



Farmers' Awareness of Agricultural Schemes under *Saansad Adarsh Gram Yojana* in Varanasi, Uttar Pradesh

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ABSTRACT

The study was conducted to analyse the effect of *Saansad Adarsh Gram Yojana* (SAGY) on farmers' awareness of different agricultural schemes during 2021. The centre and state government-sponsored schemes under the SAGY were taken into consideration. As per the need of farmers, 25 schemes were included as the indicator for awareness in the study. The investigation was carried out in two blocks of the Varanasi district of Uttar Pradesh state. A significant difference was seen in awareness among the farmers of model and non-model villages. Among crop-based schemes, almost 70 per cent of farmers of model villages were aware of the soil health card followed by Paramparagat Krishi Vikash Yojana (66%) and financial assistance for improved seeds (65%). Sixty percent of farmers of model villages were aware of the artificial insemination of animals scheme which was highest followed by the national livestock mission (18.67%). In model villages, the majority of the farmers were in the category of high and medium levels of awareness. Only 14.67 per cent of farmers were in the category of low level of awareness but from the non-model villages, the majority of farmers were in the category of low level of awareness.

INTRODUCTION

According to census 2011, 68.85 per cent of the total population of the country lives in rural India. Among this huge population, almost 65 per cent depend on primary sector (agriculture) for their livelihood. Due to the lack of basic amenities in their own village, people are migrating to another places. For the welfare of farmers, a large number of schemes have been initiated by the state as well as the central government, but the progress is not as much as we predicted. Infrastructure, education, health, sanitation, and employment have all improved as a result of development programmes and technological breakthroughs in rural India. Although the Indian economy has risen significantly in all fields of development in rural areas during the previous two decades, its growth has been shown to be unequal when comparing

different social and economic categories, geographic regions, and rural and urban locations. When the global development agenda is inclusive development, as it has been since the adoption of the Millennium Development Goals and, more recently, the Sustainable Development Goals by the United Nations in 2015, it is critical to shift our focus away from hard core income and economic growth and towards more sustainable and equitable development, which is impossible to achieve by ignoring rural India.

The *Saansad Adarsh Gram Yojana* (SAGY) was launched with the concept of developing model villages, so called *adarsh grams*, in every constituency of the country. All the Members of Parliament (MP) will be engaged in developing model villages from 11th October 2014, which will further lead to expansion of more model villages by the nearby villages itself with the help of respective gram panchayats. In Varanasi constituency, a total of 4 villages were adopted

from 2014 to 2019 (first tenure of the then Prime Minister Narendra Modi and Varanasi MP). They were Jayapur (2014); Nagepur (2016); Kakarahiya (2017) & Domari (2019). Two more villages were adopted by our Prime Minister in 2021 namely Pura Bariarpur of Sewapuri Block and Parampur of Arajiline block but a formal announcement about the adoption of the villages was not made. In his second tenure, initially no village were adopted due to COVID-19 pandemic, hence this year two villages will be adopted to make model villages (Hindustan Times 16 February 2021).

METHODOLOGY

The study was conducted in Varanasi district, eastern plain zone, of Uttar Pradesh Province. In Varanasi district, there are total 8 blocks. Arajiline (Jayapur and Nagepur) and Kashi Vidyapeeth (Kakarahiya) blocks comprise all the 3 adopted villages which were the study area. Again, two control villages Chandapur and Hapur was selected randomly from Arajiline block and one control village Anantpur was selected randomly from Kashi Vidyapeeth. Hence these two blocks were selected purposively. A total 150 respondents were selected from all the six villages (25 respondents from each village) to analyse their knowledge related to awareness of the schemes. After discussion with officials of agriculture department, farmers and a booklet called SAMANVAY (compilation of central sector, centrally sponsored and state

schemes for convergence under Saansad Adarsh Gram Yojana), twenty-five schemes were selected for this study.

It is deduced that three different types of primary data collection may be used to test theoretical models and concepts: survey methods, observational techniques, and experimentation. In the current study, information was gathered using an organized interview schedule. For the analysis and interpretation of the data, frequency, percentage, means correlation coefficient, and Mann-Whitney U statistics were produced.

RESULTS AND DISCUSSION

Table 1 includes all the schemes selected for the study which is also incorporated in SAGY were divided into five major enterprises viz. crop based schemes, dairying & animal husbandry schemes, fish & poultry development schemes, other agricultural schemes, and rural development schemes. In crop based schemes, 82.67 per cent of the respondents from model villages were aware about Weather Based Crop Insurance Scheme followed by 70.67 per cent about Soil Health Card. After that Paramparagat Krishi Vikash Yojana (66.67%), financial assistance for improved seeds (65.33 %) and Pradhan Mantri Krishi Sinchai Yojana (53.33%) were prevalent in model villages in terms of awareness. In non-model villages, 46.67 and 36.00 per cent respondents were aware about Weather Based Crop Insurance Scheme and Soil Health Card

Table 1. Scheme wise awareness of respondents from Model and Non-Model Villages

S.No.	Scheme	Model Villages (%)	Non-Model Villages (%)
I.	Crop Based Schemes		
1	Pradhan Mantri Krishi Sinchai Yojana	53.33	28.00
2	Weather based crop insurance scheme	82.67	46.67
3	Rashtriya Krishi Vikash Yojana	34.67	0.00
4	Soil Health Cards	70.67	36.00
5	Financial Assistance for Improved Seeds	65.33	32.00
6	Integrated scheme on agricultural marketing	9.33	0.00
7	Paramparagat Krishi Vikash Yojana	66.67	20.00
II.	Dairying & Animal Husbandry scheme		
1	National Programme for Dairy Development	5.33	0.00
2	Dairy Entrepreneurship Development Scheme	5.33	0.00
3	Kaamdheni/Mini Kaamdheni Dairy Scheme	8.00	0.00
4	National Programme on Bovine Breeding and Indigenous Breeds	12.00	1.33
5	Livestock Health and Disease Control Programme	17.33	2.67
6	Artificial Insemination of Animals Scheme	60.00	32.00
7	National Livestock Mission	18.67	4.00
III.	Fish and Poultry Development Schemes		
1	Blue Revolution - Inland Fisheries	80.00	22.67
2	Duck culture	54.67	4.00
3	Backyard Poultry Scheme	80.00	4.00
IV.	Other Agricultural Schemes		
1	Solar Irrigation Pump Scheme	26.67	1.33
2	National Mission on Agricultural Extension and Technology	4.00	1.33
3	Oilseeds Development	12.00	2.67
4	Sericulture Development Programme	8.00	0.00
V.	Rural Development Schemes		
1	Indira Awaas Yojana	100.00	100.00
2	Pradhan Mantri Gram Sadak Yojana	100.00	94.67
3	MNREGA	100.00	100.00
4	Godown and Warehouse Creation	32.00	0.00

respectively. Only 34.67 per cent respondents were aware about Rashtriya Krishi Vikash Yojana from model villages whereas no one of the respondent was aware about this scheme from non-model villages.

In dairying & animal husbandry schemes, 60.00 per cent respondents from model villages and 32.00 per cent respondents from non-model villages were aware about Artificial Insemination of Animals Scheme. The reason for less awareness in non-model villages could be less animals at respondent's farm and rare camps related to information dissemination regarding animal husbandry practices. Here, 18.67 per cent respondents were aware about National Livestock Mission and 17.33 per cent respondents were aware about livestock health and disease control programme from model villages. 12.00, 8.00, 5.33, & 5.33 per cent, respondents from model villages were aware about national programme on bovine breeding and indigenous breeds, kamdhenu/mini kamdhenu dairy scheme, dairy entrepreneurship development scheme and national programme for dairy development respectively. None of the respondent was aware about Kamdhenu/Mini Kamdhenu Dairy Scheme, Dairy Entrepreneurship Development Scheme and National Programme for Dairy Development from non-model villages. Only 1.33 per cent respondents were aware about national programme on bovine breeding and indigenous breeds. Very low awareness about maximum schemes related to dairying & animal husbandry in model as well as non-model villages was observed. The major reason found during survey and observation were less numbers of animals at respondent's farm, dairying and animal husbandry that too for consumption purpose not as commercial purpose, dairying & animal husbandry was not adopted as a primary occupation by most of the farmers in the study area and lack of interest of farmers to establish dairy farms at large scale was observed.

In fish & poultry development schemes, 80.00 per cent respondents from model villages were aware about Blue Revolution - Inland Fisheries and Backyard Poultry Scheme and 54.67 per cent were aware about Duck culture. Whereas from non-model villages 22.67 per cent respondents were aware about Blue Revolution - Inland Fisheries and only 4.00 per cent were aware about Backyard Poultry Scheme and Duck culture. The reasons for low awareness in non-model villages could be lack of willingness of state department officials or any other officials responsible to dissemination of technologies related to fish & poultry development.

In other agricultural schemes, 26.67 per cent respondents from model villages were aware of Solar Irrigation Pump Schemes compare to 1.33 per cent from non-model villages. Respondents were not much aware about these schemes from model as well as non-model villages both. Twelve percent respondents from model villages were aware about Oilseeds Development scheme whereas 2.67 per cent respondents from non-model villages. Eight percent respondents from model villages were aware about Sericulture Development Programme whereas no any respondents were aware of this scheme from non-model villages. And only 4.00 per cent respondents from model villages were aware about National Mission on Agricultural Extension and Technology whereas only 1.33 per cent from non-model villages.

In rural development schemes, 100.00 per cent respondents were aware about the schemes like IAY, MNREGA from model as well as non-model villages. Cent percent of the respondents from model villages and 94.67 per cent respondents from non-model villages were aware about PMGSY. Only 32.00 per cent respondents were aware about Godown and warehouse creation scheme from model villages whereas no any respondent was aware about this scheme. The reason for the high awareness of schemes like IAY, MNREGA, and PMGSY was not related to the adoption of the villages under SAGY because it has been observed that respondents from non-model villages were also aware of these schemes. The reasons could be proper implementation, reached to the needy one, higher frequency of occurrence throughout the year.

Table 2 divulged that awareness level of respondents was significantly correlated with education, land holding, annual income at 1% level of significance and with herd size and source of information at 5% level of significance in model villages, whereas, education and source of information of respondents were significantly correlated with awareness level at 1% level of significance in non-model villages. However, remaining variables namely, age, family size and social participation did not show any significant correlation with awareness level of respondents of model as well as non-model villages.

Comparison of awareness among the respondents from model villages and non-model villages was done using Mann-Whitney U Statistics on awareness score of selected villages and Z value as well as P value were calculated at 5 per cent level of significance. Now, as per a critical look on Table 3, significant difference

Table 2. Correlation between farmer's socio-economic status and farmer's awareness of different agricultural schemes

S.No.	Variables	Model villages		Non-model villages	
		Pearson correlation coefficient	p value	Pearson correlation coefficient	p value
1	Age	0.132	0.259	-0.020	0.862
2	Education	0.573**	0.000	0.803**	0.000
3	Family size	0.227	0.051	-0.050	0.670
4	Land holding	0.558**	0.000	0.150	0.200
5	Annual income	0.534**	0.000	0.146	0.210
6	Herd size	0.249*	0.031	0.195	0.093
7	Source of information	0.255*	0.027	0.576**	0.000
8	Social participation	0.129	0.271	0.032	0.783

* Correlation is significant at the 0.05 level (2-tailed); ** Correlation is significant at the 0.01 level (2-tailed)

Table 3. Comparison of awareness among respondents from model and non-model villages

Schemes	Model Villages (n=75) Mean±SD	Non-Model Villages (n=75) Mean±SD	Mann-Whitney U Statistics	P value
Crop based schemes	0.54±0.28	0.23±0.27	-6.211	0.00
Dairying & Animal Husbandry schemes	0.18±0.24	0.04±0.06	-4.696	0.00
Fish & Poultry Development schemes	0.71±0.33	0.10±0.22	-9.086	0.00
Other Agricultural schemes	0.12±0.24	0.003±0.028	-4.613	0.00
Rural Development schemes	0.82±0.14	0.73±0.10	-3.732	0.00

*Multiple comparison between model and non-model villages at 5 % level of significance.

($p=0.00$), between model and non-model villages, was found in terms of awareness of different agricultural schemes. The mean value of model villages for all the schemes was significantly higher from non-model villages. We could also see that the mean value of rural development schemes was highest and mean value of dairying & animal husbandry schemes was lowest in model villages. The reasons for higher mean value for different schemes in model villages as compare to non-model villages could be, frequent intervention of scientist from Banaras Hindu University and officials of agriculture department in model villages, farmers of model villages approach more frequent than non-model villages to the agricultural institutions like KVK/ATMA, IIVR etc. Farmers of model villages were having more land holding compare to non-model villages farmers and participation of model village's farmers in different training programmes, exhibitions, Krishi mela etc., has increased their awareness level.

CONCLUSION

Awareness of respondents from model village was higher than non-model villages which pointed towards a development of the rural villages with certain interferences. The SAGY and other schemes, intended to develop more model/ideal villages in the country, are the remarkable approaches to achieve sustainability. The nearby villages of model villages will also become sustainable along with adoption of the newly launched schemes and technologies. The study concluded that the awareness among farmers of model villages towards different agricultural schemes were higher than the non-model villages. Although, many farmers were still not aware of some of these schemes (especially dairy and animal husbandry schemes), so the awareness camp can be organized for dissemination of information related to various schemes.

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