

A STUDY ON SOCIO-ECONOMIC PROFILE OF ORCHID GROWERS

S. Subba and A. Saha

Department of EES, Palli-Siksha Bhavana (Institute of Agriculture), Visva-Bharati,
Sriniketan 731 236, West Bengal, India

Corresponding author: anindita_psb@rediffmail.com

Received: March 2016 Revised accepted: May 2016

ABSTRACT

The study was conducted in East Sikkim. The present study aimed at finding out the socio-economic profile of orchid growers of East Sikkim where the majority of the orchid growers are high in growing orchids. The socio-economic profile was studied with respect to age, education, family size, annual income, operational land holding and mass media exposure. Majority of respondents belong to middle age category whereas majority of the respondents had a medium level of education. Majority of respondents according to their family size belong to medium size of category. Orchids are not grown commercially by most of the respondents so the annual income of them was up to medium level. Mass media exposure of the respondents had a medium level of category.

Keywords: Orchid grower, Socio-Economic Profile

INTRODUCTION

Growing of orchids in India commercially is not organized and is still in the hands of hobbyist and few dealers who mainly depends on wild collection from forests to meet a large part of their foreign and local demands, due to which some of the orchid growing of depletion Growing of orchids of in India commercially is not organized and is still in the hands of hobbyist and few dealers who mainly areas are now without any orchid and very rare species are now facing danger. Sikkim is a smallest hilly State in the Eastern Himalayas of the Indian Union yet it surpasses other states of India in having maximum orchid diversity trailing just behind Arunachal Pradesh which has the highest number of orchid species. Most of the Sikkim orchids are beautiful but short lived. As the well aware of fact that the orchids of Sikkim though insignificant in its appearance may look but are still being smuggled out of Sikkim indiscriminately under the very nose of strict vigilance. The majority of respondents were middle aged, literates (8 to 10 standard) having medium sized families (Krishnamurthy et al., 2008).

MATERIALS AND METHODS

The study was conducted among the farmers of East district of Sikkim as it has the maximum area and production under orchid. Two blocks namely Assam Lingzey block and Pakyong block from this district were chosen for the study. From each block villages were chosen purposively and the sample size consisted of 100 farmers. The socio-economic profile of orchid growers was measured on the basis of mean and standard deviation. The respondents were categorized into different levels according to their profile.

Age

It refers to the chronological age of the respondents. It is measured in terms of approximate number of years completed by a respondent on the date of interview. The respondents were grouped into three categories young, middle and old on the basis of Mean and Standard Deviation (SD) and the scoring was as follows:

Sl. No.	Category	Score
1.	Young	Less than Mean - S.D
2.	Middle	In between Mean \pm S.D
3.	Old	Greater than Mean + S.D

Education

Education is an instrument in building personality structure and helps in changing ones behaviour in the social life. The adoption of scientific agriculture being a complex activity involving knowledge, skill and attitude, it cannot be dissociated from the impact of education. The research question is therefore to examine whether the educational status of the farmers has played any significant role in the extend of adoption in growing orchids. It refers to the amount of formal schooling attained \ literacy acquired by the respondent at the time of interview. The respondents were classified as illiterate, literate and education on the basis of Mean and Standard Deviation (SD) and scoring was as follows:

Sl. No.	Category	Score
1.	Illiterate	Less than Mean - S.D
2.	Literate	In between Mean \pm S.D
3.	Education	Greater than Mean + S.D

Family Size

The respondents were categorized on the basis of family size small, medium and large with the Mean and Standard Deviation (SD) and scoring was as follows:

Sl. No.	Category	Score
1.	Small	Less than Mean - S.D
2.	Medium	In between Mean \pm S.D
3.	Large	Greater than Mean + S.D

Total Annual Income

This is the gross income from all the available sources in one year. It is measured in terms of rounded of rupees. One was given to each 1000 rupees. The farmers were categorized as low, medium and high on the basis of Mean and Standard Deviation (SD) and the scoring was as follows:

Sl. No.	Category	Score
1.	Low	Less than Mean + S.D
2.	Medium	In between Mean \pm S.D
3.	High	Greater than Mean + S.D

Operational Land Holding

It refers to chronological farm size of respondent rounded to the nearest whole number at the time of investigations and was recorded by direct questions. The respondents were categorized as low, medium and high on the basis of Mean and Standard Deviation (SD) and the scoring was as follows:

Sl. No.	Category	Score
1.	Low	Less than Mean + S.D
2.	Medium	In between Mean \pm S.D
3.	High	Greater than Mean + S.D

Mass Media Exposure

Mass media plays a key role in modern society in transferring new ideas and practices to the rural masses, particularly to the farmers. The notion is the farmer who had higher level of media exposure adopts more than a farmer who had less exposure because of his high level of cognition. It refers to the degree of frequency of exposure of a farmer to different mass media. The mass media source of information considered were Radio, Television, Newspaper, Educational film, farm publication, Demonstration and Krishi mela /Exhibition. To measure the degree of utilization of mass media sources, each respondent was asked to indicate on a 4-point continuum as to how often he got information about improved farm practices from each of the sources. The scoring procedure for the responses was regular-4, often-3, sometimes-2 and never-1. The total score obtain by a farmer range from 8-18. The score of an individual respondent was obtained by adding the scores over different sources. Farmers were then categories as low, medium and high exposure on the basis of Mean and Standard Deviation (SD) are as follows:

Sl. No.	Category	Score
1.	Low exposure	Less than Mean-S.D
2.	Medium exposure	In between Mean \pm S.D
3.	High exposure	Greater than Mean+ S.D

RESULTS AND DISCUSSION**Age of Orchid Growers**

Age is the number of years completed by the respondent at the time of investigation. The respondents were classified based on their chronological age into three categories as Young, Middle and old age group.

Table 1. Distribution of respondents according to their age n = 100

Sl. No.	Category	Percentage
1.	Young (<31 years)	19
2.	Middle (31-50 years)	72
3.	Old(>50 years)	9

Data in Table 1 shows that majority of the respondents belonged to the ‘middle aged’ group (72%) followed by ‘young aged’ category (19%) and ‘old farmer’ category (9%). The age of respondents ranges from 25 to 59yrs. The possible reason for this would be that ‘middle aged’ farmers with the needed resources, experience and authority. Sharma (1992) revealed that 35.5 % of farmers belonged to younger age (18-33 years), 51.5 % middle age (34-39years) and 12.9 % older age (50 and above years).

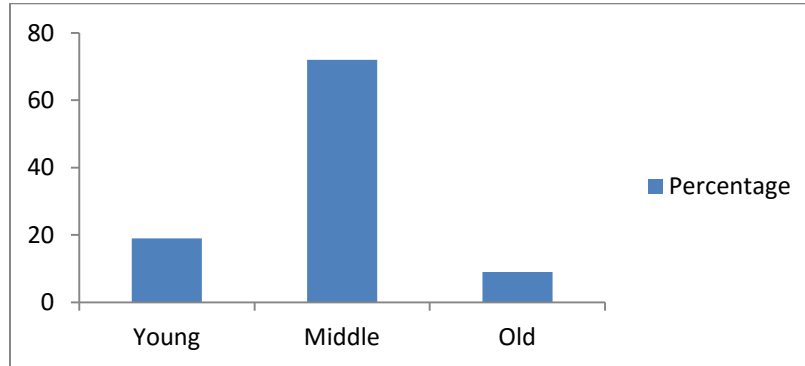


Fig. 1. Graphical representation of the respondents according to their age

Education of Orchid Grower

Education is a catalyst in grasping and adoption of communicated knowledge. It has been found that more educated growers can adopt communicated knowledge more as compared to illiterate and less educated one.

Table 2. Distribution of respondents according to their education n = 100

Sl. No.	Category	Percentage
1.	Less educated	2
2.	Medium educated	70
3.	Highly educated	29

Data in Table 2 shows that (2%) of the farmer had low level of education, (70%) had medium and (29%) had high level of education. The level of education of respondents varies from primary, middle to high school and college and above. The education of respondents ranges from minimum 3 to maximum 6. The possible reason for this would be that, with the change in society from traditional to modern one, education is more formal, systematically organized and bureaucratized. Deshpande (1996) found that most of the dairy farmers (43.15 %) were illiterate followed by 30.52% were educated up to primary school level.

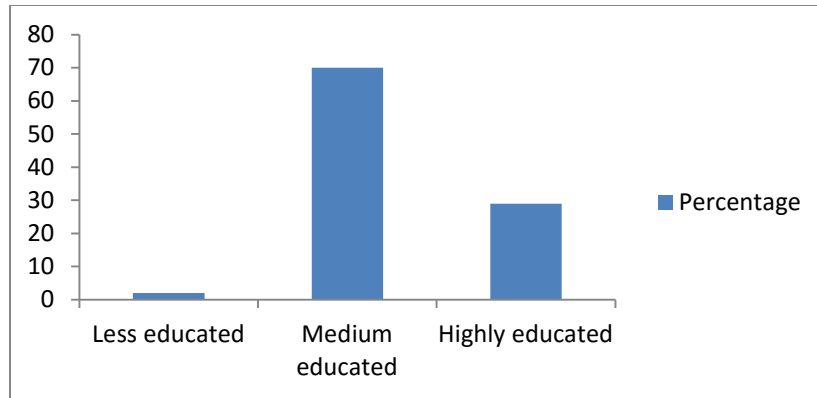


Fig. 2. Graphical representation of the respondents according to their education

Family Size

Family size refers to the number of members present in the individual farmer’s family. The respondents were classified according to size of their family into three categories.

Table 3. Distribution of respondents according to their family size n = 100

Sl. No.	Category	Percentage
1.	Small (<3)	0
2.	Medium (3 to 6)	78
3.	Large (>6)	22

The data in Table 3 provided the distribution of the respondents into three family sizes: small, medium and large. Majority of the respondents (78%) belonged to the medium family whereas (22%) belong from large family and it is observed that no respondents belong from small family. The total number of family size ranges from 3 to 11.

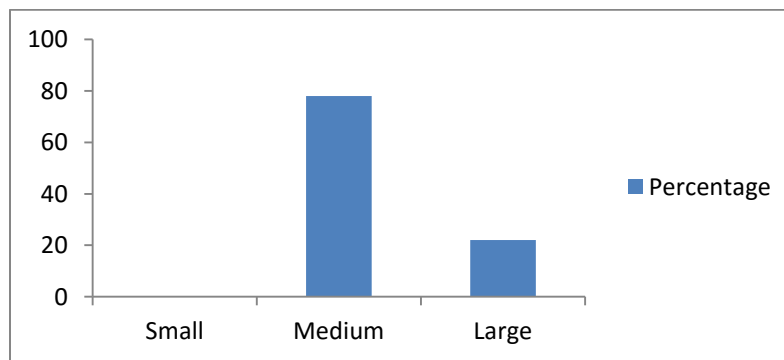


Fig. 3. Graphical representation of the respondents according to their family size

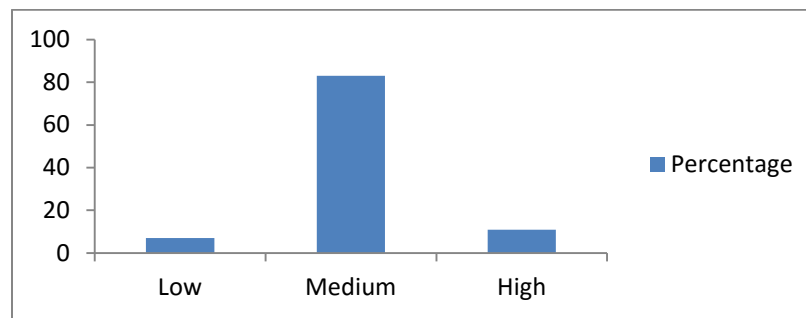
Annual Income

Annual income is the earnings of the farm family from all sources in a year. The distribution of farmers into three categories on the basis of their level of annual income is presented in Table4.

Table 4. Distribution of respondents on the basis of their annual income n = 100

Sl. No.	Category	Percentage
1.	Low (Rs<4,715)	7
2.	Medium (Rs 4,715 to 31,815)	83
3.	High (Rs >31,815)	11

Data in Table 4 revealed that majority of the respondents (83%) belonged to medium income group followed by high income groups (11%). Only 7% of the respondents belonged to low income group. It indicates that economic background of respondents is strong. The reason might be that in addition to agriculture, they have other sources of income. The results were in conformity with the findings of Balasubramani (1997).

**Fig. 4. Graphical representation of the respondents according to their annual income**

Land Holding

Land holdings refer to the land owned or available with growers to practice agriculture. Farmers were classified into three categories as on the basis of their size of land holding.

Table 5. Distribution of respondents according to their land holding n = 100

Sl. No.	Category	Percentage
1.	Small (<0.6 acre)	25
2.	Medium (0.6-4.5 acre)	57
3.	Large (>4.5 acre)	18

Data in Table 5 indicates that (57 %) of the respondent belong to medium land holding category, possessing between (0.6 – 4.5 acre) only (18%) of them possessed large land holding category. Possession farm size by the respondents ranged from (0.5 to 8 acre). The land holding of the respondents ranges from minimum 0.5 to maximum 8.0. Bhele (1994) stated that (40%) of the farmers had medium land holding.

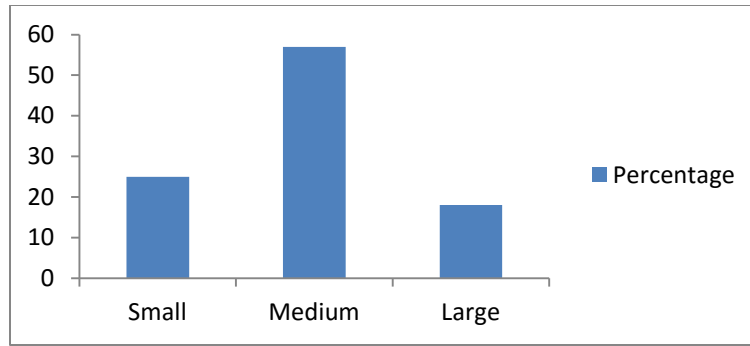


Fig. 5. Graphical representation of the respondents according to their land holding

Mass Media Exposure

It refers to the exposure of an individual to different mass media sources. The respondents were classified into three categories low, medium, high on the degree of their exposure to mass-media.

Table6. Distribution of respondents according to their mass-media exposure n=100

Sl. No.	Category	Percentage
1.	Low	9
2.	Medium	75
3.	High	16

It is observed from Table 6 that majority of the respondents (75%) had medium mass media exposure followed by high (16%) and low (9%). The mass media exposure of respondents ranges from 8 to 18.

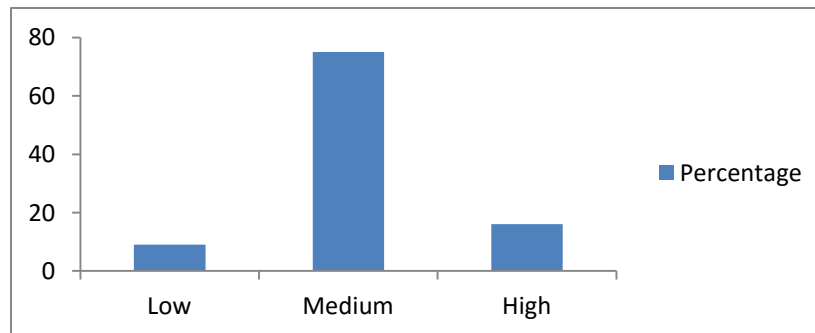


Fig. 6. Graphical representation of the respondents according to their mass media exposure

CONCLUSION

Majority of respondents belonged to the ‘middle aged’ group (72%), and also the farmers were medium educated. About (78%) respondents had a medium family size upto (3-6). Annual income of respondents ranges from (Rs 4,715 to 31,815). About (57%) respondents used to grow orchids in an area of (0.6-4.5 acre). Majority of respondents in their mass media exposure belong to medium level of category.

REFERENCES

- Balasubramani, N. 1997. Knowledge and adoption behavior of rubber growers in Belthangaditaluk of Dakshina Kannada district. *M.Sc. (Agri.) Thesis*, University of Agricultural Sciences, Bangalore.
- Bhele, W.L. 1994. A study on the training needs of farm woman in jurisdiction K.V.K Aurangabad area. *Thesis, M.Sc. (Agri)*, M.A.U., Prabhani (M.S.), India.
- Deshpande, P.V. 1996. A Study on innovation-decision process and adoption of sunflower technology. *Thesis, M.Sc. (Agri)*, M.A.U., Pradhan (MS), India.
- Krishnamurthy, B., Narayan, M. L., Laxminarayan, M.T. and Manjunath, B. N. 1998. Characteristics of adopters and non-adopters of weedicides in paddy. *Journal of Extension Education* 9 (2): 2039-2040.
- Sharma, D.K. 1992. Farm woman's participation in agricultural activities in Madhya-Pradesh. *Rural India* 55(3):74-77.