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Study on relationship between agricultural input dealers and farmers

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Abstract

From past few decades the numbers of agricultural input dealers in India greatly increase adversely. Now around 2,80,000 agricultural input dealers are there in the country which are easily accessible to farmers. The Indian government also take up steps like taking low subsidies and low import charges on agriculture related equipment and other farm machineries and made it affordable at low prices to rural farmers to increase the sales of the products and also made it available to the farmers. In this study we will find out the relationship between agro-input dealers and farmers in point of price, behaviour, availability, nature and behaviour of the dealers. Here we take survey of a shop namely Gill khad store located at V.P.O Narpurbet, Ludhiana, Punjab. We take survey from 25 different farmers who have visited the store regarding price, nature, availability and nature of the particular shop.

Keywords: Agro-input dealers, farm machinery, modern agriculture, agriculture, fertilizers, and pesticides

Introduction

In modern agriculture or today's agriculture farmers required or use different tools, equipment, seeds, Fertilizers, Pesticides, and chemicals for the growth of the crops or plants. The courses and mode of agriculture is changing rapidly from traditional way to more advanced method and ways. The yield also greatly increased through the adoption of modern methods of farming. The introduction of farm machinery makes today's agriculture more promising. It saves time and labour. The machinery like tractors, plough, combine harvester, sprayer, thresher, etc., made it easy for the farmers to a great extent. The agricultural dealers are those who provide agricultural equipment, and other farm tools to the farmers. Their good relationship with farmers can take our farming to the next level. Sometimes these dealers act as plant clinics as they provide knowledge regarding plant disease or pests as well as other. Cultural and new conventional methods towards modern agriculture to the farmers. Now there are so many agricultural dealers across the country which is a good symbol for the farmers. Many farmers get knowledge from these input dealers as most of them belong to rural and economically backward sector and most of them do not have a proper formal education. They are main and major origin of knowledge gain by farmers on the field of agriculture.

Nowadays, farmers interaction with agro-input dealers significantly increased. Some visited on regular basis to gain knowledge from such dealers and moreover to explore new equipment and other farm related items like fertilizers, chemicals, pesticides, insecticides, etc. As many of Indian farmers are from rural areas their concern needs of setting up of these agro-input dealers in these particular areas to made easily accessible to farmers mainly in rural areas.

The most common source of farmer procurement of pesticides is through local agricultural supply dealers. The dealer plays an important role not only in the distribution of pesticides but as an important source of information about the products and their uses. Dealers, in performing their distribution functions, may influence the amounts and types of pesticides that are used by farmers in their production operations.

Methodology

This study was conducted in V.P.O Narpurbet district of Ludhiana during the year 2022. In this village we have done a study about relationship between dealers and farmers by selecting 25 farmers and by knowing their view about dealers and services.

In agriculture tools are made mainly for less involvement of manual work and to make the

farming process more efficient. These tools and machinery turn the impossible hard work into easy possible work in less time and work. These days wide varieties of tools are made available to farmers at low affordable rate. These tools are used in different cultural and inter-cultural operations like weeding, tillage, fumigation and applying fertilizers. By considering our needs and dependence on agriculture and majority participation on this sector for livelihood improving and made it available these tools to farmers is one of the major step towards making a prosperous great country.

Some important tools which can be mentioned are as follows

1. Axe: use mainly for cutting of trees.
2. Rake: use to collect leaves and other wastes.
3. Shovel: mainly use for digging.
4. gardening fork: it is also use for digging.
5. Pruning saw: use for cutting of trees and other shrubs.
6. Wheelbarrow: it is carriage that store trashes.
7. Land mover: use for cutting of grasses.

8. Seeder and fertilizer: use for proper seedling and applying of fertilizer.

As mentioned above agriculture and its related base industries is an important sector for Indian economy. Around 20.3% of Gross value added was provided in 2020-2021 by agriculture and its industries, Ministry of agriculture and farmers welfare. Numbers of individuals that invest in this sector also increased a lot.

Some of the prominent agro-dealers in India are as follows

Bombay Burmah Trading Corporation Limited:

1. It is established in 1863 as a public sector company based on teak.
2. Kaveri seed Company Limited: One of the best seed distributors in India. It has around 15000 seed distributors.
3. Goodricke Group Limited: This company works on manufacturing of tea and its cultivation. It works on both domestic and international market

Table 1: Collected data about social status of farmers

AGE	QUALIFICATION	CASTE	ECONOMIC STATUS	FAMILY TYPE	INTRODUCTORY PROFILE		HOUSING PATTERN	OCCUPATION	SOCIAL PARTICIPATION
					FAMILY SIZE	LAND HOLDINGS			
50	POST GRADUATE	GENERAL	APL	NUCLEAR	5	24 ACRE	PUCCA	AGRICULTURE	YES
26	GRADUATE	SC	BPL	JOINT	6	0 ACRE	PUCCA	LABOUR, AGRICULTURE	NO
34	MATRIC	SC	BPL	JOINT	6	10 ACRE	PUCCA	SERVICE, AGRICULTURE	NO
32	MATRIC	ST	BPL	NUCLEAR	4	5 ACRE	PUCCA	LABOUR, AGRICULTURE	NO
41	MATRIC	SC	BPL	NUCLEAR	3	6 ACRE	PUCCA	DAIRY, AGRICULTURE	NO
58	MATRIC	SC	BPL	NUCLEAR	4	1 ACRE	PUCCA	LABOUR, AGRICULTURE	NO
35	GRADUATE	GENERAL	BPL	NUCLEAR	5	3 ACRE	PUCCA	SERVICE, AGRICULTURE	NO
35	MATRIC	SC	BPL	JOINT	6	2 ACRE	PUCCA	LABOUR, AGRICULTURE	NO
25	POST GRADUATE	SC	BPL	NUCLEAR	3	0 ACRE	PUCCA	LABOUR, AGRICULTURE	NO
28	GRADUATE	OBC	BPL	NUCLEAR	2	6 ACRE	PUCCA	LABOUR, AGRICULTURE	NO
32	GRADUATE	GENERAL	BPL	JOINT	9	4 ACRE	PUCCA	DAIRY, AGRICULTURE	NO
31	MATRIC	GENERAL	BPL	NUCLEAR	3	2 ACRE	PUCCA	DAIRY, AGRICULTURE	NO
42	GRADUATE	SC	BPL	NUCLEAR	4	0 ACRE	PUCCA	DAIRY, AGRICULTURE	NO
61	ILLITRATE	ST	APL	JOINT	6	10 ACRE	PUCCA	LABOUR, AGRICULTURE	NO
36	MATRIC	GENERAL	BPL	NUCLEAR	4	2 ACRE	PUCCA	DAIRY, AGRICULTURE	NO
49	ILLITRATE	OBC	BPL	NUCLEAR	4	3 ACRE	PUCCA	LABOUR, AGRICULTURE	NO
35	GRADUATE	GENERAL	APL	NUCLEAR	4	2 ACRE	PUCCA	LABOUR, AGRICULTURE	NO
44	MATRIC	SC	BPL	NUCLEAR	4	3 ACRE	PUCCA	DAIRY, AGRICULTURE	NO
26	GRADUATE	GENERAL	BPL	NUCLEAR	3	6 ACRE	PUCCA	DAIRY, AGRICULTURE	NO
37	GRADUATE	GENERAL	BPL	NUCLEAR	4	5 ACRE	PUCCA	LABOUR, AGRICULTURE	NO
66	ILLITRATE	SC	BPL	JOINT	6	2 ACRE	PUCCA	DAIRY, AGRICULTURE	NO
55	ILLITRATE	ST	BPL	NUCLEAR	2	2 ACRE	PUCCA	LABOUR, AGRICULTURE	NO
55	ILLITRATE	SC	BPL	JOINT	6	0 ACRE	PUCCA	LABOUR, AGRICULTURE	NO
45	MATRIC	SC	BPL	NUCLEAR	3	3 ACRE	PUCCA	DAIRY, AGRICULTURE	NO
22	GRADUATE	GENERAL	BPL	NUCLEAR	3	3 ACRE	PUCCA	LABOUR, AGRICULTURE	NO

From farmer point of view

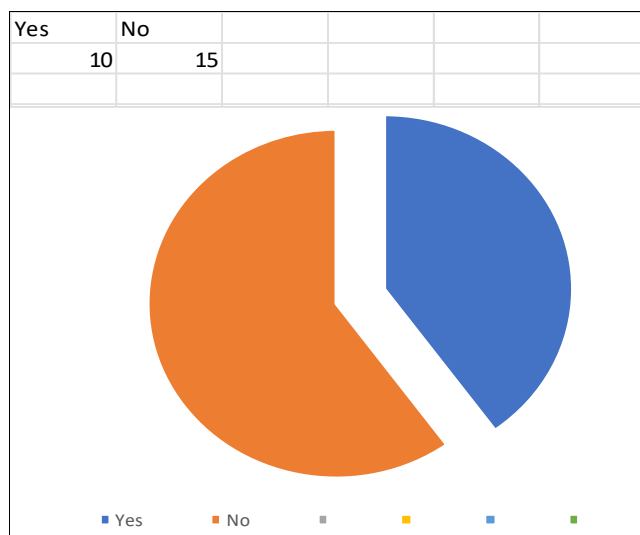


Fig 1: Is there is availblity of all pesticides and fertilizers?

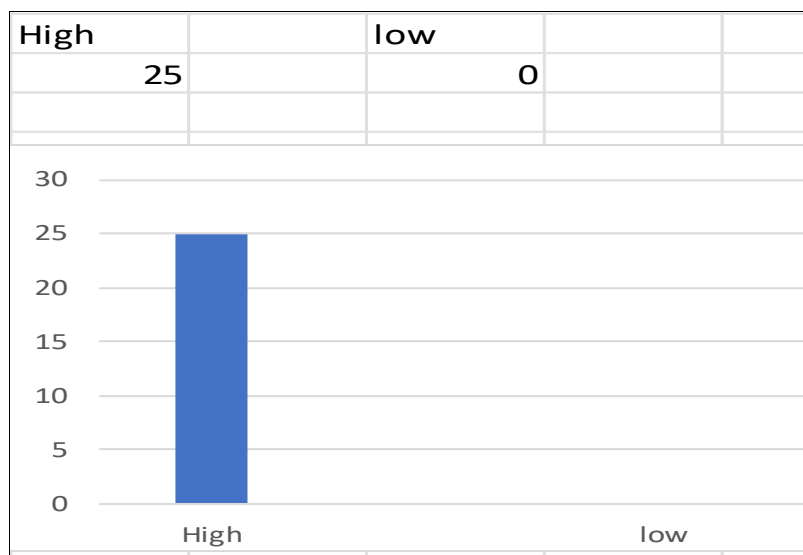


Fig 2: Price of fertilizers and pesticides?

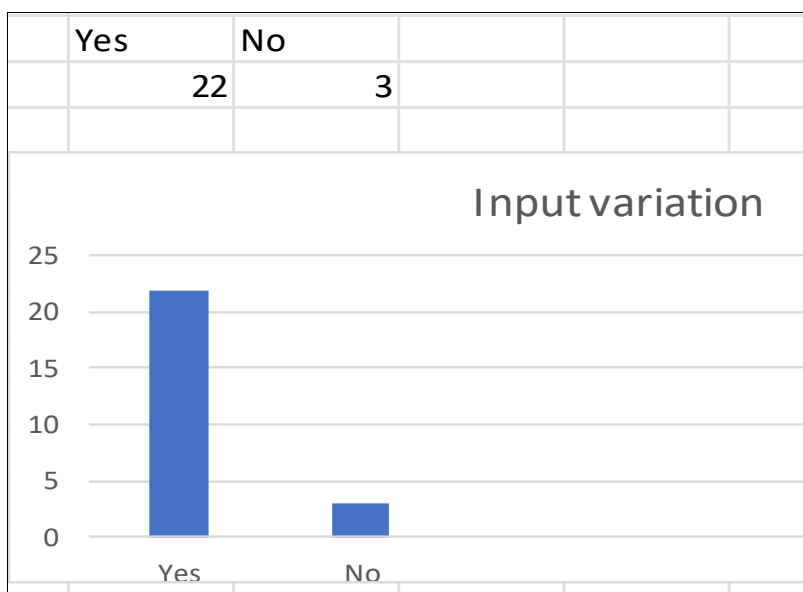


Fig 3: Is there a input variation in pesticides and fertilizers

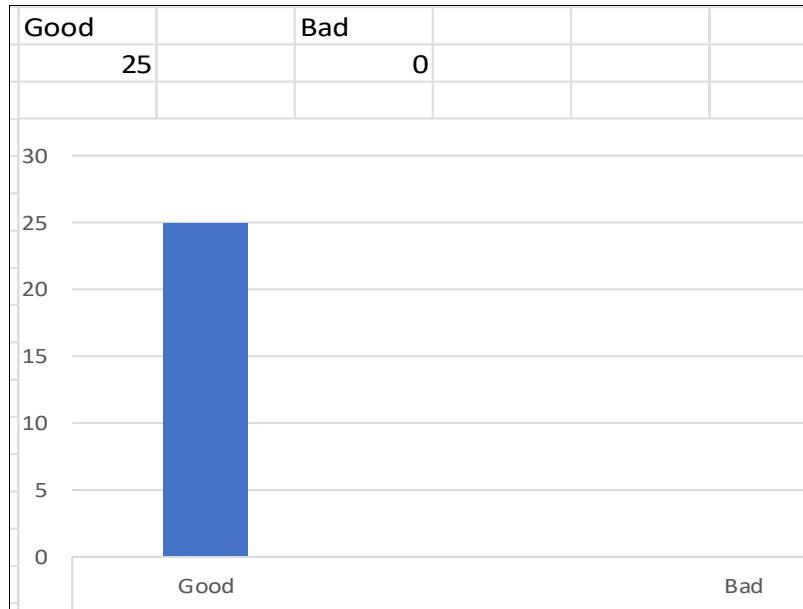


Fig 4: Behaviour of the dealer?

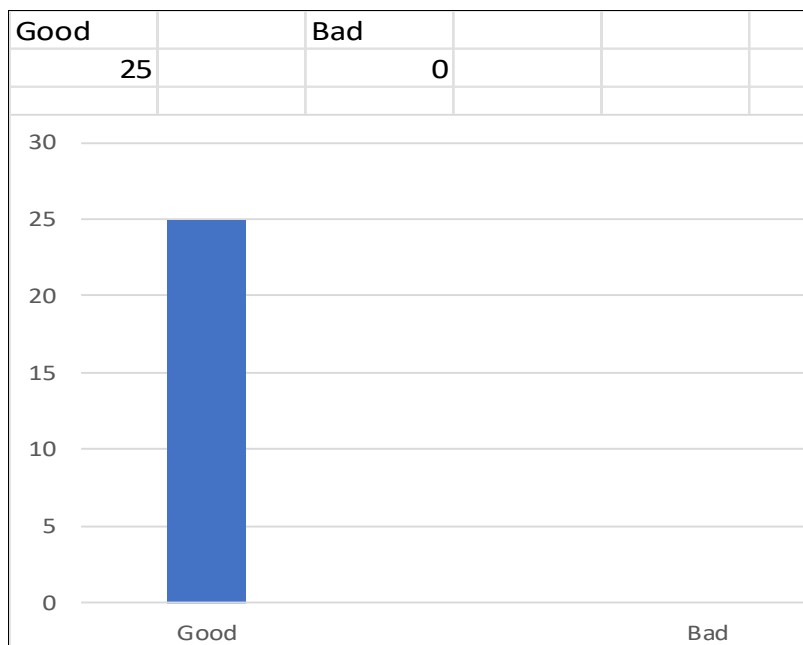


Fig 4: Communication skills of the dealer?

Result and Discussion

According to various points discussed with farmers. The relation between dealers and farmers is basically the trust and bonding between them as both most of the farmers and dealers have primary income based on their professions.

General considerations

- Price of pesticides and fertilizers must be affordable.
- All type of pesticides and fertilizers should be available.
- Behaviour of both dealer and farmer should be good.
- There must be good communication skills.
- A wide range of varieties should be available.

Some other Problems that are faced by farmers-

1. At last, Wheat season there is shortage of DAP, so some of the
2. Farmers have sown wheat without DAP. And that is also the main

3. Reason of decrease in yield of the wheat.
4. As this is a serious issue Government must look after this problem.
5. Price of fertilizers and Pesticides must be affordable.
6. As lot of farmers are below poverty line and can't afford expensive
7. Pesticides and fertilizers.
8. There is lot of duplicity is pesticides and fertilizers.
9. Agriculture officers must take samples and check the duplicity of
10. Pesticides and fertilizers.
11. Government must give full compensation to farmers if
12. The crop is destroyed by some natural resources or by some other Means.

Conclusion

Dealers had a low degree of influence on farmers' selection and use of pesticides. More tenant farmers were influenced by pesticide dealers in

their decision to purchase and select their pesticides than part or full owner farmer operators. Full owners were influenced the least.

The price charged by a dealer for a pesticide was not an important factor in the farmer's selection of his pesticide dealer. Farmers choose their pesticide dealer because of honest and fair dealing with the dealer in the past.

Farmers used pesticides because of their own choice influence reasons. The own choice influence reasons Were much more important in the farmer's decision to use pesticides than dealer or educational influence reasons.

The single most important reason the interviewed farmers gave for using a pesticide was because they expected a possible increase in yield.

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