hybrid rice technology dissemination. Through the HRDC, IRRI has been sharing a large number of hybrid rice varieties and parental lines with its partners. Increases in Productivity are vital for agricultural profitability and development. As long as productivity per hectare rises, the commercial profitability per hectare may be expected to rise despite relative stability in the unit prices of inputs and outputs. However, when yield response to input use begins to decline, commercial profitability per hectare is threatened.

➢ To ascertain the personal and socio economic profile of the respondents.

RESEARCH METHODOLOGY:

After deciding the research problem, the next step was to enough theoretical back ground of the problem. For this detailed study of different books, journals and reports which more directly or indirectly related with the problem, was made. Every research conducted on scientific line should have a research design to be followed as per stated problem. For this design has been drawn from the classification of research methods in this study. The descriptive survey design was followed as present investigation. Various steps have been followed in this study.

Brief description of district:

Kadapa is a city in the Rayalaseema region of the South central part of Andrapradesh, india. It is the district headquarters of Kadapa district. As of 2011 census of India, the city had a population of 2,601,797. It is located 8 kilometers 5.0mi south of the Penna River. The city is surrounded on three sides by the Nallamala and Palakonda Hills lying on the tectonic landscape between the Eastern and western ghats. Black and Red Ferrous soils occupy the region. The district lies between north Latitude of 14 degree, 28 degree and east longitudes of 78 degree 52degree.

For the present study average annual rainfall is average (710mm) which ranges from nil rainfall in January to 137mm in October. Under this study the soils in this district is endowed mainly with red and black soils. The soil of the district has been classified into red ferruginous soil and black spoil. These two classes can be sub divided into clay, loam sand with finer distinctions. Kadapa has a tropical wet and dry climate characterized by year round high temperatures.

Summers are especially uncomfortable with hot and humid climate. During this time temperatures range from a maximum of 34 degree centigrade and rise up to a maximum of 40 degree centigrade. Temperature are range in the mid thirties during the day.

Research design:

Descriptive research design will be followed in this study.

Sampling procedure:

Multistage sampling will be followed.

Selection of Taluk:

There are 50 taluks in the selected district out of which Duvvurtaluk has been selected purposively based on maximum area covered under hybrid rice producer.

Selection of respondents:

A list of all the hybrid rice growers in selected villages was prepared with the help of gram pradhan. 20 hybrid rice growers were selected from each village, thus, a total of 120 hybrid rice growers were selected a respondents by following simple random method.

RESULTS AND DISCUSSION:

➢ To ascertain the personal and socio economic profile of the respondents.

Age:

It indicates that out of total hybrid rice growers, 55.83%belonged to middle age group, followed by 13.67% young age group and 12.5% were found in old age group. Thus, it can be concluded that higher per cent of hybrid rice growers 55.83% were of middle age group.

S.NO	CATEGORY	FREQUENCY	PERCENT
1	Young(25-35)	38	13.67
2	Middle(36-50)	67	55.83
3	Old(Above 51)	15	12.5
	TOTAL	120	100

Caste:

The social status in which society placed an individual on the bases of his socio economic characteristics.

S.NO	CATEGORY	FREQUENCY	PERCENT
1	OC	45	37.5
2	OBC	38	31.67
3	SC	25	20.83
4	ST	12	10
5	Others	0	0
	TOTAL	120	120

A close look of the Table 4.2 and Fig 4.2 indicates that a higher percentage of the respondents (37.5%) were other general caste, whereas, (31.67%) back ward caste, (20.83%) are the sc and (10%) of the respondents were ST caste. Hence, it may be concluded that most of the respondents had other general caste in comparison to other categories of caste.

Education:

It can be seen from the table 4.3 and Fig 4.3 that majority (34.17%) functionally literate followed by the secondary school, Illiterate (28.33%), Graduation (17.5%), Primary education (13.33%),

and Postgraduation (6.67%). The reason for presence of more number of respondents in functionally literate, secondary and the graduation categories might be the absence of enough formal education institutions which have led discontinuation of education by the respondents at middle level.

Distribution of the respondents according to their education

S.NO	CATEGORY	FREQUENCY	PERCENT
1	Illiterate	34	28.33
2	Primary	16	13.33
3	Secondary	41	34.17
4	Graduate	21	17.5
5	Post graduate	8	6.67
	TOTAL	120	100

Occupation:

It presented occupational status of the respondents. It is clear from table that out of the total selected farmers, majority (91.67%)of hybrid rice farmers were having to followed (8.33%) are farming + agriculture.

Occupation wise distribution of respondents:

S.NO	CATEGORY	FREQUENCY	PERCENT
1	Main	110	91.67
2	Subsidiary	10	8.33
	TOTAL	120	120

Annual income:

It revealed that out of total respondents, (38.33%) of respondents had above 81,000 annual income, followed by (35%) had medium and (26.67%)is low annual income respectively.

Therefore, it can be concluded that higher proportion of respondents (38.33%) high annual income.

Annual income wise distribution of the respondents:

S.NO	CATEGORY	FREQUENCY	PERCENT
1	40,000-60,000	32	26.67
2	61,000-80,000	42	35
3	<81,000	46	38.33
	TOTAL	120	100

1.1.6. Family type:

Individual behavior is often affected by types of families. Person who comes from nuclear family may behave differently with one who comes from join family.

Family type wise distribution of respondents:

S.NO	CATEGORY	FREQUENCY	PERCENT
1	Nuclear family	85	70.83
2	Joint family	35	29.17
	TOTAL	120	100

The distribution of respondents according to the family type shows that majority of the respondents have (70.83%) are the nuclear family and (29.17%) are the joint family.

Land holding:

A perusal of the data present data reveal that the (41.67%) of the respondents hold to medium farmers whereas, (25.83%) are small hold farmers, (23.34%) of them are marginal hold farmers and (9.16%) are the large farmers.

Land holding size wise distribution of the respondents:

S.NO	CATEGORY	FREQUENCY	PERCENT
1	>2.5 acre	28	23.34
2	2.5-5.0 acre	31	25.83
3	5.1-10 acre	50	41.67
4	< 10 acre	11	9.16
	TOTAL	120	120

Market orientation:

In total hybrid rice growers, (43.33%) has low market orientation, (41.67%) medium and (15%) is high market orientation. Therefore, it can be concluded that higher percent of hybrid rice growers (43.33%) were has low market orientation towards the hybrid rice growers.

Market orientation wise distribution of respondents:

S.NO	CATEGORY	FREQUENCY	PERCENT
1	Low	52	43.33
2	Medium	50	41.67
3	High	18	15
	TOTAL	120	100

Economic motivation:

Economic motivation is an indicator of how individual related to the adoption of innovation it is positively and significantly correlated with adoption of innovation **Meetakrishna(2000)**

Economic motivation wise distribution of respondents:

S.NO	CATEGORY	FREQUENCY	PERCENT
1	Low	33	27.5
2	Medium	69	57.5
3	High	18	15
	TOTAL	120	100

It could be inferred from the (57.5%) of the Paddy farmers had medium economic motivation followed by farmers with low (27.5%) and high (15%) levels of economic motivation respectively. The reason for the above finding might be due to majority of farmers had semi-medium to medium land holdings with high school education are mostly engaged in agriculture for their livelihood. Farmers having high economic motivation were willing to take calculated risk for their field operations. High score on economic motivation could be achieved by improvement in their education level, financial incentives from co-operatives and banks cooperation and through proper guidance from their neighbor farmers.

Correlation of selected independent variables with information management behavior:

Sl.no	Independent variable	Correlation coefficient (r)
		INFORMATION BEHAVIOUR
1	Age	-0.367**
2	Educational	0.562**
3	Occupation	0.157*
4	Land holding	0.119NS
5	Annual Income	0.004NS

6	Material possession	0.150*
7	Livestock Possession	0.100NS
8	Organisation participation	0.234*
9	Market orientation	0.250**
10	Economic motivation	0.161*

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

NS Non significant

Table present the correlation coefficient of information management behavior with ten common variables. Information management behavior refers to acquisition, processing and adoption of the information with recording with hybrid rice production technology.

Age:

From the above table revealed that the relationship between the Age and Adoption from the correlation value is -0.367, So it is significant at 0.01 probability hence the Null Hypothesis is not accepted.

Education:

From the above table revealed that the relationship between the Education and Adoption from the correlation value is 0.562.So it is significant at 0.01 probability hence the Null Hypothesis is not accepted.

Occupation:

From the above table revealed that the relationship between the occupation and adoption from the correlation value is 0.157 it is the significant at 0.05 probability hence the null hypothesis is not accepted.

Land holding:

From the above table revealed that the relationship between the Land Holding and Adoption from the correlation value is 0.119. So it is Non-significant. Hence the Null Hypothesis is accepted.

Annual income:

From the above table revealed that the relationship between the Annual Income and Adoption from the correlation value is 0.004. So it is Non-significant. Hence the Null Hypothesis is accepted.

Material possession:

From the above table revealed that the relationship between the Material possession and adoption from the correlation value is 0.150. So the significant at 0.05 probability hence the Null Hypothesis is not accepted.

Livestock:

From the above table revealed that the relationship between the Livestick and adoption from the correlation value is 0.100. So it is Non-significant. Hence the Null Hypothesis is accepted.

Organisation participation:

From the above table revealed that the relationship between the Orginasation participation and Adoption from the correlation value is 0.234. So the significant at 0.05 probability hence the NullHypothesis is not accepted.

Market Orientation:
From the above table revealed that the relationship between the Market Orientation and Adoption from the correlation value is 0.250. So the significant at 0.01 probability hence the Null Hypothesis is not accepted.

Economic Motivation:
From the above table revealed that the relationship between the Economic Motivation and Adoption from the correlation value is0.161. So the significant at 0.05 probability hence the Null Hypothesis is not accepted.

CONCLUSION:

It is concluded that the majority of respondents are medium in age, high percent of literacy in the secondary education, the agriculture is the main occupation the most of family's are nuclear, Majority are the small farmers, organization participation and the economic motivation are the medium level and the market orientation is low. The information management are medium percent, the study concluded that most of the respondents were ready to accept the new technology innovation to boost up their production due to their medium level of adoption. The major constraints faced by the respondents are the lack of labour problem and the high investment, financial problem for the investment, Lack of transportation, government through appropriate skills provide about the latest recommendation technology of hybrid rice growers and proper examination strategy to be followed for proper information management which will lead sustainable development in rice production.

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