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Mangesh A Raut
Agricultural Assistant, Naik
Marathwada Krishi Vidyapeeth,
Parbhani, Maharashtra, India

SM Durge
PG, Student, College of
Agriculture, Latur Vasant
Naik Marathwada Krishi
Vidyapeeth, Parbhani,
Maharashtra, India

AV Bhalerao
PG, Student, College of
Agriculture, Latur Vasant
Naik Marathwada Krishi
Vidyapeeth, Parbhani,
Maharashtra, India

KV Kale
Researcher, Student,
Department of Extension
Education, Dr. Panjabrao
Deshmukh Krishi Vidyapeeth,
Akola, Maharashtra, India

Dr. DM Mankar
Research Guide and Head,
Department of Extension
Education, Dr. Panjabrao
Deshmukh Krishi Vidyapeeth,
Akola, Maharashtra, India

Corresponding Author
Mangesh A Raut
Agricultural Assistant, Naik
Marathwada Krishi Vidyapeeth,
Parbhani, Maharashtra, India

Training needs of farm input dealer about farm input

Mangesh A Raut, SM Durge, AV Bhalerao, KV Kale and Dr. DM Mankar

Abstract

The present study on Training Needs of Farm Input Dealers About Farm Input was conducted in Akola and Wardha districts of Vidarbha region of Maharashtra state. For this study 70 dealers were purposively selected from ten tahsils from both districts with the help of proportionate sampling method. The data were collected with the help of structured interview schedule. Personal interview technique was used for data collection. All 100.00 per cent farm input dealers did 'not received' training on various aspect related to fertilizers, seeds, insecticides, pesticides and implements. Majority (68.00%) of the farm input dealers had 'medium' level of knowledge related to use of seeds, fertilizers and pesticides. In respect of training needs, farm input dealers had expressed 'high' training needs on seed technology, different insecticides and pesticides its contents, concentration to be used storage and keeping quality of insecticides, pesticides and fertilizers, etc. (97.14%), followed by advanced technical information of new agricultural inputs (94.28%), training about credit/financial management and government policies, rules regulations and taxes related agriculture having 98.57 per cent.

Results of relational analysis revealed that variables such as land holding, annual income, source of information, extension contact, cosmopolitaness and innovativeness were found positively and significantly correlated with training needs of farm input dealers. In case of other variables like age, social participation and knowledge had shown negative non-significant relationship with training needs of farm input dealers.

Keywords: Training, need, input Dealer, knowledge, farm mechanization etc.

1. Introduction

Indian economy is basically an agrarian economy as about 64% of the population is dependent on agriculture and quite a large proportion of the national income is generated in this sector. Substantial progress has been made in recent years and the country has become self sufficient in food grains. However, the proportion of persons depending on agriculture has not been changed much during the last 3-4 decades in spite of the development programmes. Efforts are being made by the government under five year plan programmes to develop agriculture.

Several factors have played a role in the development of agriculture in the country. The use of high-pay inputs like high yielding varieties seeds, fertilizers, pesticides, irrigation, etc., have helped is bringing about the 'Green Revolution' in agriculture. Though the role of these inputs was recognized long back, there were many constraints were slowly overcome. India being a vast country with varying situation and lack of infrastructure facilities, supply of key inputs in agriculture to the doors of farmers is a difficult task. However, the major sources of supply of farm inputs to the farmers are the dealers. These dealers mostly supply seeds, fertilizers and pesticides to the farmers.

Modernization of agriculture involves mainly three things. First to evolve suitable agricultural technology, second transfer of technology and third one is acceptance or adoption of technology. The most of the farm input dealers are related to the transfer of farm technology. While trading the farm inputs, dealers advise the farmers about their use and application in the field. Farm input dealers by this way perform the function of the "Change Agent".

India has around three lakh agricultural input dealers (Anonymous 2011) [3]. Farm input dealers are also playing an important role in increasing agricultural production in the country. Because they affects the farmers adoption behavior regarding the use of agricultural technology. There are number of economical, social and psychological factors which influence training need of agricultural input dealers as far as selling of agricultural input is concerned. The main aim of input dealers is to sale agricultural inputs according to local needs i.e. quality seeds, fertilizers, pesticides, and input material. The marketing of agricultural inputs does not only help the dealers to increase their profitability but also facilitate to get all the input requirements under the one roof.

And the subsidiary roles played by agricultural input dealers are to provide expert services, advice to farmers. These, input dealers plays a vital role to boost up the agricultural production. So it is felt necessary to study the training need of agricultural input dealers.

1.2 Objectives

Keeping in view the importance, scope and statement of problem of the topic, the present investigation entitled 'Training Needs of Farm Input Dealers About Farm Input in both Akola and Wardha Districts of Vidarbha Region' was undertaken with the following objectives.

1. To determine the training needs and decide the areas of training.

1.3 Methodology

The study was conducted purposively in Wardha and Akola districts in Vidarbha region of Maharashtra State. The Wardha district consists of eight tahsils. Out of these five tahsils were selected on random basis namely, Wardha city, Arvi, Deoli, Hinganghat and Seloo.

The Akola district consist of seven tehsils. Out of these five tehsils were selected on random basis namely, Akola, Pathur, Barshitakli, Balapur and Akot. A list of licenses issued to the farm input dealers in the tahsils of Wardha and Akola districts was obtained from Agricultural Development Officer, Zilla Parishad of both the districts. Ten tahsils were selected from both the districts. Thus, 10 tahsils comprises the said study, 5 Agro Service Centre from each selected tahsils were selected. In all 50 Agro Service Centre from 10 tahsils and 20 Agro Service Centre from 2 district Headquarters thus, in all 70 Agro Service Centre were selected to the study. An exploratory research design of social research was used for present study.

2. Results and Discussion

2.1 Training needs of the farm input dealers in relation to farm inputs

Training need was operationally defined as expressed opinions of the farm input dealers with respect to different training areas of farm input dealership.

Table 1: Specific training needs of farm input dealers

Sl. No.	Training areas	No. of Respondents (n=70)	
		Frequency	Percentage
A	Technical need		
1	Seed technology	68	97.14
2	Fertilizers types, doses, method of application and storage quality, etc.	61	87.14
3	Bio-agents importance, use, storage, utility, availability, application, etc.	64	91.42
4	Proper knowledge about technical language.	60	85.71
5	Advanced technical information of new agricultural inputs	66	94.28
6	Availability of publications and records	65	92.85
7	Different insecticides and pesticides its contents, concentration to be used	68	97.14
8	Storage and keeping quality of insecticides, pesticides and fertilizers, etc.	68	97.14
B	Financial need		
1	Training about credit/financial management	69	98.57
2	Government policies, rules regulations and taxes related agriculture.	69	98.57
3	Government subsidies on different agricultural input	63	90.00
4	Other	14	20.00
C	Social need		
1	Development of good rapport with farmers, government and private organizations.	63	90.00
2	To convey the proper information to the farmers regarding agricultural technology	67	95.71
3	Agricultural input consultancy services	61	87.14
4	Use of communicational media for marketing of agricultural inputs	66	94.28
D	Other need		
1	Handling of agrochemicals	64	91.42
2	Timely marketing of agricultural inputs	65	92.85
3	Display of different agricultural inputs for attraction of customers	61	87.14
4	Other	16	22.85

(Figure in parentheses indicates percentages)

The data in Table 1, indicated that majority of respondents input dealers need training in technical need areas *viz.*, seed technology, Different insecticides and pesticides its contents, concentration to be used Storage and keeping quality of insecticides, pesticides and fertilizers, etc. (97.14%), followed by Advanced technical information of new agricultural inputs (94.28%), Availability of publications and records (92.85%), Bio-agents importance, use, storage, utility, availability, application, etc. (91.42%), Fertilizers types, doses, method of application and storage quality, etc.(87.14%) and Proper knowledge about technical language (85.71%).

In case of financial need high proportion of respondents need training about Training about credit/financial management and Government policies, rules regulations and taxes related

agriculture having 98.5 per cent followed by Government subsidies on different agricultural input (90.00%).

In case of social need high proportion of respondents needed training on to convey the proper information to the farmers regarding agricultural technology (95.71%) followed by use of communicational media for marketing of agricultural inputs (94.28%), development of good rapport with farmers, government and private organizations (90.00%) and agricultural input consultancy services (87.14%), respectively. In case of other needs nearly most of the respondents need training on timely marketing of agricultural inputs (92.85%), followed by 91.00 and 87.14 per cent of the respondents need training on handling of agrochemicals and display of different agricultural inputs for attraction of customers.

By and large respondents need training more on technical area use of parasitoid and predators, different insect, pest and diseases, bio-agents, fertilizers its types, doses and application. The other training need areas were, agrochemical handling, seed technology technical information on new agricultural inputs and credit/finance management on which respondents need training for marketing of their inputs, for providing better expert services and advice to the farmers and for increasing their profitability also.

2.2 Different training needs of farm input dealers and their distribution

In order to depict the overall scenario of training need in all areas together, the respondent dealers were grouped into three categories as per the procedure explained in the chapter of methodology and is presented in Table 2.

Table 2: Distribution of the respondents according to their level of training need

Sl. No.	Training needs	Respondents(n=70)	
		Number	Percentage
1	Less	17	24.28
2	Medium	43	61.42
3	More	10	14.30
	Total	70	100.00

It revealed from Table 2, that majority (61.42%) of the respondents had ‘medium’ training need on various aspects of fertilizer, seed, pesticides, machinery and implements, animal feed and chemicals and their use While 24.28 per cent of the respondents had ‘less’ training need. Followed by 14.30 per cent of the respondents had ‘more’ training need. The average training need score of respondents was 17.11.

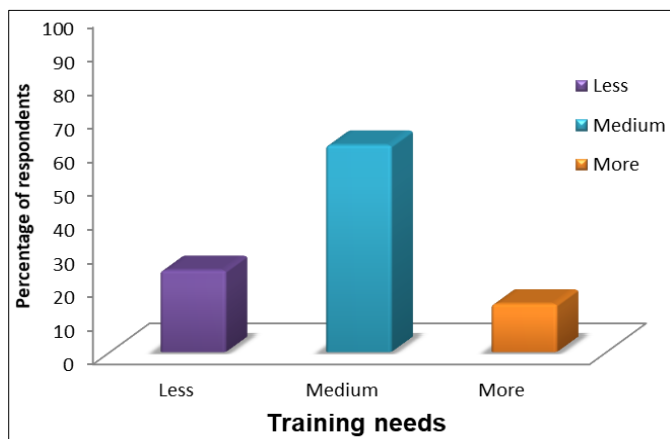


Fig 1: Distribution of the respondents according to their level of training needs

These findings indicates that majority of the respondents has ‘medium’ training needs who had sufficient experience of the business.

3. Summary and Conclusion

A. Summary

1. Training needs of agricultural input dealers

Majority of the respondents farm input dealers (61.42%) had ‘medium’ level of training need on various aspects of fertilizer, seed, pesticides, machinery and implements, animal feed and chemicals and their use, whereas (24.28%) of the respondents had less training need and (14.30%) had more training need. The average training need score of respondents

was 17.11.

Great majority of the respondents expressed their training need about seed technology, different insecticides and pesticides its contents, concentration to be used storage and keeping quality of insecticides, pesticides and fertilizers, etc. (97.14%), followed by advanced technical information of new agricultural inputs (94.28%), training about credit/financial management and government policies, rules regulations and taxes related agriculture having 98.57 per cent.

Most of the respondents need training on timely marketing of agricultural inputs (92.85%), followed by 91.00 and 87.14 per cent of the respondents who need training on handling of agrochemicals and display of different agricultural inputs for attraction of customers.

4. Conclusion

These findings revealed that, majority of the farm input dealers were ‘middle’ age, with ‘medium’ experience in farm input dealing, source of information, social participation, innovativeness and cosmopolitaness. Majority of the respondents were ‘graduate’ and most of them had ‘medium’ land holding and annual income. All the farm input dealers did ‘not received’ training on various aspects related to fertilizers, seeds, insecticides, pesticides and implements. Majority (68.00%) of the farm input dealers had ‘medium’ level of knowledge related to use of seeds, fertilizers and pesticides. In respect of training needs, farm input dealers had expressed ‘high’ training needs on seed technology, different insecticides and pesticides its contents, concentration to be used Storage and keeping quality of insecticides, pesticides and fertilizers, etc., followed by advanced technical information of new agricultural inputs, training about credit/financial management and government policies, rules regulations and taxes related agriculture. ‘Competition with other input dealers, followed by transportation, non availability of clients and inadequate credit facilities, non availability of labors, lack of knowledge about mode of chemicals, non availability of selling organizations and sometime prices of agricultural input goes high’, were the major constraints faced by them.

5. Implications

1. The study has brought out useful information about the personal, socio-economic characteristics of the farminput dealers from the districts of Akola and Wardha districts of Vidarbha region. The information can be used by the input supplying agencies for identifying the prospective farm input dealers and thus, can minimize their efforts for locating the people to promote the use of other farm input.
2. It was observed that, the training need of the farm input dealers from Akola and Wardha districts of the Vidarbha region was high about needs on seed technology, different insecticides and pesticides its contents, concentration to be used storage and keeping quality of insecticides, pesticides and fertilizers, etc., followed by advanced technical information of new agricultural inputs, training about credit/financial management and government policies, rules regulations and taxes related agriculture. Therefore, efforts are needed to develop useful training module by the extension agencies of State Department of Agriculture, State Agriculture Universities and Private companies.

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