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Role perception of the members of board of directors of farmer producer organization's (FPO's)

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Abstract

The present investigation "Role Perception of the members of the board of directors of Farmer Producers' Organizations (FPO's)" was purposively conducted in Junnar, Ambegaon and Khed tehsil of Pune district based on maximum number of actively functioning FPO's. From selected tehsils, 15 FPO's and total 120 respondents were selected randomly. Data was collected by personally interviewing 120 respondents with the help of specially designed interview schedule. The statistical tools such as frequency, percentage, mean and standard deviation, rank and correlation were used for analysing the data. Personal, communicational and psychological characteristics of the respondents were studied i.e. Age, Education, Occupation, Work experience, Cosmopolitaness, Management orientation, Extension Participation and Source of information. Role perception of the BOD members was further obtained by studying respondents using 16 statements on three point continuum. The result revealed that majority of the respondents fall under medium range category i.e. 70.00%.

Keywords: role perception, farmer producer organization's (FPO's), board of directors

1. Introduction

Smallholder agriculture is argued to remain important for economic development and poverty reduction in developing countries, but its development is challenged by the need for institutional innovations to overcome market failures. There is a renewed interest from donors, governments and researchers in cooperative producer organizations as an institutional vehicle to improve smallholder agricultural performance. It is possible through various means, viz. improving market hold potential, diversifying the income and increasing agricultural productivity and thereby promoting food security and poverty eradication. With the numerous farming problems in developing countries such as input access, direct marketing analysis, technology support and many more. Farmers Producer Organizations (FPO's) has been a key policy response to address the structural impediments small holder farmers face in absence of economies derived from operations at Farmers organizations have been suggested as a key tool to improve the living condition of resource poor farmers in developing countries. Farmers groups are important institution for the transformation of smallholder farming, increases productivity and income, thereby reducing poverty. Field level studies have clearly established the positive role of FPO's in terms of increased net income of farmers through informed decision-making, improved access to inputs and agro-services, institutional credit, marketing facilities and enhanced efficiency in the farming operations.

Farmers Producer Organization's (FPO's) are a legal form of the company and according to company act 2002 Act passed in parliament, only farmers- producers can become members of FPO's. In the Indian context, the role of farmer's originations is to help smallholder farmers specifically, improve their position in emerging value chains. FPO's help farmers in production, harvesting, processing, procurement, grading, pooling, handling, marketing, selling export of primary produce of the members or import of goods and services for benefit. FPO's renders technical services, consultancy services, training education, research and development for the promotion of the interests of its members. Every FPO must select a body of board of directors for effective and smooth functioning.

1.1 Members of the board of directors are supposed to perform the following functions

1. Pursue and formulate organizational policies, objectives, establish Specific Long- term and annual objectives and approve corporate strategies and Financial plans.
2. Admission of new members.
3. Determining the dividend payable.

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4. Ensure the proper book of record of accounts is maintained.
5. Investments of funds of producer's companies are their primary work.
6. Sanctioning of loan or advance in connection with business activities of the producer's company to its members. Therefore, present study entitled, "Role perception of the members of the Board of Directors of Farmers Producer Organization's" was undertaken.

2. Methodology

- i. Selected Locale: Pune District (Purposely selected due to maximum number of registered and actively functioning FPO's are present in this district)
- ii. Selected Tehsils: 3 Tehsils i.e Junnar, Khed and Ambegaon (Purposely selected on the basis of actively functioning of FPO's in these Tehsils)
- iii. Selected FPO's- 15 active FPO's were selected from the 3 tehsils randomly.
- iv. Sample size- 120 respondents were selected randomly from 15 FPO's.

Table 1: FPO's and number of respondents selected from FPO' of Junnar, Khed and Ambegaon tehsil

Sr. No	Name of FPO selected	Number of respondents from each FPO
From Junnar Tehsil		
1.	Shivtej Farmer Producer Company, <i>Narayangaon.</i>	5
2.	Krishijeevan Farmer Producer Company, <i>Narayangaon.</i>	11
3.	Krishinavkalpana Farmer Producer Company, <i>Narayangaon</i>	8
4.	<i>Junnar</i> taluka Farmers Producer Company.	7
5.	Versatile Agro-farm Farmer Producer Company	10
6.	Krushidoot Farmer Producer Company limited	6
7.	Krushivrudhi Farmer Producer Company limited	5
8	Virtual Agro Farmer Producer Company	6
9.	Vaishnavdham Parunde Farmer Producer Comapany, <i>Vaishnavdham</i>	11
10	Malshej Agril. Producer Company limited	11
11.	JNW Agro Farmer Producer Company Limited	5
12	Hatkeshwar Farmer Producer Org. Limited	10
Total		95
From Khed Tehsil		
13	Bhama- Bhima Farmer Producer Company limited, <i>Kadus , Khed.</i>	10
14	Shri bhimashankar Agro Producer Company limited	5
Total		15
From Ambegaon Tehsil		
15	Satgaon Farmer Producer Company, <i>Ambegaon</i>	10
Total		10
Total Bod Members From 3 Tehsils		120

3. Result

Perception refers to the understanding the activities attached to the position and are expected to be undertaken by the members of the BOD's. Success of any organization depends on the role perceived by the members of organization.

Respondents were interviewed for calculating their perception level, data was collected, tabulated and analyzed. Distribution of respondents perception level according to their mean score given in the table 2.

Table 2: Distribution of respondent's perception level according to their mean score

Sr. No	Statement	Frequency			Mean Score	Rank
		Must Do	Have to do	Not to do		
1	Ensure the coordination among the member farmers.	115	5	0	1.95	I
2	Solve the problems of member farmers.	105	15	0	1.87	II
3	Encourage the member farmers to improve the quality of Products.	103	17	0	1.85	III
4	Help the farmers to get access to different improved inputs.	70	50	0	1.58	VIII
5	Encourage farmers to participate in agricultural activities.	69	51	0	1.57	IX
6	Motivate the member farmers to accept new ideas.	61	59	0	1.50	XIV
7	Assist the farmers to improve farm situations through personal visits.	68	52	0	1.56	X
8	Representation of company voice to the higher authority.	67	53	0	1.55	XI
9	To maintain proper book of record for audit.	64	56	0	1.53	XII
10	To decide the action plan of FPO.	62	58	0	1.51	XIII
11	Determine the dividend payable.	28	92	0	1.20	XVI
12	Approval of patronage in general meeting.	27	93	0	1.22	XV
13	Investment of funds of company for expansion of business.	75	45	0	1.62	VII
14	Promote the members to avail loan facilities.	78	42	0	1.65	VI
15	To govern the administrative operation of FPO.	93	27	0	1.77	V
16	Give timely information to the member farmers about marketing condition.	95	25	0	1.79	IV

The data presented in the Table 2. reveals that the statements of role perception *viz* ensure the coordination among the members farmers”, “Solve the problems of member farmers”, “Encourage member farmers to improve the quality of product”, “Give timely information to the member farmers about marketing condition”, “To govern the administrative operation of FPO’s” were highly perceived by the respondents with mean score 1.95, 1.87, 1.85, 1.79, 1.77 and 1, 2, 3, 4, 5 rank respectively. Whereas, least perceived statements were *viz.*, “To maintain proper book of record” , “To decide action plan of work”, “Motivate the member farmers to accept new ideas”, “Approval of patronage in general meeting”, “Determine the dividend payable” with mean score 1.65, 1.62, 1.58, 1.57, 1.56 and 12, 13, 14, 15, 16 ranks respectively.

Thus, it can be inferred that member of BOD had perceived better role about general functioning of FPO role regarding accountancy, finance, auditing *etc.* were less perceived by them.

Overall role perception of the respondents

Table 3: Distribution of respondents according to their role perception

Sr. No	Category	Score	Frequency	Percentage
1	Low	Less than 22	14	11.66
2	Medium	22 to 30	84	70.00
3	High	More than 30	22	18.34
Total			120	100.00
Mean= 25.9 SD= 4.36				

The results in the Table 3 indicates that majority (70.00%) of the respondents had medium perception. Less than one fourth (18.34%) of the respondents had high perception and only 11.66 per cent of the respondents had low perception.

Conclusion

Perception level of BOD members will tell about the understanding of the roles and responsibilities about of the BOD members. Thus, from the above study it can be inferred that great majority (88.34%) of the respondents had medium to high perception level.

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