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# Evaluation of farmers' attitude towards manage training programs: Insights and Implications

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## Abstract

This study evaluates farmers' attitudes towards National Farming Training Programs by the National Institute of Agricultural Extension Management (MANAGE). The study focuses on the Medak district of Telangana, analysing farmer's attitude towards MANAGE training programs by using a descriptive survey method, the research gathers data from 120 farmers. Both quantitative and qualitative techniques, such as structured questionnaires, focus group discussions, and key informant interviews, were employed. Medak District's diverse agricultural activities and reliance on both rain-fed and irrigated systems provide a robust context for the study. The findings reveal a predominantly rural farming community facing issues like market access and resource management. MANAGE's training programs, focusing on sustainable practices, integrated pest management, advanced irrigation, and post-harvest techniques, have significantly enhanced productivity and sustainability. This study underscores the positive impact of these programs on farmers' attitudes, highlighting areas for further improvement and development.

**Keywords:** Farmers' attitudes, MANAGE, training programs, agricultural sustainability, Medak District

## 1. Introduction

The agricultural sector in India is pivotal to the nation's economy, supporting a vast majority of its population and contributing significantly to the GDP. To sustainably enhance agricultural productivity and meet modern challenges, equipping farmers with updated knowledge and skills is imperative. The National Institute of Agricultural Extension Management (MANAGE) plays a crucial role in this endeavour through its comprehensive training programs. Established in 1987 under the Ministry of Agriculture and Farmers' Welfare, MANAGE focuses on professionalizing agricultural extension services across India. These efforts are particularly pertinent in regions like Medak District, Telangana, known for its diverse agricultural practices and semi-arid climate. This study examines farmers' attitudes towards MANAGE training programs in Medak District, aiming to assess their effectiveness and identify areas for improvement. By evaluating socio-economic profiles, knowledge levels, and challenges faced by participants, the research seeks to provide insights that can enhance future program impact and contribute to sustainable agricultural development.

## 2. Materials and Methods

### 2.1 Selection of study area

The study has been conducted in the state of Telangana. Telangana has 33 districts. Medak region is selected by purposive sampling because the researcher is well acquainted with the culture, social customs, and language which can led to the establishment of close liaison with the respondents and researcher can get reliable information. Medak district comprises 20 blocks, out of which Kowdipalle block is selected by purposive sampling. The purpose of choosing Kowdipalle block is due to its high engagement with agricultural training programs by MANAGE, which provides a significant number of trained farmers for the study. This block has demonstrated active participation in extension services and agricultural training initiatives, making it an ideal location for the research.

### 2.2 Sampling procedures

Kowdipalle block consists of 34 villages. From these, five villages are selected through purposive sampling based on the availability of the maximum number of trained farmers who have participated in MANAGE farming trainings coordinated through SAMETIs at the

state level, ATMA at the district level, KVKs, and FTCs. The selected villages are Pothreddipally, Dharmasagar, Mohammednagar, Railapur, and Thuniki. The identification of these villages as having a significant number of trained farmers was sourced from the records maintained by the ATMA and KVK offices in Medak district.

**2.3 Selection of respondents:** From each Village, 24 respondents were selected through random sampling method. Thus, constitutes the 120 respondents from 5 villages forms the respondents of the study

**2.4 Data Collection and Analysis:** Data was collected through personal interviews conducted with the selected respondents. A structured interview schedule was prepared to ensure consistency and relevance in data collection. The interviews were conducted in person by trained interviewers familiar with the local dialect and culture. The collected data will be analysed using appropriate statistical tools. Descriptive statistics such as frequencies, percentages, means, and standard deviations will be employed to summarize the demographic and socio-economic characteristics of the respondents.

**2.5 Farmers' Attitude towards Farming training programs by MANAGE:** To measure the attitude of the respondents about Farming training programs, 16 questions

were asked from them and their responses were recorded on 3-point continuum scale as Completely Agree, Partially Agree and Disagree and given 3,2,1 score respectively.

**3. Results and Discussion**

Farmers attitude towards farming training programs by MANAGE measured in the Table - 1, highlights the positive perceptions of farmers towards the training programs offered by MANAGE. A substantial majority (85.84%) of farmers hold the training programs in high regard, with minimal partial agreement (10.83%) or disagreement (3.33%). Most farmers (79.16%) view these programs as valuable opportunities to enhance their skills and knowledge, though some partially agree (10.84%) or disagree (10.00%). The expertise shared in the sessions is highly valued by 80.84% of farmers, with 15.00% partially agreeing and 4.16% disagreeing.

Regarding staying updated with the latest techniques, 68.33% of farmers agree, while 10.83% partially agree and 20.84% disagree. The majority (74.17%) believe the training significantly improves productivity and yields, with 10.00% partially agreeing and 15.83% disagreeing. The practical approach of the training is appreciated by 82.50%, with 14.17% partially agreeing and 3.33% disagreeing. Additionally, 84.16% find the training valuable for addressing specific challenges in farming, with 10.84% partially agreeing and 5.00% disagreeing.

**Table 1:** Distribution of respondents towards farming training programs offered by manage

S. No.	Statements	CA (f)	%	PA (f)	%	DA (f)	%
1.	The training programs offered by MANAGE are highly regarded by farmers.	103	85.84	13	10.83	4	3.33
2.	Farmers view the training programs as an opportunity to enhance their skills and knowledge in farming.	95	79.16	13	10.84	12	10.00
3.	The knowledge and expertise shared during MANAGE training sessions are highly valued by farmers	97	80.84	18	15.00	5	4.16
4.	Farmers consider the training programs as a means to stay updated with the latest farming techniques and advancements.	82	68.33	13	10.83	25	20.84
5.	MANAGE training is believed to significantly improve farmers' productivity and yield.	89	74.17	12	10.00	19	15.83
6.	The practical approach of MANAGE training is highly appreciated by farmers, leading to a favourable attitude towards the programs.	99	82.50	17	14.17	4	3.33
7.	Farmers perceive MANAGE training as a valuable resource for addressing specific challenges they face in farming.	101	84.16	13	10.84	6	5.00
8.	Training serves as a platform for networking and knowledge exchange among farmers, according to some participants.	94	78.33	19	15.84	7	5.83
9.	The hands-on training provided by MANAGE enables farmers to effectively implement new techniques and practices	91	75.84	21	17.50	8	6.66
10.	Farmers feel motivated and inspired after attending MANAGE training sessions.	81	67.50	27	22.50	12	10.00
11.	The credibility and reputation of MANAGE positively influence farmers' attitude towards its training programs.	78	65.00	22	18.34	20	16.66
12.	Some farmers consider MANAGE training as a stepping stone towards adopting sustainable farming practices.	61	50.84	41	34.16	18	15.00
13.	Farmers appreciate the customized training modules offered by MANAGE, which cater to their specific needs and requirements.	86	71.67	24	20.00	10	8.33
14.	Training plays a crucial role in bridging the gap between traditional and modern farming practices, according to many farmers.	99	83.50	17	14.00	3	2.50
15.	Training provides an opportunity for farmers to diversify their agricultural activities and explore new avenues	93	77.50	21	17.50	6	5.00
16.	Practical demonstrations and field visits included in MANAGE training programs are highly valued by farmers.	112	93.34	6	5.00	2	1.66

CA - Completely Agree, PA - Partially Agree, DA - Dis - Agree, f - Frequency, % Percentage

Farmers also see the training as a platform for networking and knowledge exchange (78.33%), with 15.84% partially agreeing and 5.83% disagreeing. The hands-on training aspect is effective for 75.84%, with 17.50% partially agreeing and 6.66% disagreeing. After attending the

sessions, 67.50% of farmers feel motivated and inspired, with 22.50% partially agreeing and 10.00% disagreeing. The credibility of MANAGE positively influences 65.00% of farmers, with 18.34% partially agreeing and 16.66% disagreeing.

Furthermore, 50.84% of farmers see the training as a step towards adopting sustainable farming practices, with 34.16% partially agreeing and 15.00% disagreeing. Customized training modules are appreciated by 71.67%, with 20.00% partially agreeing and 8.33% disagreeing. The training is also seen as crucial for bridging the gap between traditional and modern farming practices by 83.50% of farmers, with 14.00% partially agreeing and 2.50% disagreeing. Lastly, 77.50% view the training as an opportunity to diversify agricultural activities, with 17.50% partially agreeing and 5.00% disagreeing. The highest level of agreement is on the value of practical demonstrations and field visits, with 93.34% completely agreeing, 5.00% partially agreeing, and only 1.66% disagreeing. Overall, the table indicates a highly favourable attitude towards MANAGE's training programs among farmers, highlighting their appreciation for the practical knowledge and skills imparted.

### Conclusion

The major findings indicate that farmers hold a highly favourable attitude towards the training programs offered by MANAGE. Most farmers express strong appreciation for the practical knowledge and skills provided. The training programs are widely regarded as valuable opportunities for enhancing skills, staying updated with the latest techniques, and addressing specific farming challenges. Farmers also see the training as beneficial for networking, improving productivity, and bridging the gap between traditional and modern practices. Notably, practical demonstrations and field visits are highly valued. Overall, the positive perceptions underscore the effectiveness of MANAGE's training programs in supporting farmers' development and adoption of improved farming practices.

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