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**N Logesh**  
Research Scholar, Department of  
Agricultural Rural Management  
(CARDS), Tamil Nadu  
Agricultural University,  
Coimbatore, Tamil Nadu, India

**M Malarkodi**  
Professor, Tamil Nadu  
Agricultural University,  
Coimbatore, Tamil Nadu, India

**VM Indumathi**  
Associate Professor, Tamil Nadu  
Agricultural University,  
Coimbatore, Tamil Nadu, India

**A Janaki Rani**  
Professor, Tamil Nadu  
Agricultural University,  
Coimbatore, Tamil Nadu, India

**K Boomiraj**  
Associate Professor, Tamil Nadu  
Agricultural University,  
Coimbatore, Tamil Nadu, India

**Corresponding Author:**  
**N Logesh**  
Research Scholar, Department of  
Agricultural Rural Management  
(CARDS), Tamil Nadu  
Agricultural University,  
Coimbatore, Tamil Nadu, India

## Attitude of farmer members of FPO's towards TNSFAC sponsored training program in the western zone of Tamil Nadu

**N Logesh, M Malarkodi, VM Indumathi, A Janaki Rani and K Boomiraj**

### Abstract

A key component for the rapid transmission of technology to farmers is training, which is also a means of enhancing farmer's socio-economic conditions and improving their agricultural output. TNSFAC Sponsored training programs are frequently conducted to enhance their knowledge and skill towards agribusiness. The success of training programs depends upon the attitude of farmer members towards training. It was important for the training centres to know about the attitude of farmer members and the socio-economic variables which influence their attitude. In this study, 80 sample respondent farmers were selected from the districts of Coimbatore and Nilgiris. Percentage analysis was used to analyse the socio-economic variables of the respondent farmers. Mean Score analysis was used to measure the Attitude of farmer members of FPOs towards TNSFAC sponsored training program conducted at the Western zone of Tamil Nadu. Multiple linear regression was used to find the relationship of socio-economic profile with attitude of farmer members of FPO's. From the result of Mean score analysis, it could be inferred that farmer respondents had highly favourable attitude towards the statement "Trainers were competent enough". Multiple linear regression further inferred that the educational qualification of farmer members, Experience of farmer members in FPO's and Awareness in social media were the vital socio-economic factors influencing the Attitude of farmer members for attending the training programs.

**Keywords:** Training, attitude, socio-economic variables, mean score analysis, multiple linear regression

### Introduction

Farmer producer organisation are seen as the primary means of enhancing the productivity, financial success, and sustainability of small and marginal farmers across the country. Farmers can lower market transaction costs, gain some market power, and expand their market presence by joining together as producer organisation and taking collective action. Producer organisations are thought to be the important formal organisation for small and marginal farmers to achieve market competitiveness (McMichael, 2009) [4]. With over 75% of the Nation's total farmers being small and marginal farmers, they dominate the land at large. In order to counteract landholding fragmentation and gain from economies of scale, it is necessary to group these small and marginal farmers. Organising producers into formal management entities facilitates the development of collective decisions on cultivation to make the best use of market intelligence as well as opportunities for farmers to participate in value-adding decisions and activities such as input supply, credit, pre-cooling, processing, marketing, and distribution (Acharya, 2006) [1].

Training is a crucial element for the quick dissemination of technology to farmers, and it helps to improve their socioeconomic status and agricultural output. The attitude of farmers towards training programs would be the key factor in determining the success or failure of training programs. Providing trainings to farmers based on their needs will enhance their agricultural and agricultural allied business activities. Training consists of well-organized opportunities for the participants to acquire necessary understanding and skill. Training programs sponsored by TNSFAC are conducted frequently by the training centres to the FPO farmer members to enhance their business skills. As training centres conduct a variety of trainings for benefits of farmers, farm women's and rural youths in each district, they train the farmers in order to earn various livelihood options in the field of agriculture and allied sectors. Besides providing capacity building programmes, it acts as a light house for the farming community in enhancing the knowledge and guiding them for adoption of scientific practices.

Thus, the present study was conducted to examine the attitude of farmer members of FPO's in Coimbatore and Nilgiris district towards the training programs. Understanding the attitude of farmer members will help to bring about desirable changes in the knowledge and adoption level of the trainees in relation to technologies disseminated in training programs. Hence, it is important to study the attitude of farmer members towards TNSFAC sponsored training programs and the relationship between attitude and socio-economic variables which influence the attitude of farmers.

### Review of the literature

Kavin A and K Divya (2019) [2] studied the Performance of farmer producer organization based on socio-economic characteristics of farmer members in western region of Tamil Nadu. Many variables are taken in this study but age, education and experience are the factors which influence the performance of the FPO's.

Shivani Dechamma, B. Krishnamurthy, M. T. Lakshminarayan and M. Shivamurthy (2020) [5] studied that Development of the Scale to Measure the Attitude of Farmers towards Farmer Producer Organizations (FPOs). According to the findings, a large majority of farmers (73.33%) had favourable to more favourable attitudes towards Farmer Producer Organisations (FPO). The fact that many FPO members are small and marginal farmers could be the cause. For their continued development, they believed associations were more important than large farmers.

Khusyal Sahare, A. K. Gupta, Sanjay Singh, B. K. Tiwari and

Dharmendra (2017) [3] studied the Attitude of the trained farmers towards the trainings conducted by Krishi Vigyan Kendras of Shahdol division (m.p.), India. According to the survey, farmers had the most positive attitudes regarding training methodologies and the least positive attitudes about the actual facilities used to instruct learners. The majority of respondents, however, showed a moderate level of favourability for the training programmes run by Krishi Vigyan Kendra.

### Materials and Methods

The present study was conducted on the farmer members of FPO's from the district of Coimbatore and Nilgiris. The sample size for the study was 80 which were selected randomly from the list of trainees who attended training programs sponsored by TNSFAC and the primary data was collected from the respondents with the help of pre-tested interview schedule. The interview schedule consisted of 17 statements and the responses on each statement were rated on a five-point scale (where strongly disagree=1, disagree=2, neutral=3, agree=4 and strongly agree=5) accordingly and the results were tabulated. Relationship between the attitude and socio-economic profile was assessed. Statistical methods including percentage analysis, mean score analysis and multiple linear regression was used to analyse the data collected.

### Results and Discussion

#### Socio economic characteristics of respondent farmers

**Table 1:** Demographic characteristics of respondents

Demographic characteristics of respondent's farmers		
	No of respondents (n=80)	Percentage (100%)
<b>Gender</b>		
Male	59	73.80
Female	21	26.20
<b>Age(years)</b>		
Young age (up to 35 years)	18	22.20
Middle age (36 to 50 years)	33	40.70
Old age (above 50 years)	30	37.00
<b>Educational qualifications</b>		
Illiterate	1	1.30
Can read only	1	1.30
Can read and write	3	3.80
Primary school (1 to 4)	6	7.50
Middle school (5 to 10)	19	23.80
High school (11 to 12)	12	15.00
College level (above 12)	38	47.50
<b>Occupation type</b>		
Agriculture only	24	30.00
Agriculture + Livestock	24	30.00
Agriculture + Poultry	3	3.70
Agriculture + Agriculture allied business	16	20.00
Agriculture + Service	5	6.30
Agriculture + Business	8	10.00
<b>Farm size</b>		
Up to 2.5 acres	30	37.50
2.5 to 5 acres	34	42.50
5 to 10 acres	10	12.50
Above 10 acres	6	7.50
<b>Farming experience(years)</b>		
20 or less	29	36.30
21 – 30	23	28.70
31 – 40	13	16.20
41 – 50	8	10.00
Above 50	7	8.80

No. of. Milch animal's		
No milch animal	33	41.30
Up to 1 milch animal	8	10.00
2 to 5 milch animal	35	43.70
Above 5 milch animal	4	5.00
Experience in FPO's (years)		
<1 years	10	12.50
1 to 3 years	23	28.70
3 to 5 years	29	36.30
>5 years	18	22.50
Aware about social media		
Yes	67	83.80
No	13	16.20

The demographic details of the farmers were presented in the table 1. From survey we can conclude that male farmers (73.80%) were attending the training at higher rate when compared to the female farmers (26.20). Middle aged farmers were attending the training programs at higher frequency. Majority of the farmer members attending the training programs are graduates (47.50). Agriculture (30.00%) and agriculture +livestock (30.00%) was the primary occupation of farmers when compared to other farmers. The majority of respondents (36.30%) have less than 20 years of farming

experience, and 2.5 – 5 acres of farm size (42.50%). Most of the farmer members attending the training programs having 2 to 5 milch animals (43.70%). 36.30% of farmers have 3 to 5 years' experience in FPO's. Majorly (83.80%) all of the farmer members having awareness about social media.

#### Attitude of farmer members of FPOs towards TNSFAC sponsored training program conducted at the Western zone of Tamil Nadu

**Table 2:** Attitude of farmer members of FPOs towards TNSFAC sponsored training program

S. No	Attitudinal Statements	WMS	Rank
1	Need based training programme were conducted	4.18	X
2	The course content in programmes were well designed	4.08	XIV
3	Training programmes helped to increase agribusiness activities	4.24	IX
4	There was no adverse effect even if the training centre was closed.	3.88	XVII
5	Training provided unique opportunity for all members	4.15	XI
6	The training methods followed at training centre were in accordance with the course content	4.10	XIII
7	The training facilities were accessible to selected farmers	4.13	XII
8	Training centres conducted both on- campus as well as off-campus training as per requirement.	4.31	V
9	Training centres maintained good coordination with the other organization engaged in the farmers training	4.25	VIII
10	The farmers get technical help from the training centres during training programme	4.33	IV
11	Training methodologies are suitable for farmers	4.36	II
12	The trainees find answered for their immediate problems through the training	4.05	XV
13	Trainers were competent enough	4.45	I
14	Duration of training programmes is adequate enough	4.29	VI
15	Training programmes were highly beneficial	4.00	XVI
16	Physical facilities like food accommodation, training hall and equipment were good during training programmes	4.28	VII
17	Language of the trainers are simple and understandable	4.34	III

It could be observed from the table 2 that farmer respondents had highly favourable attitude towards the statement "Trainers were competent enough" followed by "Training methodologies are suitable for farmers" and "Language of the trainers are simple and understandable". This might be due to the positive impact of training activities.

The level of Attitude of farmer members of FPOs towards

TNSFAC training program conducted at the Western zone of Tamil Nadu was statistically analysed. The mean score and standard deviation were 30.41 and 9.86 respectively. The Level of Attitude of farmer members of FPO's was classified into three groups using the rule of mean plus or minus standard deviation. The results are furnished in the table 3.

**Table 3:** Level of Attitude of farmer members of FPOs towards TNSFAC sponsored training program conducted at the Western zone of Tamil Nadu

Level	Range	No. of respondents	Percentage (%)
Low	≤ 20.55	11	13.75
Medium	20.56 – 40.26	61	76.25
High	≥ 40.27	8	10.00
	Total	80	100.00

It could be concluded from the table 3, that among 80 farmer respondents 76.25 percent of respondents had medium level of attitude towards training programs, 13.75 percent of farmers had low level of attitude towards training programs

and only 10.00 percent of farmers had high level of attitude towards TNSFAC sponsored training program conducted at the Western zone of Tamil Nadu.

**Multiple regression analysis of socio-economic profile with attitude of farmer members of FPO's****Table 4:** Multiple regression analysis of socio-economic profile with attitude of farmer members of FPO's

S. No	Variables	Unstandardized Coefficient		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	2.846	0.811		3.507	0.001
1	Gender	-0.192	0.153	-0.146	-1.253	0.215
2	Age	-0.187	0.128	-0.247	-1.466	0.147
3	Educational qualification	0.290	0.077	-0.481	3.774	0.000*
4	Marital status	-0.128	0.217	-0.076	-0.588	0.558
5	Family type	0.079	0.143	0.067	0.551	0.583
6	Farm size	-0.082	0.050	-0.202	-1.636	0.107
7	Awareness in social media	0.177	0.067	0.394	2.629	0.011**
8	Farming experience	-0.139	0.091	-0.215	-1.534	0.130
9	Occupation type	0.008	0.040	0.024	-0.209	0.835
10	Experience in FPO's	0.278	0.101	0.385	2.767	0.007*
11	Annual income	0.036	0.193	0.023	0.187	0.852
12	Milch animals	0.146	0.125	0.145	1.174	0.245
13	Place of residence	-0.062	0.068	-0.109	-0.912	0.365

\*\* - Significant at 1% level; \* - significant at 5% level

<sup>NS</sup> – Non significant

F value = 2.196

R<sup>2</sup> =54.9

In this study, multiple regression analysis was used to find out the influence of socio-economic variables of farmer respondents of FPO's on training programs. An R<sup>2</sup> value of 0.549 was obtained. The R<sup>2</sup> value has shown that all the variables contributed to 54.9 percent of the variation in training programs among the farmer respondents, and so the prediction was fitted.

The calculation was done and given below as per the equation:

$$Y_1 = 2.846 - 0.192 (X_1) - 0.187 (X_2) - 0.290 (X_3) - 0.128 (X_4) + 0.079 (X_5) - 0.082 (X_6) + 0.177 (X_7) - 0.139 (X_8) + 0.008 (X_9) + 0.278 (X_{10}) + 0.036 (X_{11}) + 0.146 (X_{12}) - 0.062 (X_{13})$$

It could be concluded from the table that educational qualification (X<sub>3</sub>) and experience in FPO's (X<sub>10</sub>) showed highly significant at 1 percent level of significance and Awareness in social media (X<sub>7</sub>) showed highly significance at a 5 percent level of significance. All the other variables showed non – significant values.

The results revealed that one unit increase in independent variable, namely, that educational qualification (X<sub>3</sub>) and experience in FPO's (X<sub>10</sub>) would positively influence the attitude of farmer members by 3.774 units and 2.767 units. Similarly, a five unit increase in the independent variable, namely, Awareness in social media (X<sub>7</sub>) would positively influence the attitude of farmer members by 2.629 units respectively.

It could be further inferred that the educational qualification of farmer members, Experience of farmer members in FPO's and Awareness in social media were the vital factors influencing the Attitude of farmer members for participating in the training programs.

**Conclusion**

The study revealed that farmer respondents had highly favourable attitude towards the statement Trainers were competent enough during the training programs and least favourable attitude towards the statement there was no adverse effect even if the training centre was closed. It is found that majority of the farmer members had medium level

of favourableness towards the training programs conducted by the training centres followed by 13.75 percent of the respondents having low level of favourableness and 10 percent of them having high level of attitude towards the training programs. Educational qualification of farmer members, Experience of farmer members in FPO's and Awareness in social media were the vital factors influencing the Attitude of farmer members for participating in the training programs. It can be suggested that training centres should make adequate follow ups for the successful training programmes. The language of the trainers should be more focussed and the training methodologies should suitable for all farmers. Positive attitude of the farmers makes the training program successful.

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