

Original Research Article

Relation between Attitude towards the Organization and Profile Characteristics of Staff of Farmer Producers Organization

Abstract

The present research study was carried out in 2022 to know the relation between attitude towards the organization and profile characteristics of staff of Farmer Producers Organization in Zone III of state Telangana. The data was collected from 40 FPOs with 5 respondents randomly from each FPO using structured schedule. Thus, the total numbers of respondents were 200. The findings of the research revealed that maximum respondents were middle aged (41.50%) with education up to graduation (38.50%) having low experience (51.00%) and received medium (40.50%) number of trainings. It was also reported that there were medium (65.50%) extension activities and had medium (41.50%) inter departmental communication, neutral (47.50%) departmental working environment, medium (59.50%) attitude towards delegation of authority and low (38.50%) achievement motivation. It was also reported that the respondents had medium (48.50%) job involvement, medium (49.00%) job satisfaction, medium (40.50%) perception of work load and medium (52.50%) job stress. Among this variables, experience, total number of trainings received, extension activities, attitude towards delegation of authority, job involvement, job satisfaction, perception of work load and job stress were found to be significance with the attitude of the staff towards the organization.

Keywords: Profile, Farmer Producers Organization, Achievement motivation, Job involvement, Job satisfaction, Job stress

1. Introduction:

Millions of farmers depend on agriculture for their living, making it the economic backbone of India. It contributes to 14.60% of the GDP in 2018 and employs more than 56.00 % of the population of our nation. In India, agriculture has been crucial in providing for practically all of the nation's food needs, and the trend in production has reached an admirable level of self-sufficiency. Although agricultural commodity production has greatly increased, growers' income has not increased to the same extent. The Indian agricultural sector is currently dealing with a number of issues, including a growing population, small and fragmented land holdings, using agricultural land for non-agricultural purposes as a result of urbanization and industrialization, youth disinterest in the agriculture sector, and a lack of an effective strategy to organize farmers and connect them to the market. The majority of farmers in India are marginal and small farmers. As a result, it was felt that

effective technology distribution systems were needed in order to meet the unique needs of them. The goal of the hour should be to boost Indian farmers' profitability by increasing their capability to produce, but they struggle to effectively market their produce for lucrative prices because there aren't enough markets, the infrastructure isn't up to par, and the farmers' marketing abilities are lacking.

A potential alternative for effective farming, information sharing, input delivery, marketing, and profit making is mobilizing farmers for group action through developing farmer's organizations, which are an essential part of delivery systems and enable them to make decisions collectively for income enhancement through local agricultural development. According to the World Bank, producer organizations are "membership-based organizations with elected leaders accountable to other members/farmers" (16). These groups have been compared as a cross between profit businesses and cooperative societies. Under the Companies Act of 1956, the Indian government has been pushing a novel type of collective known as Farmer Producer Organizations (FPOs). According to (11), nearly a third (32.50%) of the participants said that the State Department of Agriculture (SDA) was the primary force behind the creation of FPOs, followed by KVK (25.00%), NABARD (22.50%), and NGOs (20.00%).

The primary goal of establishing the farmers as an FPO is to address all the issues they are now facing and to raise their level of living by ensuring that they receive the same amount that the end user or consumer paid by doing away with middlemen. In order for disadvantaged populations to "leapfrog" out of poverty, such as small and marginal farmers, (9) claims that the creation of POs is a crucial tactic. For any organization to function effectively, the staff plays an important role. Keeping this in mind, this research was conducted to study about the profile characteristics of the FPO staff and their attitude towards the organization in relation with their profile.

2. Methodology:

The present study was carried out during 2022 in Telangana's zone III (Rajanna Siricilla) which consists of five districts: Kamareddy, Karimnagar, Medak, Rajanna Siricilla and Siddipet. This region was specifically chosen because it is one of the states with the highest concentration of FPOs. Ex-post research design was used for the study. In the zone, there were 66 FPOs in all. Among these, 40 FPOs were chosen proportionately from each district and at random within each district. Five respondents were chosen at random to interview personally from each FPO to form the sample of 200 respondents with a structured interview schedule. The profile variables used in the study were age, education, experience, total number of trainings received, extension activities, interpersonal communication, departmental working environment, attitude towards delegation of authority, achievement motivation, job involvement, job satisfaction, perception of work load and job stress. The statistical tools used in the study for analysis the data were percentage, frequency, class interval method and correlation coefficient.

3. Results and discussion:

The table 1 clearly shows that the majority of respondents (41.50 %) belonged to the medium age group, which was followed by the young age group (39.00%) and the old age group (19.50 %). The conclusions were in line with those of (10).

According to table 1 findings, the majority of respondents (38.50 %) had completed their graduation followed by secondary education (34.50 %), middle school (14.00 %) and preparatory school (13.00 %). Education enables us to get knowledge of and an understanding of how FPOs operate. Agricultural graduates made up the majority of the respondents. They were selected to higher positions to ensure that the FPOs operated effectively since they had a thorough understanding of agriculture and the activities involved. The results agreed with those of (14).

According to Table 1, there were 51.00 % of respondents with little experience, followed by 27.50 % and 21.50 % of those with medium and high experience. The probable reason was majority of FPOs were established a few years ago, and the staff members were recruited recently and were in the medium to younger age range, had little prior experience working for the organization. The conclusions agreed with those of (6).

According to data from table 1. two-fifths of the respondents (40.50%) had a medium number of trainings (5-8), followed by more number of trainings (32.00%) and respondents with fewer no. of trainings (27.50%). The probable reason for the result was as majority of the personnel only have bachelor's degrees and little experience, thus they may require regular trainings. In order to improve the staff's managerial skills and work experience, the department should also offer trainings at nodal institutions, Manage, Hyderabad and NABARD branches. The conclusions agreed with those of (8).

Table 1. Age, Education, Experience and Total no. of trainings received distribution of respondents

Sl. No.	Category	Respondents (n = 200)	
		Frequency	Percentage
	Age		
1.	Young age	78	39.00
2.	Middle age	83	41.50
3.	Old age	39	19.50
	Education		
1.	Preparatory (3 to 5 class)	26	13.00
2.	Middle (6 to 8 class)	28	14.00
3.	Secondary (9 to 12 class)	69	34.50
4.	Graduation	77	38.50

Experience			
1.	Low	102	51.00
2.	Medium	55	27.50
3.	High	43	21.50
Total no. of trainings received			
1.	Less no. of Trainings	55	27.50
2.	Medium no. of Trainings	81	40.50
3.	More no. of trainings	64	32.00

According to the data in Table 2, two-thirds of respondents (65.50%) engaged in medium number of extension activities, while the remaining respondents 22.50% and 12.00% engaged in less and more number of extension activities. The probable reason for conducting medium extension activities was organization inability to undertake the required number of activities was most likely caused by the lack of trained personnel and infrastructure. The conclusions agreed with those of (5).

Table 2 shows that medium interdepartmental communication was reported by 25.00 % of the respondents, followed by low interdepartmental communication (35.50%) and high interdepartmental communication (23.00 %). The probable reason could be as majority of respondents were middle-aged with little experience in their work and there were likely issues with hierarchy among them as well. The results were consistent with those of (1).

As shown in table 2, nearly half of the respondents indicated a neutral (47.50%) departmental working environment, followed by an unfavorable (43.00%) and the remaining 09.50% identified a favorable departmental working environment. The probable reason for the results could be staff perception of being overworked, their tendency to take on multiple tasks at once, the lack of adequate feedback on their performance, and the authoritarian behavior of their superiors are likely contributing factors. The results were consistent with (3).

Table 2. Distribution of respondents based on their Extension activities, Interdepartmental communication and Departmental working environment

Sl. No.	Category	Respondents (n = 200)	
		Frequenc y	Percentage
Extension activities			
1.	Less no. of extension activities	45	22.50
2.	Medium no. of extension activities	131	65.50

3.	More no. of extension activities	24	12.00
Interdepartmental communication			
1.	Low	71	35.50
2.	Medium	83	41.50
3.	High	46	23.00
Departmental working environment			
1.	Unfavorable	86	43.00
2.	Neutral	95	47.50
3.	Favorable	19	09.50

The data from the table 3. about attitude towards the delegation of authority was three-fifth of the respondents had a medium (59.50%) attitude towards delegation of authority, followed by a high (31.50%) and low (09.00%) attitude. The reason for this could be staff was allowed the freely to do their work-related activities, and it was believed that by doing so, the differences between the levels of personnel may be minimized. The results were consistent with those of (12).

Table 3 depiction of data about achievement motivation shows that the majority of respondents had low achievement motivation (38.50%), whilst 34.50% and 27.00% had medium and high levels, respectively. The reason could be medium to low working environment in the department and the lack of appropriate reward for completed work are the most likely causes of medium to low accomplishment motivation. The results were consistent with those of (15).

According to table 3, nearly half of the respondents had medium job involvement (48.50%), followed by high job involvement (27.50%) and low job involvement (24.00%). The staff members' ambition for the job and accountability for their work are the most likely causes for the results. The workers should be motivated to acquire the necessary knowledge of the responsibilities associated with their position in order to increase job involvement. The results were consistent with those of (7).

Table 3. Distribution of respondents based on Attitude towards delegation of authority, Achievement motivation and Job involvement

Sl. No.	Category	Respondents (n = 200)	
		Frequency	Percentage
Attitude towards delegation of authority			
1.	Low	18	09.00

2.	Medium	119	59.50
3.	High	63	31.50
Achievement motivation			
1.	Low	77	38.50
2.	Medium	69	34.50
3.	High	54	27.00
Job involvement			
1.	Low	48	24.00
2.	Medium	97	48.50
3.	High	55	27.50

Table 4 findings show that more than half of the respondents reported having a medium level of job satisfaction (49.00 %) followed by high level (38.00%) and low level (13.00 %) of job satisfaction. The most plausible explanation is that having a job one is happy with results in favorable working circumstances, competitive wage, less work, appreciation for one's efforts, and involvement in the workplace. How content a person is with their employment is frequently influenced by the level of personal and socio-psychological benefits they derive from the work. The findings agreed with those of (4).

According to Table 4, 40.00% of respondents said their workload was medium, compared to 35.50% who believed their workload was light, and 24.00% who believed their workload was high. The organization has a sufficient number of employees, which is the most likely explanation. As a result, the workload was shared among the workforce fairly and without favoring any particular group. The results were consistent with those of (13).

Table 4. data shows that majority of the respondents reported medium (52.50%) job stress, where the remaining (31.50%) and (16.00%) had low and high job stress. The probable reason for being under stress while performing their jobs was poor departmental working conditions, poor interdepartmental communication, and little prior experience with the organization. The results were consistent with those of (2).

**Table 4. Distribution of respondents based on Job satisfaction,
Perception of workload and Job stress**

Sl. No.	Category	Respondents (n = 200)	
		Frequency	Percentage
Job satisfaction			
1.	Low	26	13.00
2.	Medium	98	49.00
3.	High	76	38.00
Perception of workload			

1.	Heavy	48	24.00
2.	Medium	81	40.50
3.	Light	71	35.50
Job stress			
1.	Low	63	31.50
2.	Medium	105	52.50
3.	High	32	16.00

To determine the relationship between the FPO staff's attitude towards the organization and their profile characteristics, a correlation study was conducted. At the 1% level of significance, it was discovered that five variables—experience, total number of trainings, extension activities, job engagement, and job satisfaction had a positive and significant relationship with staffs attitude towards the organization. At a 1% level of significance, the variable job stress was found to have a negative and significant relationship with the staff's attitude. At a five percent level of significance, it was discovered that the attitude towards authority delegation had a positive and significant relationship, whereas the perception of workload had a negative and significant relationship. Age, education, interpersonal communication, departmental working environment and achievement motivation were the other variables found to have no significant relationship with the staff's attitude towards the organization.

Table 5: correlation between profile characteristics and attitude of staff towards the organization

Sl. No	Variables	Coefficient of Correlation (r)
1.	Age	0.13
2.	Education	0.02
3.	Experience	0.29**
4.	Total number of trainings received	0.37**
5.	Extension activities	0.34**
6.	Interpersonal Communication	0.03
7.	Departmental working environment	0.02
8.	Attitude towards delegation of authority	0.14*
9.	Achievement motivation	0.05
10.	Job involvement	0.45**
11.	Job satisfaction	0.58**
12.	Perception of work load	-0.15*

13.	Job stress	-0.24**
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* Correlation is significant at the 0.05 level (2-tailed)

** Correlation is significant at the 0.01 level (2-tailed)

The most likely explanation for the results mentioned above is that when a person accumulates experience, they also participate in a variety of trainings and activities that either directly or indirectly help to perform better at the profession. This encourages an individual to become more invested in the work and experience more job satisfaction, and when combined with the provision of all the tools necessary for the task, the confidence and attitude towards the authorities and the organization improves when higher officials grant him the freedom to make decisions on the job. This may be the cause of the substantial relationship between staff attitude towards the organization and variables like experience, total number of trainings received, extension activities, job involvement, and job satisfaction. The stress levels rise as the workload at work does as well. This can be demonstrated by his work performance, which led to a negative attitude towards the organization. This could be the cause of the negative correlation between perceived workload and attitude and job stress.

4. Conclusion:

It is concluded from the results that majority of the respondents were middle aged with education of graduation having low experience and received medium number of trainings and Medium no. of extension activities. It was also reported that they had medium interdepartmental communication, neutral departmental working environment, medium attitude towards delegation of authority, low achievement motivation, medium job involvement, medium job satisfaction, medium perception of workload and medium job stress. The variables experience, total number of trainings received extension activities, attitude towards delegation of authority, job involvement, job satisfaction, perception of work load and job stress were found to have significant relation with the attitude of the staff towards the organization.

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