CHAPTER III
THEORETICAL ORIENTATION

This chapter is devoted to the development of the theoretical orientation for the study. The review of literature related to the study is given in the preceding chapter helped in formulating theoretical orientation. The chapter has been subdivided into the following major heads.

3.1 Conceptual framework of the study
3.2 Identification of variables
3.3 Definition of some common terms
3.4 The paradigm

3.1 CONCEPTUAL FRAMEWORK OF THE STUDY

The present study was conceptualized with following aspects. First, to develop attitude of the farmers towards avoidance of agriculture as a profession; second to uncover the determine factors related to avoidance of agriculture as a profession and third to measure sustainability of agriculture occupation.

3.2 IDENTIFICATION OF VARIABLES

The main objective of conceptual framework being developed in this study is to provide an abstract view to the attitude level of the respondents on avoidance of agriculture as a profession and their interaction with profile characteristics. The framework is expected to facilitate theoretical and empirical analysis of the attitude of respondents.

Majority of the respondents were from middle age group according to Sharnagat (2008), Mavani (2012), Hadiya (2013), Tala (2013), Vasava (2013) Salman (2014) and Patel (2016); were having middle level education according to Chavda (2007) and Gohil (2010); had joint type of family according to Trivedi (2010) and Gulkari (2014); had 5 to 6 member size of family according to Mankar et al. (2000), Deshmukh et al. (2009) and Patel et al. (2016); had agriculture + allied occupation according to Tala (2013) and Gulkari (2014); had ₹ 1,00,001 to ₹ 1,50,000 annual income according to Joshi (2004), Koli (2012) and Patel (2016); had medium level
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land holding according to Kunchala (2012), Tala (2013), Vasava (2013) and Patel (2016); had medium social participation according to Dalsaniya (2010), Gohil (2010), Humbal (2012) and Hadiya (2013); had medium mass medium exposure according to Joshi (2004), Koli (2012), Humbal (2012), Parmar (2014) and Salman (2014); had medium risk orientation according to Thorat (2005), Bhosale (2010) and Vasava (2013); had medium achievement motivation according to Patel (2005), Zala (2008), Aher (2010), Gulkari (2014) and Parmar (2014); had medium economic motivation according to Christian (2001), Bhosale (2010) and Vasava (2013); as well as had medium self confidence according Bariya (2016).

3.2.1 Dependent variable

3.2.1.1 Level of attitude

It is universally accepted fact that attitude of an individual plays an important role to determine the behaviour with respect to psychological object. Attitude is a state of readiness or a tendency to react in a certain manner. Individual’s attitudes are present but dormant most of the times. Attitude scales have been proved useful tools to measure the attitude of large number of individuals towards specific areas. Such an instrument stimulates people to express their attitude.

Majority of the respondents had medium level of attitude toward avoidance of agriculture as a profession according to Ramjiyani (2013).

3.2.2 Relationship between Dependent and Independent variables

3.2.2.1 Attitude and independent variables

It was envisaged that the association between two variables (independent and dependent) provide the strength, direction and effect of one variable on the other included in the present study. Attempts were made to ascertain the extent of association between the variables and their direction.

As regards to relationship between selected characteristics of the respondents and their level of attitude, it was observed that age had negative and significant relationship with extent of attitude according to Maharana (1998) and Smitha (2013); education had positive and highly significant relationship with extent of attitude according to Sai (2002), Darandale (2010) and Smitha (2013); type of family had positive and non-significant relationship with extent of attitude according to Rani
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Meshram et al. (2006) and Badoriya et al. (2012); size of the family was positively and non-significant relationship with extent of attitude according to Mishra et al. (1996), Sai (2002), Patel and Chauhan (2004); occupation had positive and significant relationship with extent of attitude according to Pise (2006) and Ramjiyani (2013); annual income had positive and non-significant relationship with extent of attitude according to Choudhry et al. (1991), Mohanty (1998) and Singh (1998); land holding had positive and non-significant relationship with extent of attitude according to Zala (2008); social participation had positive and significant relationship with extent of attitude according to Choudhry et al. (1991), Patel (2005) and Patel (2006); mass media exposure had positive and significant relationship with extent of attitude according to Zala (2008), Borole (2010) and Kunchala (2012); risk orientation positive and highly significant relationship with extent of attitude according to Temkar (2000), Aski et al. (2010), Dighe and Rajput (2010); achievement motivation was positively and significantly relationship with extent of attitude according to Sai (2002), Rani (2005), Christian (2010) Patter and Kumar (2011); economic motivation positively and non-significant relationship with extent of attitude according to Temkar (2000), Zala (2008) and Gulkari (2011) and self confidence was negative and significantly related with extent of attitude.

3.2.3 Factors related to avoidance of agriculture as a profession

The word agriculture comes from the Latin words ‘ager’, means the soil & ‘cultura’, means cultivation. “Agriculture can be defined as the cultivation and/or production of crop plants or livestock products.” It is the art and science of growing plants and other crops and the raising of animals for food, other human needs, or economic gain. A farmer also called agriculture is a person engaged in agriculture, raising living organisms for food or raw materials for livelihood. Agriculture is considered as an occupation or way of life. Occupation refers to a person's usual or principal work or business, especially as a means of earning a living; vocation.

Farming sector is facing a number of problems today i.e. personal, social, economical, psychological, situational, marketing, technological, environmental and governmental etc. which not only makes farmers moving out of farming but also youngsters losing interest in farming.
Majority of the respondent’s factors similar with Chavada (2007), Khodifad (2010) and Gorfad (2012).

3.2.4 Sustainability of agriculture

Sustainable agriculture is farming in sustainable ways based on understanding of ecosystem services, the study of relationships between organisms and their environment. It has been defined as "an integrated system of plant and animal production practices having a site-specific application that will last over the long term", for example to:

- Satisfy human food and fiber needs
- Enhance environmental quality and the natural resource base upon which the agricultural economy depends
- Make the most efficient use of non-renewable resources and on-farm resources and integrate where appropriate natural biological cycles and controls
- Sustain the economic viability of farm operations
- Enhance the quality of life for farmers and society as a whole

Majority of the respondents had medium level of attitude according to Krishnakutly (1995).

3.2.5 Suggestions

The ways and means or opinions as suggested by the respondents to overcome the constraints in avoidance of agriculture occupation were considered as the suggestions in this study.

The suggestions to overcome the constraints were; support price of the production should be higher, chemical fertilizers, insecticides and fungicides should be provided at reasonable rates, farmer should be protected by crop insurance during crop failure by pest, market facilities should be strengthened for remunerative price, sufficient electric power should be provided regularly in day time, need to ensure that government schemes are benefitted by every eligible farmer, middle man commission should be decreased, training programmes on latest technology should be organized, disease and pest resistance variety should be developed, need to improve linkages

3.3 DEFINITION OF SOME COMMON TERMS

3.3.1 Age

It refers to the completed years of the respondents on the date of interview rounded off to the nearest years.

3.3.2 Education

It is the ability of the farmers to read and write or formal education received up to a certain standard. It is the level of literacy of the farmer.

3.3.3 Type of family

It refers to the basic structure of the family. It is of two type viz., nuclear family and joint family. In nuclear family system, the father, mother and their unmarried children are considered while, in a joint family system, the members of two and three generations along with relatives and servants live together under one roof with common footing system.

3.3.4 Size of family

It refers to number of members in family.

3.3.5 Occupation

Occupation refers to the rural occupation as stated in terms of their farming and other allied professions. Occupation is the based earning activities a person is engaged with. The major part of our activities and behaviour revolves around earning a living for ourselves and our family.

3.3.6 Annual income

This indicates about the total annual income which was earned by the respondents from both farming and allied fields.

3.3.7 Size of land holding

It is the number of hectare of land an individual farmer possesses and cultivates.
3.3.8 Social participation

Social participation is defined as voluntary sharing in person to groups and group to relationship beyond the immediate household. The term social participation in this study refers to the degree of involvement of individual in various formal social organizations as a member or as office bearer.

3.3.9 Mass media exposure

It is operationalised as the extent of contact of farmers and use of various sources of information like radio, television, demonstration, print media and agricultural fair etc. for good agricultural production.

3.3.10 Risk orientation

The enterprise risk commonly refers to the all outcomes which lead to losses or deviations of realization from expectation. Risk orientation may be described as the degree to which an individual is oriented towards encountering risks and uncertainty of an enterprise, wherein the present context refers to efficient use of different farming practices.

3.3.11 Achievement motivation

It is the inner state of an individual with which he is motivated to achieve more and more.

3.2.12 Economic motivation

It is an occupational success in terms of profit maximization and the relative value in individual places on economic ends.

3.3.13 Self confidence

It refers to the someone's confidence in himself or herself and in his or her own abilities.

3.3.14 Attitude

It is conceptualized as the extent of favourable or unfavourable feelings among respondents towards avoidance of agriculture as a profession.
3.3.15 Sustainability

Sustainable agriculture is the production of food, fiber, or other plant or animal products using farming techniques that protect the environment, public health, human communities and animal welfare.

3.3.16 Suggestions

The suggestions offered by respondent for overcoming the constraints in knowledge and adoption of agricultural practices.

3.4 THE PARADIGMS

The conceptual framework given in the preceding section was presented paradigmatically which has been developed during the course of study. The model shown in figure 1 was tentative and generalized. The final form of such model has been suggested at the end of this thesis in the chapter of summary and conclusion, when the investigation yields information on respondent's characteristics, their level of attitude toward avoidance of agriculture as a profession.

In the tentative model presented in figure 1, there was thirteen characteristic of respondents, which may be associated with their level of attitude.
Factors related for attitude of respondents towards avoidance of agriculture as a profession (Tentative paradigm)

Factors related with

Independent Variables
- Age
- Education
- Type of family
- Size of family
- Occupation
- Annual income
- Land holding
- Social participation
- Mass media exposure
- Risk orientation
- Achievement motivation
- Economic motivation
- Self confidence

Dependent Variable

Level of Attitude

Fig 1: Tentative conceptual model showing attitude of respondents towards avoidance of agriculture as a profession. (Tentative paradigm)