IJCRT.ORG ISSN : 2320-2882

INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

ACCESS SOCIO-ECONOMIC PROFILE OF RESPONDENTS IN HOSHIARPUR DISTRICT OF PUNJAB

Sachin Kumar[1], Dr. Ramchandra[2] and Aarti[3]

[123]Department of Agricultural Economics

Sam Higginbottom University of Agricultural, Technology and Sciences Prayagraj-211007, Uttar Pradesh, India

Abstract: A Paddy 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, especially in Asia. A Paddy is the most important cereal food crop of India. It occupies about 24 percent of gross cropped area of the country. It plays vital role in the national food grain supply. Rice contributes 43 percent of total food grain production and 46 percent of the total cereal production especially for most of the people of South-East Asia. India has a largest area under paddy in the world but is the second largest producer of paddy next only the China. The other important paddy producing countries are Indonesia, Bangladesh, Vietnam, Thailand and Myanmar. In India paddy constituted 42 percent of the total food grain producing accounting for about 23.3 percent of the total cropped area. India has a largest area under paddy cultivation in the world, which is about 45 million hectares. Production of paddy in India is highest in West Bengal state, but productivity of paddy in India is highest in Punjab state. A Sample of 110 respondents were drawn by proportional to area under paddy. The farmers were divided into marginal, small, semi-medium, medium, large with the cumulative total method. The study of socio-economic profile of Paddy growers revealed that the average size of the family decreases, through very marginally, as the size of farms increases. Proportion of male (49.01%) in every size group was more than the female (41.97%). It was also noted that the highest number of people came under the age group of 15 to 60 year i.e., adult group followed by age composition above 60 years (67.77%). The literacy percentage is considerable higher in medium size group followed by semi-medium and marginal, small size group and lowest in large size group illiteracy percent is higher in large size group followed by marginal and small, semi-medium size groups and lowest in medium size group. For these farms size group, the primary occupation for farms was (44.73%), secondary occupation was (29.01%) and tertiary occupation was (26.23%).

Keywords*: Respondents, Paddy, literacy, grower*

1. Introduction

A Paddy 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, especially in Asia. It is the agricultural commodity with the third-highest worldwide production, after Paddy and maize, according to 2012 FAOSTAT data. Since a large portion of maize crops are grown for purposes other than human consumption, 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. India is a country about 1.3 billion people. More than 65 percent of India's people live in rural areas and their main occupation is agriculture. Agriculture is the backbone of Indian economy because it contributes to economic and social well-being of entire nation through its influence of the GDP and employment. Agriculture sector accounts for only 13.7 percent GDP (2012-13),

A Paddy is the most important cereal food crop of India. It occupies about 24 percent of gross cropped area of the country. It plays vital role in the national food grain supply. Rice contributes 43 percent of total food grain production and 46 percent of the total cereal production especially for most of the people of South-East Asia. Among the rice growing countries in the world, India has the largest area under rice crop and ranks second in production next to China. The productivity of rice in India is higher than Thailand, Russian Federation and Nepal but much below the productivity of Japan, China, U.S.A. and Indonesia. Average rice productivity in India at the end of eleventh plan (2006-07 to 2011-12)

was 2258kg/ha. The productivity of rice which was 668 kg/ha in 1950-51 and has reached to 2177 kg/ha during 2010 -11 (Source link: articles.economictimes.indiatimess.com). It is a grain with the second highest worldwide production after Maize (corn). Asia accounts the 90 percent of the world's production of paddy. China, India and Indonesia are major producing country. Only 6-7 percent of the world's paddy crop is traded in the world market. Thailand, Vietnam, China and United Stated are the world largest exporter. Paddy is one of the most important cereal crops in the worlds. India's share in the world's paddy production is about 2.5 percent. India has a largest area under paddy in the world but it is the second largest producer of paddy next only to the China. The other important paddy producing countries are Indonesia, Bangladesh, Vietnam, Thailand and Myanmar. In India paddy constituted 42 percent of the total food grain producing accounting for about 23.3 percent of the total cropped area. India has a largest area under paddy cultivation in the world, which is about 45 million hectares. Production of paddy in India is highest in West Bengal state, but productivity of paddy in India is highest in Punjab state. Rice is the staple food of more than 60 percent of the world's population. It is the staple food of most of the people of South – Eastern Asia. About 90 percent of all rice grown in the world in produced and consumed in the Asian region. In India, rice is the most important and extensively grown food crop, occupying about 40 million hectares of land. Rice is primarily a high – energy or high calorie food. It contains less protein than wheat. The protein content of milled rice is usually 6 to 7 percent. Rice, however, compares favourably with other cereals in amino acids content. The biological value of its proteins is high. The fat content of rice is low (2.0 to 2.5 percent) and much of the fat is lost during milling. Rice contains a low percentage of calcium. Rice grain contains as much B group vitamins as wheat. In India rice is grown in almost all, the states. Kerala, Bihar, U.P., M.P. and West Bengal lead in the area while west Bengal and Tamil Nadu gave the highest rice production. The average yield per hectare is highest in Punjab. India is a country about 1.3 billion people. More than 65% of India's people are in the rural areas and their main occupation in agriculture. Agriculture is the backbone of Indian economy because it contributes to economics and social will-being of entire Nation through its influence of the GDP and employment. The productivity of rice in India is higher than Thailand, Russian federation and Nepal but much below the productivity of Japan, China, U.S.A. and Indonesia. Average rice productivity in India at the need of eleventh plan (2006-07 to 2011-12) was 2258 kg/ha during 2010-11.

Hoshiarpur district of Punjab has 70.83 thousand hectares of area under paddy cultivation in 2016-17 with production of 185.57 thousand tonnes. Hoshiarpur district has major productivity of paddy under Punjab. Marketing aspect of paddy is no less important. Marketing is regarded as important multiplier and effective engine of development. Due to inefficient marketing system, the farmer's share in consumer rupees is very low. A significant share of consumer rupee is forfeited by intermediaries. An efficient system of marketing of paddy will result in reduction of marketing cost and intermediaries profit, thereby, increasing farmer's share in consumer rupee. There is an urgent need to work out production costs and returns, marketing costs, milling costs per quintal and price spread in different marketing channels. The present study is an attempt in that direction.

2. Research methodology

The study was conducted at the Hoshiarpur district of Punjab at Dasuya block with the objective was to Access the socio-economic profile of the respondent in Hoshiarpur district of Punjab. Hoshiarpur district is located in the north-east part of the State. It falls in the Jalandhar Revenue Division and is situated in the Bist Doab, Doaba region of the State. The district has mild climate compared to other districts of the State. This is due to the abundance of hilly terrain on the one hand and sizeable forest covers thereon, on the other. Moreover, chain of check dams constructed recently on the choes under "Kandi Watershed Development Project" have appreciably enhanced water surface area in the district. The total average rain falls in district is 1125 mm. Broadly speaking 75 percent of the rainfall is experienced in the period July to September, whereas 15 Percent rainfall is experienced in the winter months of January and February are under the influence of western disturbances.

From the selected village list of all the Paddy cultivators obtained from the village development office in each selected village. For the selection of cultivators from families were listed and 10% farmers were randomly selected from each village and then farmers were classified in to five groups.

Distribution of selected growers in Dasuya Block:

S.No.	Size Group	Total number of growers	Number of selected growers
1.	Marginal farmer	170	17
2.	Small farmers	190	19
3.	Semi-medium farmers	210	21
4.	Medium farmers	240	24
5.	Large farmers	290	29
	Total	1100	110

3. Results and Discussion

Table: 1 Detail of sample size of families and households in various Farm size.

S. No	Particulars	Marginal	Small	Size of farms Group			Average Sample
				Semi medium	Medium	Large	
1	Average size of farm	6.97	5.78	5.23	4.58	3.79	5.27
	Families	(100)	(100)	(100)	(100)	(100)	(100)
I	Male	4.79	3.02	3.30	2.56	1.90	3.11
		(68.72)	(52.24)	(63.09)	(55.89)	(50.13)	(49.01)
Ii	Female	2.18	2.76	1.93	2.02	1.89	2.15
		(31.27)	47.75)	(36.90)	(44.10)	(49.86)	(41.97)
2	Age composition						
Ii	15-60 years	5.43	3.92	2.90	2.73	2.96	3.58
		(77.90	(67.82)	(55.44)	(59.60)	(78.10)	(67.77)
Iii	60 years and above	1.54	1.86	2.33	1.85	0.83	1.68
		(22.09)	(32.17)	(44.55)	(40.39)	(21.89)	(32.21)

Figures in the parentheses indicates percentages

The gender and age breakdown of farm households with an average size is shown. The average size of farm families in the categories of marginal, small, semi medium, medium, and large farms was, 6.97 5,78, 5.23, 4.58, 3.79 respectively. For groups of farms of various sizes, the average age of the sample's male and female members was 49.01% and 41.97 %, respectively. The table also shows that various size farms are grouped according to age. The age composition of 15 to 60 years (67.77%), and over 60 years and above (32.21%) is where the average sample percentage of different size farms is highest in age composition of 15 to 60 years i.e., 67.77%.

Table: 2 Detailed explanations of literacy in various farm sizes

S.No	Particulars		Size of Farms Group					
			Marginal	Small	Semi medium	Medium	Large	Average Sample
1	Average size of Farm families		6.97 (100)	5.78 (100)	5.23 (100)	4.58 (100)	3.79 (100)	5.27 (100)
2	Education status							
	I	Primary	2.30 (32.99)	1.58 (27.33)	1.52 (29.06)	1.30 (28.38)	0.93 (24.53)	1.52 (28.45)
	Ii	Middle/ High school	1.39 (19.94)	1.20 (20.76)	1.11 (21.22)	1.08 (23.58)	0.75 (19.78)	1.10 (21.05)
	Iii	Intermediate	1.12 (16.06)	1.04 (17.99)	1.02 (19.5)	0.99 (21.61)	0.60 (15.83	0.95 (18.19)
	Iv	Graduation and Above	1.02 (14.63)	1.0 (17.3)	1.01 (19.31)	0.79 (17.24)	0.50 (13.19)	0.86 (16.33)
3	Total literacy		5.83 (83.64)	4.82 (83.39)	4.66 (89.10)	4.16 (90.82)	2.78 (73.35)	4.45 (84.06)
4	Total illiteracy		1.14 (16.35)	0.96 (16.6)	0.57 (10.89)	0.42 (09.17)	1.01 (26.64)	0.82 (15.93)

Figures in the parentheses indicates percentages

The educational status of various farm group sizes was depicted in Table:2. Medium size farms had the greatest literacy rate at 90.82%, followed by semi-medium size farms at 89.10%, small was 83.39% and marginal was 83.64%, large size farms at 73.35%. As a result, the average sample size for the various farm size groups was 84.06%. The percentage of literate farms in the marginal, small, semi medium, medium, and large size farms group 21.05% had studied up to middle high school, and 28.45% had studied up to primary school and 18.19% of farmers had completed their intermediaries. Only 16.33% farms have completed their graduation and above studies. According to the table, the illiteracy of the farms was highest in large size farms 26.64%, followed by marginal size farms 16.35% and lowest in medium size farms 9.17% and average illiteracy rate of farms was 15.93%.

Table: 3 Details about land utilization pattern of different size group.

(Area in hectares)

S. No.	Particulars	Size of Forms Group					Average Sample
		Marginal	Small	Semi-medium	Medium	Large	
1	Size of Farms Group(in numbers)	17	19	21	24	29	110
2	Average size of cultivated land Holdings in hectare	0.71	1.98	3.8	8.8	10.9	5.2
3				Land utilization in different crops (sown area in ha)			
I	Kharif						
	Paddy	0.36	0.83	0.88	2.83	3.33	1.6
	Sugarcane	0.28	1.82	2.33	3.53	4.83	2.5
	Maize	0.13	0.39	1.3	2.38	2.68	1.3
II	Rabi						
	Wheat	0.31	0.98	0.88	1.36	1.2	0.9
	Gram	0.22	0.32	0.78	0.78	0.98	0.6
	Mustard	0.19	0.21	0.66	0.85	0.56	0.4
III	Zaid (summer)						
	Cucumber	0.15	0.282	0.44	0.63	0.75	0.45
	Vegetables	0.13	0.16	0.13	0.55	0.6	0.3
4	Total sown area	1.77	4.99	7.4	12.91	14.93	8.4
5	Cropping intensity	249.29	252.02	194.73	146.70	136.97	157.03

Figures in the parentheses indicates percentages

The average cultivated holdings per hectare for large-scale farms was 10.9ha, followed by 8.8ha for medium-scale farms and 3.8ha for semi-medium scale farms and small-scale farms was 1.98 and 0.71 for marginal farms, which together made up an average sample of 1.60ha. Different crops' patterns of land use can also be seen Paddy, sugarcane, and maize are the crops grown in this region during the kharif season. the following crops were planted during the rabi and Zaid seasons: wheat, gram, mustard, cucumber, and vegetables. The majority of the paddy was occupied by farm families, with an average sample size of 5.8 ha. 1.77 hectares was the total area that was selected for the marginal, small, semi- medium, medium and large farms, followed by 44.99ha and 7.4ha, 12.91and 14.93 respectively.

Table 4 Detail description of occupational distribution in different Size of Farm Group.

S. No.	Particulars			Size of Farms Group			
		Marginal	Small	Semi-medium	Medium	Large	Total number of Sample
1	Size of Farms Group (innumbers)	17	19	21	24	29	110.00
		(100)	(100)	(100)	(100)	(100)	(100.00)
I	One occupation (Primary occupation)	7	8	9	11	15	10
		(41.17)	(42.10)	(42.85)	(45.83)	(51.72)	(44.73)
II	Two occupations (Secondary occupation)	6	7	5	6	7	6.2
		(35.29)	(36.84)	(23.80)	(25.00)	(24.13)	(29.01)
III	Three occupations (Tertiary occupation)	4	4	7	7	7	5.8
		(23.52)	(21.05)	(33.33)	(29.16)	(24.13)	(26.23)

Figures in the parentheses indicates percentages

The occupation status of different size of farms groups. Primary occupation formarginal, small. Semi-medium, medium and large size of farm group was 41.17%, 42.10%, 42.85%, 245.83% and 51.72% respectively. This makes the average sample for primary occupation was 44.73%. And for occupation distribution for secondary farms size group was 35.29%, 36.84%, 23.80%, 25.00%, 24.13% respectively and the average sample for secondary occupation was 29.01% among different size of farms group. Tertiary occupation was highest in semi-medium size farms 33.33% followed by medium size farms 35.13% and lowest in small size farms 21.05 % respectively. This makes the average sample for tertiary occupation was 26.23% in different size of farms groups.

4. Conclusion

In this study we have selected 110 growers for study in the Hoshiarpur district of Punjab at Dasuya block. In the current scenario herbicide have bright future. Because many farmers have depended on herbicide for fulfill their needs. Due to this, it will increase the demand of herbicide in study area. In the above table shows, that the farmer can identified according to their Age, Gender, occupation, area, education etc. This makes the average sample percentage of different size of farms belonging to age composition of 15 to 60 year 67.77% and followed by the age composition of above 60 years 31.27%. It shows that the average sample of total illiteracy rate was 84.06% and average sample for total illiteracy rate was 15.93%. And the occupational distribution of farms size the average percentage of primary occupation was 44.73% and secondary occupation was 29.01 and tertiary occupation was 26.23%.

5. Suggestion:

- The most important component is fieldwork, which should be carried out as effectively aspossible.
- To gain a firm foothold in the market, the company should concentrate on medium-sized andsmall-scale landowners.
- The company's employees are generally performing well in the Hoshiarpur region, showingloyalty and putting up a lot of work.
- The company needs to identify a top pesticide.
- The company should concentrate on Rifit plus field demonstrations to draw farmers bydisplaying Rifit plus results.
- Following a field demonstration, the company should routinely send an expert to make timely observations and assess the effectiveness of the product.

- The dealers have significant role in marketing the pesticides of any company. So, Syngenta should increase the number of dealers in Hoshiarpur districts. The dealer margin on Syngenta products should be increased to fall in line with the competitor products.

References

Bangsa, Adjengdia Bunga, and Bodo B. Schlegelmilch. "Linking sustainable product attributes and consumer decision-making: Insights from a systematic review." *Journal of Cleaner Production* 245 (2020): 118902

Chitra, K. (2007). "In search of the green consumers' perceptual study" *Journal of services research* 7(1), PP. 173-191

Dief, M.E., Font, X (2010). "The determinants of Hotel's marketing behavior". *Journal of Sustainable tourism* 18(2), pp. 157-174 **Fallatah**., **Rodwan Hashim Mohammed, et al.** "A critical review of Maslow's hierarchy of needs." *Employee Motivation in Saudi Arabia: An Investigation into the Higher Education Sector* (2018): 19-59.

Firaj, E., and Martrenz, E., (2007). "Ecological consumer behavior: an empirical analysis".*International Journal of Consumer Studies* 31(1), pp. 26-33

Furlow, N.E., and Knoff, C. (2009). "Who is reading the label? Millennials use of environmental products labels". *The Journal of Applied Business and Economics*. 10(3), pp.1-12.

Hansen, L. G (2001). 'Modelling Demand for organic products. Implications for the Questionnaire no, pp. 1-13.

Ibitayo, O. O. (2007). Egyptian farmers attitudes and behaviours regarding agricultural pesticides: Implications for pesticide. risk communication. *Texas Southern University*, U.S.A

Kathiravan G., Saravanakumar Duraisamy, Chowdhury Ataharul and Ganpat Wayne (2020). Determinants of willingness-to-pay a premium price for integrated pest management produced fruits and vegetables in trinidad; *AGRO EKONOMI*, Vol 31, Issue2

Lawal, B. O. Torimiro, D. O. Banjo, A. D. and Joda, A. O. (2005). Operational habits and health hazards associated with pesticide usage by cocoa farmers in Nigeria, lesson for extension work. *Institute of Agricultural Research and Training, Moor Plantation, Ibadan, Nigeria.* pp. 234-250.

Lee, K. (2009). "Gender differences in Hong Kong adolescent consumers' green purchase behavior" *Journal of Consumer Marketing* 26(2), pp. 87-96.

Mostafa,M. (2009). "Gender differences in Egyptian Consumer's green purchase behavior" the effect of environmental concern and altitude". *International Journal of Consumer* 31, pp. 220-229

McMullen, Steven, and Matthew C. Halteman. "Against inefficacy objections: The real economic impact of individual consumer choices on animal agriculture." *Food Ethics* 2 (2019): **93-110**.