



# Socio Economic Status of the Beneficiaries of Agricultural Technology Management Agency in Central Part of India

**Rohit Kumar Gupta<sup>a++\*</sup>, Manoher Saryam<sup>a++</sup>,  
Digvijay Dubey<sup>a++</sup>, Balveer Singh<sup>a++</sup>,  
Ashok Kumar Verma<sup>a#</sup> and Har Dayal Verma<sup>a†</sup>**

<sup>a</sup> Faculty of Agriculture, Rabindranath Tagore University, Raisen (Madhya Pradesh), India.

## Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

## Article Information

DOI: <https://doi.org/10.9734/ajaees/2024/v42i72523>

## Open Peer Review History:

This journal follows the Advanced Open Peer Review policy. Identity of the Reviewers, Editor(s) and additional Reviewers, peer review comments, different versions of the manuscript, comments of the editors, etc are available here: <https://www.sdiarticle5.com/review-history/120722>

**Original Research Article**

**Received: 29/05/2024  
Accepted: 31/07/2024  
Published: 01/08/2024**

## ABSTRACT

The Chhatarpur district's Agricultural Technology Management Agency is a society of important players engaged in agricultural operations for the promotion of sustainable agriculture. It is an administrative center for decentralizing the public Agricultural Technology System's daily

<sup>++</sup> Assistant Professor;

<sup>#</sup> Head;

<sup>†</sup> Dean;

\*Corresponding author: E-mail: [gr265446@gmail.com](mailto:gr265446@gmail.com);

**Cite as:** Gupta, Rohit Kumar, Manoher Saryam, Digvijay Dubey, Balveer Singh, Ashok Kumar Verma, and Har Dayal Verma. 2024. "Socio Economic Status of the Beneficiaries of Agricultural Technology Management Agency in Central Part of India". Asian Journal of Agricultural Extension, Economics & Sociology 42 (7):126-32. <https://doi.org/10.9734/ajaees/2024/v42i72523>.

management and integrating research and extension activities. It is a registered society responsible for technology dissemination at the district level. This study was carried out in Chhatarpur district of Madhya Pradesh state. Ex-post-facto research design was followed in the study. The study found that the majority of the beneficiary respondent in the study area belonged to middle age groups (36 to 50 years) and having education up to middle school and residing in nuclear family system with small size of family (up to 5 members). Majority of the ATMA beneficiaries had medium level of social participation. Majority of the respondents were performing agriculture, however majority of them were also engaged in 2 to 3 occupation to support their livelihood. Further majority of the respondents were having marginal farmers (up to 1 ha.). Majority of the beneficiaries were medium level (Rs.100001 to 200000) annual income earnings.

*Keywords: ATMA; sustainable agriculture; rural development; technology dissemination.*

## 1. INTRODUCTION

The growth of India's agricultural extension system is at a critical juncture. The Indian extension system has changed over the previous fifty years to take into account national priorities. Initially, the goal of extension was to promote widespread rural development. But the food crises that began in the late 1950s caused the extension efforts to shift towards boosting food production and ensuring food security. The combination of Green Revolution technology in the late 1960s and Training and Visit (T&V) Extension in the mid-1970s enabled India to achieve food self-sufficiency during the 1980s-1990s. At the same time, malnutrition and poverty continue to be persistent problems for the rural poor.

Therefore, Effective extension and communication strategies are crucial for technology transfer and rural development [1]. During the mid-1990s the Government of India and the World Bank began exploring new approaches to extension that would address these system problems and constraints. The result was a new, decentralized extension approach, which would focus more directly on agricultural diversification and increasing farm income and rural employment. The central institutional innovation that emerged to address these system problems was the Agricultural Technology Management Agency or "ATMA" model that was introduced at the district level to 1) integrate extension programs across the line department (i.e., more of a farming systems approach), 2) link research and extension activities within each district, and 3) decentralize decision-making through "bottom-up" planning procedures that would directly involve farmers and the private sector in planning and implementing extension programs at the block and district-levels. This model was pilot tested

through the Innovations for Technology Dissemination (ITD) component of a World Bank funded, National Agricultural Technology Project (NATP) that became effective in 1998 and concluded in June 2005.

India's agricultural sector is currently undergoing a sea change. The country's three main economic development goals—poverty reduction, output growth, and price stability—are all best served by the expansion of the farming industry, which has significant leverage effects on the rest of the economy [2]. The registered organization Agricultural Technology Management Agency (ATMA) is in charge of effectively and efficiently disseminating agricultural technologies at the district level.

It has linkage with the extension-related activities of ICAR institutes, including KVKs, research organizations line departments, NGOs and the private sector associated with agricultural development at the district and block levels [3]. The Agricultural Technology Management Agency (ATMA) is the flagship programme for agricultural extension reforms in India. Agricultural technology management agency (ATMA) at district level was pilot tested under innovations in technology dissemination (ITD) component of World Bank funded national agricultural technology project (NATP) with effect from November, 1998 to 2004.

## 2. MATERIALS AND METHODS

This study was carried out in Chhatarpur district of Madhya Pradesh state. Ex-post-facto research design was followed in the study. The study was conducted in Sagar division which was selected as purposively. The Sagar division consists of districts of Chhatarpur, Damoh, Panna, Sagar, Niwari and Tikamgarh. The Chhatarpur district comprises of 8 blocks namely Chhatarpur, Badamalhera, Buxwaha, Bijawar, Lavkushnagar,

Gaurihar, Nowgong and Rajnagar. Out of which Rajnagar and Lavkushnagar blocks were selected on the basis of most progressive block of the selected district. 5-5 villages were selected from both block namely Rajnagar and Lavkushnagar. From each village 21 beneficiaries were selected randomly to create unbiased research from the list obtained from ATMA project director office of Chhatarpur District. Thus the total respondents were 210 for present study.

### 3. RESULTS AND DISCUSSION

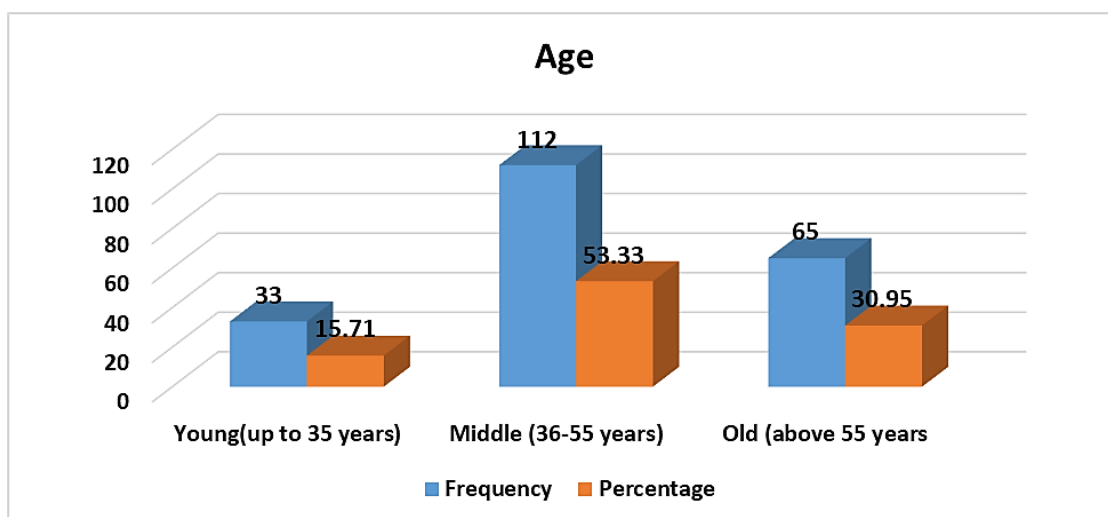
**Age:** The data on age group presented in Table 1 and illustrated in Fig. 1 revealed that the

majority of the ATMA beneficiaries comes under middle age group with 53.33 percent, 30.95 percent beneficiaries comes under old age group while 15.71 percent beneficiaries comes under young age group.

**Level of education:** Education is an important indicator of socio-economic status that determines the knowledge and the rate of adoption of any technology. It has been observed that higher is the level of education, greater the knowledge and adoption of the technology. The respondents were classified into seven categories on the basis of their educational attainment.

**Table 1. Distribution of ATMA beneficiaries according to their age**

S. No.	Categories	Frequency	Percentage
1	Young(up to 35 years)	33	15.71
2	Middle (36-55 years)	112	53.33
3	Old (above 55 years)	65	30.95
<b>Total</b>		<b>210</b>	<b>100.00</b>



**Fig. 1. Distribution of ATMA beneficiaries according to their age**

**Table 2. Distribution orange growers according to their level of Education**

S.No.	Category	Frequency	Percentage
1	Illiterate	5	2.38
2	Functionally Literate	15	7.14
3	Primary School	28	13.33
4	Middle School	29	13.81
5	High School	69	32.86
6	Intermediate	31	14.76
7	Graduate and above	33	15.71
<b>Total</b>		<b>210</b>	<b>100</b>

**Table 3. Distribution of the ATMA beneficiaries according to their family type**

Sr. No.	Type	ATMA beneficiaries	
		f	%
1	Nuclear Family	111	52.86
2	Joint Family	99	47.14
	<b>Total</b>	<b>210</b>	<b>100</b>

**Table 4. Distribution of the ATMA beneficiaries according to their family size**

S. No.	Family Size	Frequency	Percent
1	Small (Up to 3 members)	29	13.81
2	Medium (4 to 6 members)	126	60.00
3	Large (Above 6 members)	55	26.19
	<b>Total</b>	<b>210</b>	<b>100</b>

Mean= 5.1, SD= 2.1

**Table 5. Distribution of the ATMA beneficiaries according to their social participation**

Sr. No	Organizations	Nature of participation			
		As a member		Position holder	
		f	%	f	%
1	Gram Panchayat	199	94.76	2	0.95
2	Block/Tehsil/District	110	52.38	3	1.43
3	Milk co-operative society	78	37.14	3	1.43
4	Argil. Service cooperative society	65	30.95	1	0.48
5	Farmers' club/co-operation	77	36.67	4	1.90
6	Youth club	46	21.90	3	1.43
7	NRLM	33	15.71	0	0.00
8	Any other, please specify	5	2.38	0	0.00

The Table 2 showed that the majority of the ATMA beneficiaries (32.86 %) attained high school education, followed by graduate and above (15.71 %), Intermediate (14.76 %), middle school education (13.81 %), Primary level (13.33 %), functionally literate (7.14 %) and Illiterate 2.38 per cent. Out of 210 respondents.

**Family type:** The data of the Table 3 revealed that out of the total 210 ATMA beneficiaries, 52.86 per cent were belong to nuclear family, 47.14 per cent belong to joint family. Thus, it can be concluded that in the study areas nuclear family which are found two parents and one or more children.

**Family size:** The Table 4 showed that majority of ATMA beneficiaries (60.00%) had medium family size, having 4 to 6 members, while 26.19 per cent ATMA beneficiaries belonged to large family size, having more than 6 members. The greater number of members in the families might be due to dominance of joint family system in the area.

**Social participation:** Active involvement of respondents in various social activities plays an important role in developing knowledge and skills as well as in forming positivism towards agricultural innovations, which ultimately leads them to adopt new technology. In the present context, it was conceptualized as the "degree of participation of respondents in various non-formal educational activities" to obtain information, knowledge and skills related to new technologies.

Table 5 revealed that 94.76 percent respondents were worked as members in gram panchayat, but only 0.95 percent respondents were acquired position holder in gram panchayat level. In the milk co-operative society 37.14 percent respondents were involved as members, while 21.90 percent and 15.71 percent respondents were involved as members in Farmers' club/co-operation and NRLM respectively.

**Size of landholding:** Table 6 revealed that 30.48 per cent of ATMA beneficiaries were having less than 1 ha. of land, thus belonged to

marginal farmer’s category. ATMA beneficiaries belonged to small, Semi-medium and medium categories were 25.24 per cent, 33.33 per cent and 10.00 per cent, respectively. Data also shows that less than one per cent of ATMA beneficiaries were having large land holding. Thus, it may be concluded that majority of the respondents were marginal farmers having less than 1 ha. of agricultural land. This is due to the fact that in Chhatarpur district, per capita agricultural land is comparatively less. The other reason may be the fragmentation of the holdings due to small family system.

**Occupation:** In this study, main occupation was agriculture. It is the most important variable that plays key role in adoption of new technology. It is the factor which determines the extent of liquidity and flow of fund which ultimately affects the rate of adoption. The Table 7 indicated that from ATMA beneficiaries (76.19%) were dependent upon agriculture for annual income, while 7.14 percent ATMA beneficiaries had their Agriculture + Service. The possible reason might be that the most of the respondents get the income from farming [4-6].

**Material possession:** The data presented in the Table 8 depicts that in case of Chhatarpur district the majority of 57.62 per cent had medium material possession, followed by 25.71 per cent high and 16.67 per cent had low material possession. Thus, it can be concluded that majority (57.62 per cent) of the respondents were having medium level of material possession [7-11].

**Annual family income:** This can be said as an income earned throughout the year from all sources by the orange growers. Normally, it is believed that the farmers with high income generally invest more in the development of agriculture, which brings up them towards the higher adoption of new agricultural technology.

The Table 9 revealed that the annual income of majority of the ATMA beneficiaries (63.81%) were found in the medium category of 100001 to 200000 followed by 27.62 per cent ATMA beneficiaries in low income category (upto 100000) and 8.57 per cent ATMA beneficiaries in high income category (Above 200000).

**Table 6. Distribution of the ATMA beneficiaries according to their size of landholding**

S. No.	Category	f	%
1	Marginal (below 1 ha.)	64	30.48
2	Small (1.1 to 2.0 ha.)	53	25.24
3	Semi- Medium (2.1 to 4 ha)	70	33.33
4	Medium (4.1 to 10 ha.)	21	10.00
5	Large (above 10)	2	0.95
<b>Total</b>		<b>210</b>	<b>100</b>

**Table 7. Distribution of the respondents according to their occupation**

S.No.	Occupation	ATMA beneficiaries	
		f	%
1	Agriculture	160	76.19
2	Agriculture + Service	15	7.14
3	Agriculture + Business	30	14.29
4	Labor	5	2.38
5	Others	0	0.00
<b>Total</b>		<b>210</b>	<b>100</b>

**Table 8. Distribution of the ATMA beneficiaries according to their material possession**

Material possession	ATMA beneficiaries	
	f	%
Low (1-8)	35	16.67
Medium (9-16)	121	57.62
High (17-25)	54	25.71
<b>Total</b>	<b>210</b>	<b>100</b>

**Table 9. Distribution of the ATMA beneficiaries according to their annual family income**

S. No.	Income Categories (Rs.)	f	%
1.	Low Income (up to 100000)	58	27.62
2.	Medium Income (100001 to 200000)	134	63.81
3.	High Income (Above 200000)	18	8.57
<b>Total</b>		<b>210</b>	<b>100</b>

#### 4. CONCLUSION

From the above research works it can be concluded that the majority of the beneficiary respondent in the study area belonged to middle age groups (36 to 50 years) and having education up to middle school and residing in nuclear family system with small size of family (up to 5 members). Majority of the ATMA beneficiaries had medium level of social participation. Majority of the respondents were performing agriculture, however majority of them were also engaged in 2 to 3 occupation to support their livelihood. Further majority of the respondents were having marginal farmers (up to 1 ha.). Majority of the beneficiaries were medium level annual income earnings.

#### DISCLAIMER (ARTIFICIAL INTELLIGENCE)

Author(s) hereby declare that generative AI technologies such as Large Language Models, etc have been used during writing or editing of manuscripts. This explanation will include the name, version, model, and source of the generative AI technology and as well as all input prompts provided to the generative AI technology

Details of the AI usage are given below:

1. None
2. Quillbot

#### COMPETING INTERESTS

Authors have declared that no competing interests exist.

#### REFERENCES

1. Chowhan S. Impact of Agro technology on socio-economic condition of the farming groups at Jagannathpur. *International Journal of Agriculture Environment and Biotechnology*. 2021;14(1):97-109. Available:<http://dx.doi.org/10.30954/0974-1712.01.2021.11>
2. Agnihotri N, Bose DK, Jahanara. Adoption of sugarcane production technologies by its beneficiaries and non-beneficiaries through ATMA programme in Sitapur district of Uttar Pradesh. *Journal of Pharmacognosy and Phytochemistry*. 2018;7(3):3642-3644.
3. DAC (Department of Agriculture and Cooperation). *Guidelines for Modified Support to State Extension Programmes for Research and Extension Reforms Scheme*; 2010.
4. Bhagwat Prasad Pandre, Manohar Saryam, Shailendra Bhalawe, Rameshwar Ahirwar, R. Bajpai, Pooja Jena. Population dynamics of major insect pests associated with karanja (*Pongomia pinnata* L.) pierre based agroforestry system. *Asian Journal of Agricultural Extension, Economics & Sociology*. 2023;41(10):947-950.
5. De D, Jirli B. Impact assessment: concepts, domains and phraseology. *National seminar*; 2005.
6. Jena P, Saryam M, Chauhan AS, Pravin Kumar Tiwari. Factors affecting techno-economic empowerment using digital tools by farmers in Central India. *International Journal of Tropical Agriculture*. 2022;40(3-4):221-225.
7. Pooja Jena, Manohar Saryam, Chauhan AS. Extent of techno-economic empowerment among farmers by using digital extension in Rewa District of Madhya Pradesh. *Res. Jr. of Agril. Sci*. 2021;12(1):116–121
8. Pooja Jena, Manohar Saryam, Bijay Kumar Mohanty, Prahray AK. Income generating activities of rural women: A tool for poverty alleviation and decision-making. *International Journal of Social Sciences*. 2021;10(02):163-171
9. Pooja Jena AS, Chauhan AS, Tigga, Sanjay Kumar, Meera Kumari, Subrat Kr. Behera, Fozia Homa, Manohar Saryam. Problems faced by farmers using digital tools in agriculture in Central Zone of India. *Asian Journal of Agricultural Extension, Economics & Sociology*. 2023;41(10):311-316.

10. Pooja Jena, Manohar Saryam, Yogita Sharma, Alok Kumar Dalabehera, Vijayata Verma. A Case Study- Gradual improvement of quality of life of farming community through climate smart agricultural practices. International Journal of Agricultural Sciences. 2022;18: 168-173.
11. Pooja Jena AS, Chauhan AS Tigga, Sanjay Kumar, Meera Kumari, Subrat Kr. Behera, Fozia Homa, Manohar Saryam. Problems faced by farmers using digital tools in agriculture in Central Zone of India. Asian Journal of Agricultural Extension, Economics & Sociology. 2023;41(10):311-316.

**Disclaimer/Publisher's Note:** The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of the publisher and/or the editor(s). This publisher and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.

© Copyright (2024): Author(s). The licensee is the journal publisher. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

*Peer-review history:*

*The peer review history for this paper can be accessed here:*

<https://www.sdiarticle5.com/review-history/120722>