

A Study of the Value Organisation of Large and Small Farmers of North Karnataka

In social science literature, there is a general recognition that values are one of the central elements in the "Way of Life" of an individual or a group or a culture (Persons and Shils, 1960). The value patterns influence the behaviour of individuals. Therefore, adoption behaviour of farmers within the framework of values should be of interest to social scientists. An insight into the value orientation of farmers should be of significance not only from the theoretical point of view of identifying what their value orientations are, but also from the practical stand point of guiding and reorienting their values in the desirable directions.

With this basic objective, the present study was conducted to know the value orientations of the farmers of Amminabhavi, Marewada and Karadigudda of North Karnataka.

The value scale developed and standardised by Supe and Kolte (Udai Pareek and Venkateshwar Rao, 1974) is used to measure the value orientation of farmers.

The three point continuum scale, i.e., agree, neutral and disagree was used. Scoring pattern for the positive items was 3, 2 and 1 and for the negative items 1, 2 and 3.

The sample size of the three villages was as follows:

A total of 133 respondents belonging to Amminabhavi, Marewada and Karadigudda were interviewed with the help of a structured questionnaire.

A perusal of the averages of the three villages on the economic motivation scale indicates that all of them perceive their economic motivation in about same terms (Table-1). However, on the scientific orientation, the village Karadigudda seems to be little higher compared to other two villages. On the independence scale, there is not much difference between the three villages. With regard to mental activity, Karadigudda village with the average of 15.9 has indicated that it would opt to accept higher degree of risk than what can be acceptable to Amminabhavi and Marewada.

A perusal of table-2 brings out that the large farmers has an intensive economic motivation than small farmers, the average being 15.1 and 13.9, respectively.

Again there are pronounced differences observed on the scientific orientation with the small farmers appearing to brace himself up for more scientific orientation. On the risk preference scale too, the small farmers has opted to accept higher degree of risk than the large farmers. There is small difference between two groups on the mental activity scale. The small farmers expressing himself for a higher degree of mental activity.

Regarding the risk preference, the result obtained may require explanation. The small farmers may have preferred for higher degree of risk in view of their anxiety to do the best of the limited resources land-wise and capital-wise, that they command. This emerged

Table 1 . Average of the villages Marewada, Amminabhavi and Kardigudda on the value dimensions of economic motivation, scientific orientation, mental activity and risk preference

Value Dimensions	Villages		
	Marewada	Amminabhavi	Karadigudda
Economic motivation	15.6	15.3	15.6
Scientific orientation	16.2	16.1	16.9
Independence	14.9	14.3	14.6
Mental activity	14.6	14.0	16.3
Risk preference	13.7	14.1	13.9

Table 2 . Average of Big and Small farmers of the three villages of Marewada, Amminabhavi and Karadigudda on the value dimensions

Value dimensions	Farmers	
	Big	Small
Economic motivation	15.1	13.9
Scientific orientation	16.2	16.8
Independence	14.7	14.7
Mental activity	14.9	15.4
Risk preference	14.1	15.0

during informal discussion that the investigator had with the respondents. The large farmers doesnot have high degree of risk or anxiety in this regard as he has sufficient resources.

However, this result does not in any way suggest that the degree of risk preference expressed translates itself into action by way of actually bearing the risk.

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