



ISSN (E): 2277-7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2023; SP-12(8): 842-845
© 2023 TPI
www.thepharmajournal.com
Received: 11-05-2023
Accepted: 18-07-2023

PA Patil
Ph. D. Scholar,
Department of Agricultural
Extension Education, PGI,
MPKV, Rahuri, Maharashtra,
India

PB Kharde
Associate Professor,
Department of Agricultural
Extension Education and
Office Incharge, Communication
Centre, MPKV, Rahuri,
Maharashtra, India

MC Ahire
Professor,
Department of Agricultural
Extension Education, MPKV,
Rahuri, Maharashtra, India

KD Kokate
Former Deputy Director
General, Agri. Extension, ICAR,
New Delhi and Former Director,
Extension Education, MPKV,
Rahuri, Maharashtra, India

VG Pokharkar
Former Associate Professor,
Department of Agricultural
Economics, MPKV, Rahuri,
Maharashtra, India

Corresponding Author:
PA Patil
Ph. D. Scholar,
Department of Agricultural
Extension Education, PGI,
MPKV, Rahuri, Maharashtra,
India

Relationship between the profile of member farmers and impact of farmer Producer Company on the member farmers

PA Patil, PB Kharde, MC Ahire, KD Kokate and VG Pokharkar

Abstract

The present investigation was carried out in the Ahmednagar district of Maharashtra State with an objective to ascertain the relationship between the profile of the member farmers and impact of Farmer Producer Company on the member farmers. The ex-post-facto research design was used for the study. Total 220 farmer producer company's member farmers were selected for the present study. The study revealed that the FPO member farmers' characteristics namely education, social participation, participation in extension activities, annual income, land holding, mass media exposure, extension contact, risk orientation and economic motivation were having positive and significant relationship with the impact of farmer producer organization on the member farmers at 0.01 level of probability. Farming and marketing behaviour had positive and significant relationship with the impact of farmer producer organization at 0.05 level of probability. Therefore, these variables need to be considered for by Farmer Producer Organization project implementing agencies while promoting FPOs in the rural areas for better impact of Farmer Producer Company. However, age and occupation were having negatively non-significant relationship with the impact of farmer producer organization.

Keywords: Farmer producer organization, farmer producer-company, FPO, FPC, impact, correlation, association, correlates

Introduction

Though the farmer producer companies are boon for the small and marginal farmers and the different schemes and policies launched by the Government for the producer companies and members, these producer companies as well as members of companies are facing different issues in the different aspects while functioning. Though numbers of producer companies are established, these companies are not working efficiently due do these constraints. Hence, it is important to overcome these constraints and know the characteristics of the member farmers in order to increase their contribution in the activities of farmer producer companies and promote them to take the benefits from the farmer producer companies. It is essential to know the Farmer producer company members' characteristics which may have influence on the impact of farmer producer companies. Knowing these characteristics of the members, efforts can be made towards better impact of farmer producer companies on the member farmers. In this context the present study was conducted with objective to to ascertain the relationship between the profile of the member farmers and impact of Farmer Producer Company on the member farmers.

Objective

To ascertain the relationship between the profile of the member farmers and impact of Farmer Producer Company on the member farmers

Materials and Methods

The present investigation was carried out in the Ahmednagar district of Maharashtra State The ex-post-facto research design was used for the study. Total 220 farmer producer company's member farmers were selected through simple random sampling method. The data was collected from the respondent farmers through personal interview method using pre-tested interview schedule. The statistical tools used were frequency, percentage, mean, standard deviation and correlation coefficient.

Results and Discussion

In order to ascertain the relationship between the profile of the member farmers and impact of Farmer Producer Company on the member farmers, collected data was analyzed and the correlation coefficients of the analysis are presented in the Table 1.

Relationship between profile characteristics of the member farmers and impact of Farmer Producer Company on the member farmers

Age and impact of Farmer Producer Company on the member farmers

The Pearson's correlation coefficient between age of respondent FPO member farmers and impact of Farmer Producer Company was found statistically non-significant.

Thus, results revealed that there was no relationship between age and impact of FPO on the member farmers. It means that Impact of Farmer Producer Company on member farmer is not affected by the age of the member farmers.

The findings of the investigation were supported by the findings of Sharma and Badodia (2016) ^[9], Aitwade (2017) ^[2] and Chopade (2019) ^[3].

Education and Impact of Farmer Producer Company on the member farmers

Education of the Farmer Producer Company member farmers exhibited positive and highly significant relationship with impact of FPO member farmers at 0.01 level of probability.

This indicates that the education level of FPO member farmers influenced the impact of Farmer Producer Company. Higher education makes the FPO member farmers to change and accept the invitation, new findings and ideas more quickly. Thus, it is concluded that the higher educated FPO member farmers will be more benefited from the FPO activities.

Similar findings were reported by Sharma and Badodia (2016) ^[9], Aitwade (2017) ^[2], Chopade (2019) ^[3] and Kokate (2020) ^[6].

Table 1: The relationship between Profile characteristics of the member farmers and impact of Farmer Producer Company on the member farmers

Sr. No.	Independent Variables	Correlation Coefficients (r)
1	Age	-0.08526275 ^{NS}
2	Education	0.32427350 ^{**}
3	Farming Experience	0.17449883 [*]
4	Occupation	-0.10196000 ^{NS}
5	Social Participation	0.24397181 ^{**}
6	Participation in Extension Activities	0.37463594 ^{**}
7	Annual income	0.28958061 ^{**}
8	Land holding	0.20023526 ^{**}
9	Mass Media Exposure	0.31228613 ^{**}
10	Extension Contact	0.34086223 ^{**}
11	Risk Orientation	0.29974055 ^{**}
12	Economic Motivation	0.26954456 ^{**}
13	Marketing Behaviour	0.19925352 [*]

NS- Non significant

* Significant at 0.05 level of probability

**Significant at 0.01 level of probability

Farming Experience and Impact of Farmer Producer Company on the member farmers

It was found that Pearson's correlation coefficient between farming experience and impact of Farmer Producer Organization was found statistically positive and significant with impact of FPC member farmers at 0.05 level of probability.

It means that with increased farming experience, impact of FPC on the members will also increase. Member farmers who are having more farming experience can adopt new technologies and practices brought by FPC more efficiently and get more benefits through different FPC interventions.

The findings of the study are in line with the Kokate (2020) ^[6].

Occupation and Impact of Farmer Producer Company on the member farmers

It was observed that negative and non-significant correlation exhibited by occupation of FPC member farmers with impact of FPC on the member farmers.

Thus results revealed that there was no relationship between occupation and impact of FPC on the member farmers. This does not signify that the extent of benefits derived from FPC interventions was influenced by the occupation of the farmers. The similar findings were reported by the Patil (2019) ^[8].

Social Participation and Impact of Farmer Producer Company on the member farmers

A positive and statistically significant correlation was found between social participation and impact of Farmer Producer Company on the member farmers.

This indicates that the impact of FPC on the member farmers was influenced by social participation. Different programmes and activities carried out by Farmer Producer Organization provide an opportunity to member farmers to see what other people do and motivate to adopt the beneficial and recommended practices and new technologies.

The results of the study are in line with the findings of Daund (2014) ^[4], Chopade (2019) ^[3] and Kokate (2020) ^[6].

Participation in Extension Activities and Impact of Farmer Producer Company on the member farmers

Positive and statistically significant correlation was found between participation in extension activities of FPO member farmers and impact of FPO on the member farmers.

This indicates that the impact of FPO member farmers was influenced by participation in extension activities of member. The other probable reason might be that due to participation in extension activities, farmers will be able to learn and adopt different new aspects of agriculture and advanced technologies and farm management practices.

Similar findings have also been reported by Khade (2015) ^[5].

Annual income and Impact of Farmer Producer Company on the member farmers

It was observed that a statistically positive and highly significant relationship between income and impact of FPC on the member farmers at 0.01 level of probability.

Annual income provides the economic base for FPC member farmers and increase their risk orientation and make them

more capable to procure inputs need for the adoption of different management practices.

The results of the study are in the line with Sharma and Badodia (2016)^[9], Chopade (2019)^[3] and Kokate (2020)^[6].

Land holding and Impact of Farmer Producer Company on the member farmers

The land holding of the FPC member farmers exhibited positive and significant relationship with impact of Farmer Producer Organization on the member farmers at 0.01 level of probability.

It means that, the extent of benefits derived from the Farmer Producer Company increases with increase in land holding. Land holding is related with the annual income of FPO member farmers and annual income help to increase their standards of living.

The findings of the study are in the line with Aitwade (2017)^[2], Chopade (2019)^[3] and Kokate (2020)^[6].

Mass Media Exposure and Impact of Farmer Producer Company on the member farmers

The present study revealed that there was positive and statistically significant relationship between mass media exposure and Impact of FPO on the member farmers at 0.01 level of probability.

This indicates that the impact of FPC member farmers was influenced by mass media exposure of FPC members. Mass media exposure may help member farmers to know about latest technologies in agriculture, technologies adopted by the farmers and results of new technologies etc.

Similar results have also been reported by Khade (2015)^[5], Pandya *et al.* (2016)^[7] and Ahire *et al.* (2015)^[1].

Extension Contact and Impact of Farmer Producer Company on the member farmers

It was observed that the extension contact of FPC member farmers exhibited positive and significant relationship with impact of FPC on the member farmers at 0.01 level of probability.

It indicates that the extent of benefits derived from FPC member farmers was influenced by extension contact. It is observed that with more extension contact, member farmers will be having more exposure to new technologies.

The findings of the investigation are in the line with the findings of Chopade (2019)^[3].

Risk Orientation and Impact of Farmer Producer Company on the member farmers

From table 1, it was found that the relationship between risk orientation of FPO member farmers and impact of Farmer Producer Company on the member farmers was positive and significant at 0.01 level of probability.

It means that the impact of FPC member farmers was influenced by risk orientation of the member farmers. Impact of FPC on the member farmers will increase with increase in their risk orientation.

The results of the study are in the line with the findings of Kokate (2020)^[6], Chopade (2019)^[3], Yadav *et al.* (2018)^[10] and Aitwade (2017)^[2].

Economic Motivation and Impact of Farmer Producer Company on the member farmers

The economic motivation of the FPC member farmers exhibited positive and significant relationship with impact of

Farmer Producer Company on the member farmers at 0.05 level of probability.

It means that increasing economic motivation of FPC member farmers helps in more impact of FPC on the member farmers. It can be concluded that member farmers who were having more economic motivation will have more impact of Farmer Producer organization.

The findings of the study are in conformity with the findings of Kokate (2020)^[6], Chopade (2019)^[3] and Yadav *et al.* (2018)^[10].

Marketing Behaviour and Impact of Farmer Producer Company on the member farmers

From Table 1 it was found that marketing behaviour was having positive and significant relationship with impact of Farmer Producer Organization on the Members farmers at 0.05 level of probability.

This indicates that impact of Farmer Producer Organization is influenced by the marketing behaviour of the FPO member farmers. Improved marketing behaviour may increases the impact of the Farmer producer Organization on the member farmers.

The findings of the investigation are in conformity with the findings of Aitwade (2017).

Conclusion

The present study revealed that the variables like Farmer Producer Company member farmers' education, annual income, extension contact, farming experience, land holding, social participation, participation in extension activities, mass media exposure, economic motivation and risk orientation and marketing behaviour had positive and significant association with their perceived impact of farmer producer organization on member farmers. Therefore, these variables need to be considered for by Farmer Producer Organization Project implementing agencies while promoting Farmer Producer Organizations in the rural areas for better impact of the Farmer Producer Organization.

References

1. Ahire RD, Kapse PS. Socio-economic Impact of Commodity Interest Group among Pomegranate Growers. Agresco Report 2014-2015, VNMKV, Parbhani; c2015.
2. Aitwade NM. Impact of Shri Hanuman Sahakari Dudh Vyvasayik Krishi Purak Sanstha Maryadit, Yalgad: A case study. Ph.D. (Agri.) Thesis (Unpublished), MPKV Rahuri; c2017.
3. Chopade SL. Impact Analysis of Farmer Producer Company on its Members. M.Sc. (Agri.) Thesis (Unpublished), Department of Extension Education College of Agriculture, Parbhani Vasantrao Naik Marathwada Krishi Vidyapeeth, Parbhani – 431 402 (M.S.), India; c2019.
4. Daund RV. Impact of Rashtriya Krishi Vikas Yojana on Ratoon Sugarcane Grower Beneficiaries, (M.Sc. Agri.) Thesis (Unpublished), MPKV, Rahuri, India; c2014.
5. Khade AR. Impact of Sugarcane- Potato Intercropping demonstrations on Rashtriya Krishi Vikas Yojana beneficiary farmers, M.Sc. (Agri.) Thesis (Unpublished), MPKV, Rahuri, India; c2015.
6. Kokate DS. Impact of Sugarcane Variety Phule 265 on Sugarcane Growers. Ph.D. (Agri.) Thesis (Unpublished), MPKV Rahuri; c2020.

7. Pandya SP, Prajapati MR, Patel KS. Relationship between characteristics of the farmers with change in socio economic impact as a result of participating in Krushi Mahotsav. Gujarat Journal of Extension Education. 2016;27(2):168-169.
8. Patil RL. Impact of Transfer of Integrated Crop Management Technology Developed By MPKV Rahuri on Beneficiaries. Ph.D. (Agri.) Thesis (Unpublished), MPKV Rahuri; c2019.
9. Sharma P, Badodiya SK. Impact of Participation of Rural Women in Agricultural Activities. Indian Research Journal of Extension Education. 2016;16(2):12-14.
10. Yadav, Sumit, Godara AK, Yadav VPS. Impact of Bt cotton production technology in Haryana. Indian Research Journal of Extension Education. 2018;18(2):68-71.