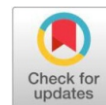


Original Research Article

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Analysis of pecuniary status of beneficiaries under PM-Kisan Samman Nidhi scheme in Ayodhya division, Uttar Pradesh



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ABSTRACT

India's economy relies heavily on agriculture, supporting 58% of the population. Despite being a global leader in production, the sector faces issues like low returns and cash crunches for small farmers due to oversupply post-harvest. To address this, the government consistently reforms various policies and programs to support farmers and mitigate agricultural challenges. One such initiative, the PM-Kisan Samman Nidhi scheme, was launched in December 2018 as a centrally funded program to assist farmers in purchasing essential agricultural inputs. This scheme represents a significant shift from existing agricultural support programs, offering broader benefits, particularly to resource-constrained farmers facing financial hardships. The present study was conducted in Uttar Pradesh, where 32 villages were randomly selected based on the availability of beneficiary farmers across Milkipur, Haringtonganj, Mawai, Amaniganj, Amethi, Musafirkhana, Gauriganj and Jagdishpur blocks. A proportional random sampling technique was used to select 320 farmers from the Ayodhya and Amethi districts all of whom were beneficiaries of the PM-Kisan scheme. Key findings of the study revealed that 48.44% of the respondents belonged to the old age group and the majority were educated. Among them, 44.37% belonged to the OBC category. Most respondents came from medium-sized families with 65.94% living in joint family systems. Additionally, 41.87% were marginal farmers and 46.25% had an annual income ranging between ₹44,624 and ₹1,02,623. Furthermore, 38.44% were engaged in both farming and business simultaneously. Regarding material possession, 73.75% of respondents had a medium level, while 61.25% demonstrated a moderate scientific orientation and 58.44% exhibited a medium level of risk orientation. Moreover, 65.94% of PM-Kisan beneficiaries showed moderate economic motivation. The Gram Pradhan emerged as the primary point of contact with official sources. Additionally, 63.75% displayed a moderate level of innovativeness and 72.19% had medium farming experience. These findings provide valuable insights into the socio-economic profile of PM-Kisan beneficiaries, highlighting their engagement with modern farming techniques. The study offers strategic recommendations for policymakers at both the state and national levels to address challenges and enhance the overall well-being of beneficiary farmers under the Pradhan Mantri Kisan Samman Nidhi scheme nationwide.

Keywords: Pecuniary Status of Beneficiaries, PM-Kisan Samman Nidhi, Beneficiary Farmers, Agriculture.

INTRODUCTION

India's economy heavily depends on agriculture, making the country a global agricultural powerhouse. It is the largest producer of milk, pulses, and spices and has the most extensive land area under rice, wheat, and cotton cultivation. Agriculture supports the livelihood of approximately 58% of the Indian population, and with the population growing at an exponential rate, the role of farmers remains crucial. Indian farmers are the backbone of the economy, yet this sector remains underdeveloped and faces numerous challenges, leading to low production and poor financial conditions for farmers. Around 80% of Indian farmers are marginal (owning less than one hectare) or small (owning one to two hectares), and they

struggle daily with financial crises. Most of them rely on loans or invest their savings in purchasing essential agricultural inputs like seeds, fertilizers, and chemicals, hoping for a successful harvest to meet their financial needs. However, post-harvest, they often fail to secure a profitable return, as the rapid increase in supply during the cropping season leads to a drop in prices. This creates a cash crunch for small and marginal farmers, forcing them to borrow money from private moneylenders or reduce their household consumption. To address these challenges, the government has implemented strong and innovative policies to strengthen the agricultural sector. One such initiative is the Pradhan Mantri Kisan Samman Nidhi (PM-KISAN) scheme, which provides financial assistance to farmers and their families to meet their agricultural needs. The PM-KISAN scheme was initially introduced as the Rythu Bandhu scheme by the Government of Telangana, where a fixed amount was directly transferred to eligible farmers. Recognizing its potential, the Indian government expanded it nationwide. On February 1, 2019, during the Interim Union Budget, the then Finance Minister Piyush Goyal announced the PM-KISAN

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scheme, and it was officially launched by Prime Minister Narendra Modi on February 24, 2019, in Gorakhpur, Uttar Pradesh. The scheme became operational on December 1, 2018 and is entirely funded by the Indian central government under the Ministry of Agriculture and Farmers Welfare. Initially, it provided financial support to small and marginal farmers with up to two hectares of cultivable land. However, in June 2019, its scope was extended to include all landholding farmers. The PM-KISAN scheme aims to support farmers' financial requirements for purchasing agricultural inputs, ensuring better crop health and improved yields. Under this scheme, eligible farmers receive ₹6,000 per year in three equal installments of ₹2,000 every four months, which is directly transferred to their bank accounts through the Direct Benefit Transfer (DBT) system. The scheme is expected to benefit around 12 crore small and marginal farmers, with an estimated annual expenditure of ₹75,000 crore. The scheme's coverage is now projected to increase, benefiting approximately 14.5 crore farmers across the country. The primary objective is to provide income support to landholding farmers, safeguard them from falling into the debt trap of private moneylenders, and ensure the continuity of agricultural activities. The study focused on analyzing the personal profile of PM-KISAN beneficiary farmers. The Government of India introduced the PM-KISAN scheme to offer financial security to farmers, enabling them to sustain themselves during off-seasons and avoid dependence on moneylenders. The research aimed to assess the farmers' knowledge and attitude towards the scheme, identifying its impact and effectiveness. Understanding the beneficiaries' perspectives helps policymakers and stakeholders refine the scheme to be more farmer-friendly. Additionally, the study evaluated the challenges faced by the beneficiaries, offering insights into existing shortcomings and ways to address both current and future concerns.

During data collection, several constraints and psychological barriers were encountered. Although farmers were comfortable with the language used, they hesitated to share personal details due to concerns about their financial security. Many were unaware of various aspects of the scheme, making them reluctant to discuss their experiences. Some feared that disclosing how they utilized the financial assistance might affect their future payments. The study was conducted among 320 respondents from selected districts within the Ayodhya Division (Ayodhya & Amethi), and findings were based on their responses. Therefore, the conclusions drawn apply specifically to the study area. The research was carried out using an ex-post facto design, which made it challenging to eliminate memory bias. The study covered 32 villages across eight blocks of the Ayodhya division. However, since the research was geographically limited to two districts, its findings may not be directly applicable to other regions. Time and resource constraints prevented the selection of the entire district, leading to a smaller sample size, which was a notable limitation. Additionally, the findings relied on verbal responses, which may have been influenced by personal biases. Expanding the study to include more villages and beneficiaries could have significantly improved the credibility of the results.

MATERIAL & METHODS

The present study was conducted in Uttar Pradesh, focusing on beneficiaries of the PM-Kisan scheme in the Ayodhya and Amethi districts.

A list of beneficiary farmers was obtained and 32 villages were randomly selected based on the availability of beneficiaries across Milkpur, Haringtonganj, Mawai, Amaniganj, Amethi, Musafirkhana, Gauriganj, and Jagdishpur blocks. Using a proportional random sampling method, 320 farmers were chosen as the sample group for the study. An ex-post-facto research design was employed for the investigation. According to Robinson (1976), an ex-post-facto design is a systematic empirical inquiry where independent variables are not directly manipulated as they have already occurred or are inherently unmanageable. These studies are based on deduced theories and examine behavioral phenomena under identified conditions to understand their occurrence. To collect data, an interview schedule was developed, aligning with the specific objectives of the study. In designing the interview questions and statements the researcher referred to related literature, research reports and popular articles and consulted with the Advisory Committee and PM-Kisan Scheme officials to ensure the interview schedule was scientific and meaningful.

A structured schedule was formulated to gather information on age, education, caste, marital status, family size and type, landholding size, annual income, occupation, housing pattern, material possession, social participation, scientific orientation, risk orientation, knowledge and attitude regarding PM-Kisan, and utilization of the scheme. Data collection was conducted through personal contact using a well-structured, pre-tested interview schedule. The collected data was then compiled, tabulated and analyzed to address the research objectives. To assess respondents' opinions on beneficiary's practices, an opinion scale was used, consisting of 5-6 statements, both positive and negative. These statements were rated on a five-point continuum: Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (DA), and Strongly Disagree (SDA). Scores of 1, 2, 3, 4, and 5 were assigned, respectively. This approach aimed to discern prevalent patterns, trends and variations within the dataset thereby enabling a more insightful exploration of the information gathered to address the study's objectives effectively.

STATISTICAL ANALYSIS:

The frequency and percentage of respondents in each category were calculated and the Mean Percentage Score (MPS) for each statement was determined and ranked accordingly.

Percentage

Simple comparisons were made on the basis of percentage.

Mean percent score (MPS)

It was calculated by Multiplying the total obtained score of the respondents by 100 and dividing by the maximum obtainable score.

The mean was calculated by using formula

$$X = \frac{\sum xi}{n}$$

Where, X = Mean, n = Number of respondents, Xi = Value of the ith respondent

RESULT AND DISCUSSION

Socio-economic Profile of the beneficiaries:

3.1 Age: The analysis of the beneficiary farmers' ages under the PM-KISAN scheme is summarized in Table 1. The results indicate that 48.44% of the respondents belonged to the older

age group, while 16.56% fell into the young age category and 35.00% were classified as middle-aged. Based on these findings, it can be concluded that the majority of respondents in the study area, accounting for 48.44% were from the older age group. These results align with the findings of previous studies conducted by Mwakaje (2010), Yadav (2011), Rudroju and Angadi (2017) and others (2013).

3.2 Education: The data on education presented in Table 2 reveals that 27.50% of the respondents had completed high school, followed by 20.63% with an intermediate education, 16.88% with a middle school education and 11.25% with primary education. Additionally, 8.75% could read and write only, while 5.62% were either graduates or illiterate, and 3.75% had attained a postgraduate degree. Given these figures, it can be concluded that the majority of respondents (94.38%) had received some form of education. This could be attributed to the presence of primary and secondary schools in villages and colleges at the block level. These findings are consistent with those reported by Sharnagat (2008) and Yadav (2011).

3.3 Caste: Based on caste classification, respondents were categorized into four groups: General, OBC, SC, and ST. As shown in Table 3 the majority of respondents (44.37%) belonged to the Other Backward Classes (OBC), followed by 32.50% from the General category, 21.25% from the Scheduled Caste (SC) and 1.88% from the Scheduled Tribe (ST). These findings indicate that the OBC group constituted the largest proportion of beneficiaries under the PM-KISAN Samman Nidhi scheme. The results align with the observations reported by Gurung (2017) and Khan (2020).

3.4 Martial Status: The data presented in Table 4. revealed that 86.25 per cent of the respondents had Married, followed by 8.12 per cent, 4.38 per cent and 1.25 per cent who had Widow, Unmarried and Divorced, respectively. The findings are similar to the findings reported by Patel *et al.* (2011) and Yadav (2011).

Table 3.1: Distribution of respondents according to their age *n=320*

Sr. No.	Category	Frequency	Percent
1	Young age group (up to 32 years)	53	16.56
2	Middle age group (between 33 to 59 years)	112	35
3	Old age group (above 59 years)	155	48.44
Total		150	100

Table 3.2: Distribution of respondents according to their level of education *n=320*

Sr. No.	Category	Frequency	Percent
1	Illiterate	18	5.62
2	Literate		
I.	Can read and write only	28	8.75
II.	Primary (1 st to 5 th standard)	36	11.25
III.	Middle (6 th to 8 th standard)	54	16.88
IV.	High school (9 th to 10 th standard)	88	27.5
V.	Intermediate (11 th to 12 th standard)	66	20.63
VI.	Graduate	18	5.62
VII.	Post graduate	12	3.75
Total		320	100

Table 3.3: Distribution of respondents based upon caste *n=320*

Sr. No.	Categories of Caste	Frequency	Percent
1	General	104	32.5
2	Other Backward Caste (OBC)	142	44.37
3	Schedule Caste (SC)	68	21.25
4	Schedule Tribe (ST)	6	1.88
Total		320	100

Table 3.4: Distribution of respondents based upon Martial Status *n=320*

Sr. No.	Category	Frequency	Percent
1	Married	276	86.25
2	Unmarried	14	4.38
3	Widow	26	8.12
4	Divorced	4	1.25
Total		320	100

3.5 Size of family: The data Regarding family size of beneficiaries shows in Table 5 the majority of respondents (48.13%) belonged to medium-sized families, followed by 35.00% from small families, while only 16.87% were part of large families. These findings closely align with the observations reported by Pathade *et al.* (2017), Deka *et al.* (2019) and Sarkar K. A. (2021).

3.6 Type of Family: Table 6 found that 65.94 per cent respondent's families belonged to joint family system followed by 34.06 per cent of families to the nuclear family system. It means that, joint family system is dominant in the area of study. The findings are similar to the findings reported by Pathade *et al.* (2017).

3.7 Size of land holding: The data presented in Table 7 shows that 41.87 per cent of the respondents had Marginal farmers, followed by 35.63 per cent, 16.56 per cent and 5.94 per cent who had Small level, Medium level, and Large level land holding, respectively. The data which are presented above are approximately the same as the findings of Merity (2017) and Sangeeth (2021).

3.8 Annual income: The data in Table 8 shows that 46.25% of respondents had an annual income ranging between ₹44,624 and ₹1,02,623, followed by 40.31% earning up to ₹44,623 and 13.44% earning above ₹1,02,623. It was further observed that the majority of respondents (46.25%) fell within the mid-income range. This trend could be attributed to their primary occupations, which included farming, service and business. These findings are consistent with those reported by Jadhav (2018), Chikane (2018) and Hoshamani N. A. (2021).

Table 3.5: Distribution of respondents according to their size of family *n=320*

Sr. No.	Category	Frequency	Percent
1	Small (≤ 5 members)	112	35
2	Medium (6-10 members)	154	48.13
3	Large (>10 members)	54	16.87
Total		320	100

Table 3.6: Distribution of the respondents according to their family type (*n=320*)

Sr. No.	Category	Frequency	Percent
1	Nuclear Family	109	34.06
2	Joint family	211	65.94
Total		320	100

Table 3.7: Distribution of respondents according to their land holding *n=320*

Sr. No.	Category	Frequency	Percent
1	Marginal (≤ 1 ha.)	134	41.87
2	Small (1.1-2 ha.)	114	35.63
3	Medium (2.1-4 ha.)	53	16.56
4	Large (> 4 ha.)	19	5.94
Total		320	100

Table 3.8: Distribution of the respondents according to their annual income *n=320*

Sr. No.	Category	Frequency	Percent
1	Up to Rs.44623/-	129	40.31
2	Rs.44624 to 102623/-	148	46.25
3	Above Rs.102623/-	43	13.44
Total		320	100

Mean = 73623, S.D. = 29000, Minimum = 40000, Maximum = 720000

3.9 Occupation: The data presented in Table 9 indicates that 38.44 per cent of the respondents were engaged in farming with Business whereas, 35.62 per cent and 18.13 per cent of the respondents were engaged in farming with service and farming only, respectively. Only 7.81 per cent of the respondents were engaged in farming with service and Business activities. From the above data it can be concluded that the majority of the respondents (38.44 per cent) were simultaneously engaged in farming and Business. The findings are similar to the findings reported by Vijayaraghavan and Sharma (2000).

3.10 Housing Pattern: Table 10 shows that out of respondents 69.68 per cent respondents had have pucca type of house, 25.63 per cent respondents had have Mixed type, 3.75 per cent respondents were have Kaccha type and the remaining 0.94 per cent respondents have Hut type of house. The data which are presented above are approximately same as the findings of Deka *et al.* (2019) and Sarkar K. A. (2021).

3.11 Materials Possession

Farm Materials

Farm Power

Table 11(I) presents the possession of farm power machinery among the respondents. It shows that 43.75 per cent respondents have their own pumping set, 39.38 per cent respondents possessed electric motor followed by 13.75 per cent have tractor, 13.12 per cent have Rotavator and 5.62 per cent respondents have power tiller and harrow as farm power respectively.

(ii) Farm Implements Materials: The table 11(II) revealed the possession of farm implements among respondents. It is clear from the table that 100 per cent respondents reported having khurpi, sickle and spade, followed by chaff cutter (97.50 per cent), sprayer (41.25 per cent), cultivator (13.75 per cent), pata (10.00 per cent), disc plough (5.63 per cent), thresher (5.31 per cent), seed drill (5.31 per cent) and winnower (3.75). Thus, it can be said that the respondents were having good number of farms implements with them.

B. Transportation Material Possession: The table 11(III) clearly indicates that 100.00 per cent of respondents were found having a cycle as a means of transportation followed by 95.94 per cent bike/scooter, 11.56 per cent tractor trolley, 10.00 per cent car, 8.44 per cent auto and 7.18 per cent pick up and 3.75 per cent tempo respectively.

C. House Hold Materials Possession: The table 11(IV) clearly indicate that cent per cent respondents were reported having gas cylinder, pressure cooker, fan, cots, chair, wall watch, electric press followed by bed (85.00 per cent), Cooler (81.87 per cent) heater (48.75 per cent), dining table (13.44 per cent), solar light (8.44 per cent), respectively. The condition of house hold materials seems to be good.

D. Communication Media Possession: The table 11(V) indicates that the majority of respondents (100.00 per cent) have possessed T.V. and D.T.H. followed by smart mobile phone (95.00 per cent), Internet (93.12 per cent) newspaper (59.06 per cent), radio (18.12 per cent), keypad mobile phone (10.62 per cent), agricultural journal (11.31 per cent), computer (6.88 per cent), magazine (02.50) respectively. Thus, it can be observed that T.V. and mobile phones were found to be the main sources of information.

Table 3.9: Distribution of the respondents according to their occupation n=320

Sr. No.	Category	Frequency	Percent
1	Farming only	58	18.13
2	Farming + Service	114	35.62
3	Farming + Business	123	38.44
4	Farming + Service + Business	25	7.81
Total		320	100

Table 3.10: Distribution of the respondents according to their housing pattern (n=320)

Sr. No.	Category	Frequency	Percent
1	Hut	3	0.94
2	Kaccha	12	3.75
3	Mixed	82	25.63
4	Pucca	223	69.68
Total		320	100

Table 3.11(I): Distribution of the respondents on the basis of farm power n=320

Sr. No.	Farm power	Frequency	Percent
1	Tractor	44	13.75
2	Power tillers	18	5.62
3	Electric motor	126	39.38
4	Pumping set	268	43.75
5	Harrow	18	5.62
6	Rotavator	42	13.12

(ii) Farm Implements Materials

Table 3.11(II): Distribution of respondents on the basis of farm implements n=320

Sr. No.	Farm power	Frequency	Percent
1	Cultivator	44	13.75
2	Seed drill	17	5.31
3	Thresher	19	5.94
4	Winnower	12	3.75
5	Chaff cutter	312	97.5
6	Disc Plough	18	5.63
7	Pata	32	10
8	Sprayer	132	41.25
9	Spade	320	100
10	Sickle	320	100
11	Khurpi	320	100

B. Transportation Material Possession

Table 3.11(III): Distribution of the respondents on the basis of transportation materials

Sr. No.	Farm power	Frequency	Percent
1	Car	32	10
2	Pick up	23	7.18
3	Tractor Trolley	37	11.56
4	Bike/scooter	307	95.94
5	Cycle	320	100
6	Auto	27	8.44
7	Tempo	12	3.75

C. House Hold Materials Possession

Table 3.11(IV): Distribution of the respondents according to house hold materials n=320

Sr. No.	Farm power	Frequency	Percent
1	Bed	272	85
2	Dining Table	43	13.44
3	Gas cylinder	320	100
4	Electric press	320	100
5	Pressure cooker	320	100
6	Wall watch	320	100
7	Fan	320	100
8	Solar light	27	8.44
9	Heater	156	48.75
10	Cots	320	100
11	Cooler	262	81.87
12	Chair	320	100

D. Communication Media Possession

Table 3.11 (V): Distribution of the respondents on the basis of communication media possession n=320

Sr. No.	Communication Media	Frequency	Percent
1	Radio	58	18.12
2	T.V.	320	100
3	D.T.H	320	100
4	Smart Mobile Phone	304	95
5	Keypad Mobile Phone	34	10.62
6	Agri. Book	26	8.12
7	Newspaper	189	59.06
8	Agri. Journal	33	10.31
9	Magazine	8	2.5
10	Computer	22	6.88
11	Internet	298	93.12

3.12 Overall Materials Possession Table

Table 12 shows that out of 320 respondents 73.75 per cent have a medium level of material possession followed by, high 13.44 per cent and 12.81 per cent have a low level of material possession. The various observations that are presented above are duly matched with the findings of Singh (2022).

3.13 Social Participation

Table 13 reveals that the majority of respondents (50.94%) had membership in one organization, followed by 28.75% with no membership, 13.75% with membership in more than two organizations and 6.56% serving as office bearers in organizations. The findings indicate that most respondents (50.94%) were associated with at least one organization. During the survey, it was noted that many PM-Kisan beneficiaries were members of cooperative societies or milk cooperatives to access benefits such as loans and subsidies. These observations align with the findings of Singh (2014).

3.14 Scientific Orientation

The Scientific Orientation related data shows in Table 14 that the majority of PM-Kisan beneficiaries (61.25%) had a medium level of scientific orientation, followed by 30.31% with low levels and 8.44% with high levels. The mean scientific orientation score was 21.70, with a standard deviation of 2.52, indicating that most beneficiaries fell within the medium to high range of scientific orientation. These findings are consistent with the studies conducted by Arun (2010), Deshmukh et al. (2013) and Dewagan (2019).

3.15 Risk Orientation

The perusal of table 15 denotes that 58.44 percent of respondents had a medium level of risk orientation, followed by low and high levels of risk orientation which accounts 22.81 and 18.75 percent respectively. The mean score of risk orientation is 20.85 also indicated that the majority of PM-Kisan beneficiaries have medium level of risk orientation. This may be due to respondents had not taken high risks in investment in risk-oriented ventures. The results which are presented above are in line of the findings of Patel (2014), Lakshami (2019).

Table 3.12: Distribution of respondents according to their overall materials possession

Sr. No.	Categories	Frequency	Percent
1	Low (up to 15)	41	12.81
2	Medium (16 to 33)	236	73.75
3	High (34 and above)	43	13.44
Total		320	100

Table 3.13: Distribution of respondents based upon their social participation n=320

Sr. No.	Category	Frequency	Percent
1	Zero participation	92	28.75
2	Member in one organization	163	50.94
3	Members in more than two organization	44	13.75
4	Office bearer in organization	21	6.56
Total		320	100

Table 3.14: Distribution of respondents based upon their scientific orientation n=320

Sr. No.	Category	Frequency	Percent
1	Low (up to 19.18)	97	30.31
2	Medium (19.19-24.22)	196	61.25
3	High (above 24.22)	27	8.44
Total		320	100

Table 3.15: Distribution of respondents based upon their risk orientation n=320

Sr. No.	Category	Frequency	Percent
1	Low (up to 18.09)	73	22.81
2	Medium (18.10-23.61)	187	58.44
3	High (above 23.61)	60	18.75
Total		320	100

3.16 Economic Motivation

Table 16 shows that the majority of PM-Kisan beneficiaries (65.94%) exhibited a medium level of economic motivation, followed by 20.00% with a high level and 14.06% with a low level. The mean economic motivation score was 24.30, with a standard deviation of 2.58, indicating that most beneficiaries fell within the medium range. These findings align with the studies of Sopan (2011), Naidu (2012) and Singh (2020).

3.17 Extension Contact: Table 17 presents data on respondents' extended contact with various information sources used to gather general information. These sources were categorized into formal, informal and mass media exposure to assess the level of interaction. Among formal sources, Gram Pradhan ranked first, followed by Fertilizer/Seed Stores (2nd), Co-operative Society (3rd), Kisan Sahayak (4th), V.D.O. (5th), KVK (6th), Agriculture College/University (7th), and Mandi Samiti (8th). A.D.O. ranked 9th, B.D.O. 10th and Agril. Scientist 11th. For informal sources, family members were ranked 1st, followed by neighbors (2nd), friends (3rd), local leaders (4th) and relatives (5th). Regarding mass media exposure, the Internet ranked 1st, followed by T.V. (2nd), newspapers (3rd), radio (4th), news bulletins (5th), farm magazines (6th), circular letters (7th), agri-books (8th), farmers' fairs (9th), posters (10th) and demonstrations (11th).

3.18 Innovativeness: The data regarding Innovation table 18 indicates that the majority of respondents (63.75%) exhibited a medium level of innovativeness, followed by 21.56% with a high level and 14.69% with a low level. The mean score of 21.07 with a standard deviation of 2.09 further confirms that most respondents displayed medium innovativeness. This may be attributed to their greater awareness and interest, leading them to evaluate, trial and eventually adopt new technologies. Respondents with higher levels of innovativeness tend to show more enthusiasm and willingness to embrace new advancements. These findings align with the studies conducted by Ray (2015), Shireesh et al. (2017), and Hoshamani (2021).

3.19 Farming Experience

Table 19 indicates that 72.19 percent of the respondents had medium farming experience, followed by high and low levels of farming experience which account 15.62 and 12.19 percent, respectively.

It is observed from the findings that the majority of the farmers had a medium level of farming experiences which indicates that respondents have optimum expertise in agriculture and its allied activities. The results which are presented above are supported by the findings of Senthil (2013), Singh (2014), Swathi (2016), Murugan and Karthikeyan (2017).

Table 3.16: Distribution of respondents based upon their economic motivation n=320

Sr. No.	Category	Frequency	Percent
1	Low (up to 21.72)	45	14.06
2	Medium (21.73-26.88)	211	65.94
3	High (above 26.88)	64	20
Total		320	100

Table 3.17: Distribution of respondents according to their extension contact n=320

S. No.	Source of information	MPS	Rank
A.	Formal sources		
1	B. D. O.	41.07	X
2	A. D. O.	43.12	IX
3	V.D. O.	53.28	V
4	Kishan sahayak	58.04	IV
5	Gram pradhan	68.21	I
6	Co-operatives	63.78	III
7	Agril. College/University	48.23	VII
8	Mandi samiti	47.13	VIII
9	Fertilizer / seed store	65.89	II
10	Agriculture scientist	36.34	XI
11	KVK	50.84	VI
B	Informal source		
1	Family Members	76.73	I
2	Neighbours	72.23	II
3	Friends	64.62	III
4	Relatives	58.2	V
5	Local Leaders	61.05	IV
C	Mass Media Exposure		
1	Radio	68.23	IV
2	T.V.	73.27	II
3	News paper	70.56	III
4	News bulletins	64.72	V
5	Farm magazines	43.37	X
6	Circular letters	59.18	VII
7	Agri. Books	56.29	VIII
8	Posters	60.03	VI
9	Farmers fair	46.72	IX
10	Demonstration	41.29	XI
11	Internet	90.32	I

Table 3.18: Distribution of respondents based upon their innovativeness n=320

Sr. No.	Category	Frequency	Percent
1	Low (up to 18.98)	47	14.69
2	Medium (18.99-23.17)	204	63.75
3	High (above 23.17)	69	21.56
Total		320	100

Table 3.19: Distribution of respondents based upon their farming experience n=320

Sr. No.	Category	Frequency	Percent
1	Low (up to 7 years)	39	12.19
2	Medium (8 – 24 years)	231	72.19
3	High (above 24 years)	50	15.62
Total		320	100

CONCLUSION

The study revealed that most respondents were primarily engaged in farming and livestock activities, owning medium-sized landholdings. The majority were older adults (48.44%), literate (94.38%) and predominantly from the OBC caste (44.37%). A significant portion were married (86.25%), had medium-sized families (48.13%), and lived in joint family systems (65.94%). Many were marginal farmers (41.87%) with an annual income ranging from ₹44,624 to ₹1,02,623 (46.25%),

combining farming with business activities (38.44%). Most lived in pukka houses (69.68%) and possessed a medium level of material assets (73.75%). Additionally, 50.94% of respondents were members of one organization, and the majority demonstrated medium levels of scientific orientation (61.25%), risk orientation (58.44%) and economic motivation (65.94%). Key influencers included the gram pradhan, family members and the internet. Respondents exhibited medium levels of innovativeness (63.75%), farming experience (72.19%), knowledge (78.75%), attitude (64.68%) and financial management (65.00%). The study also found strong, positive correlations between age, education and extension contact agencies, while age, education and annual income showed a moderate positive relationship. Education and annual income were most positively correlated with the utilization of the PM Kisan scheme. These findings provide valuable insights for policymakers to design agricultural policies tailored to the socio-economic realities of sugarcane farmers.

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