AVOIDANCE OF AGRICULTURE AS A PROFESSION BY
THE FARMER OF NORTH SAURASHTRA AGRO CLIMATIC ZONE

ABSTRACT

Agriculture is the mainstay of Indian economy where in a tone of grave respect refers to the farmer as the annadata - the provider of grain. This is because in India, agriculture has been the life and the means of sustenance for the majority of the people. Even today, more than half of the country's population is directly and indirectly depends on agriculture. Through the centuries, the farmers have been the backbone of the country and yet today, in spite of being in the majority, the farmers in India are in dire straits. What's more, their living options and conditions are getting from bad to worse. Hence the present investigation entitled “Avoidance of agriculture as a profession by the farmer of North Saurashtra agro climatic zone” was envisaged with following objectives: profile of respondents, attitude of respondents towards avoiding of agriculture as a profession, relationship between attributes of respondents and their attitude, factors related for avoidance of agriculture, sustainability of agriculture as a profession and suggestion of the respondents.

In order to realize the objective of the study, 160 respondents were selected from 16 different villages of 4 talukas of Jamnagar and Rajkot district North Saurashtra agro climatic zone by applying multistage random sampling technique.

The majority (63.13 per cent) of the farmers had medium attitude towards avoidance agriculture as an occupation, followed by 23.13 per cent of them had low, 10.63 per cent of them were with high and 03.12 per cent of the farmer very low attitude towards avoidance of agriculture as a profession, while none of them was with very high attitude towards avoidance of agriculture as a profession.

There was positive and highly significant relationship between education and risk orientation and their attitude and also positively and significant relationship between occupation, social participation, mass media exposure and achievement motivation and their attitude.

The characteristics of the respondents like type of family, size of family, annual income, land holding and economic motivation were non-significant and age self confidence were negatively significant associated with the attitude towards avoidance of agriculture as a profession.

Among the total eight categories related to avoidance of agriculture as a profession descending order of rank were; economical, situational, personal and social, marketing, environmental, psychological, technological; and governmental.
About 64.38 per cent of the respondents had medium level sustainability of agriculture as profession. The considerable amount (19.37 and 16.25 per cent) of respondent was in low and high sustainability group.

Major suggestions from the respondents to attract new generation toward agriculture in sequential order were: support price of the production should be higher, chemical fertilizers, insecticides and fungicides should be provided at reasonable rates and farmer should be protected by crop insurance during crop failure by pest.