A STUDY ON SOCIO-PERSONAL PROFILE OF DAESI INPUT DEALERS

ABSTRACT

The present study was conducted in Kolar district of Karnataka during the year 2021. A total of 90 input dealers who have undergone DAESI training programme were purposely selected. Data was collected through pre – tested interview schedule and analyzed through frequency and percentage, mean and standard deviation, indices and correlation. The results from the study indicated that, majority 63.33 per cent of the input dealers belonged to young age group category (18-30 years), high majority 96.67 per cent of the input dealers were male respondents and 03.33 per cent of them were female. More than half 53.33 per cent of the input dealers educated up to graduations and above. Whereas occupation of the input dealers, about 40.00 per cent of the input dealers primary occupation was agriculture and secondary occupation 26.67 per cent respectively. Annual income of the input dealers, indicted that nearly half of the respondents (46.67%) annual income was 0-1, 00,000. High majority 95.56 per cent of them were retailers, 03.33 per cent of them were wholesalers and 01.11 per cent of them were retailers and wholesalers. The results from the study also concluded that, high majority of the respondents were retailers (95.56%), and 03.33 per cent of them were wholesalers followed by retailers and wholesalers (01.11%). Majority 64.44 per cent the input dealers sold seeds, 46.67 per cent of them sold fertilizers, 41.11 per cent of them sold agriculture implements, 28.89 per cent of them sold pesticides and 10.00 per cent of them bio-fertilizers. More than half of the respondents (53.33%) belonged to medium level of social media participation. Nearly half of the respondents (46.67%) belonged to medium level of source of information. Cent per cent of the respondents belonged to high level of achievement motivation.

Keywords: DAESI Programme, Input dealers, Source of information, Achievement motivation

INTRODUCTION

Public extension is one of the major extension systems. Besides this, other private players such as corporations, agripreneurs, agribusiness units, NGOs, input dealers, etc., are also playing a major role in technology dissemination to the farmers. Among various players, input dealer is one of the important sources of information to the farmers. There are about 2.82 lakh input dealers in India (DAESI guidelines, 2014). However, most of these input dealers are not having technical qualification in Agriculture. Hence, the National Institute of Agricultural Extension Management (MANAGE) has launched a program titled "Diploma in Agricultural Extension Services for Input Dealers (DAESI)" to enhance the technical competency of input dealers with a view to facilitate better advisory to the farmers.

Currently, this program is being implemented as a Central Sector Plan Scheme with the help of various Nodal Training Institutes (NTIs) such as Agricultural Colleges, Krishi Vigyan Kendras, Farmers' Training Centres, Agricultural Technology Management Agency (ATMA), etc. The program is conducted once in a week at the district level, spread over a period of one year covering various areas of agriculture, business ethics, extension, Acts and Regulations of agri-inputs, etc. As the program is being organised across 11 states of the country, it is felt necessary to learn about various aspects of DAESI. Therefore, a study of present investigation entitled "Influence of DAESI Programme on Behavioural Change in Input Dealers" was conducted during 2021

2. REVIEW OF LITERATURE

Anitha (2005) examined a study on knowledge, attitude and training needs of agricultural input dealers in Eastern dry Zone of Karnataka. A total of 80 agri-input dealers selected as sample size. The researcher explained that, less than half (41.25%) of the dealers comes under middle (35-50 years) age category, little more than one third(35.00%) falls under old age group (above 50 years) and less than one fourth (23.75%)were seen in young (less than 35 years) age category. In educational level of dealers less than one third (30.00%) were graduates, more than one fourth (28.75%) completed PUC and 21.25 per cent completed high school education. More than half (58.75 %) them possessed medium income (Rs. 192424-385350), about one fourth (26.25%) falls under high (Rs. >385350) and few (15.00%) of them belonged to low (Rs. <192424) income category. The study also concluded that 41.25 per cent of the dealers had medium (12.95-20.21years) experience as a dealer, 32.50 per cent were in low

(<12.95 years),26.25 per cent in high (>20.21 years) level of experience as a dealer. With regard to extension, more than one third (37.50 %) of the dealers roofed under less, little over one third (36.25%) comes under medium and about one fourth (26.25%) seen in high category of extension contact.

Mande and Darade (2011) studied on the training needs of farm input dealers of transfer of agricultural technology. The study was carried out in Maharashtra state. The sample size of the investigation was 120 input dealers. Findings reported that 72.50 per cent of the dealers expressed that training was essential whereas, 14.17 per cent were expressed training programmes are not needed for them and 13.33 per cent were expressed that training was most essential. The study also concluded that, cent per cent (100 %) of respondents said that they need training areas related to fertilizers, application technique, calculation of doses of fertilizers and bio fertilizers. A large majority (94.17 %) of them were expressed that training on micro-fertilizers was essential, 91.67 per cent were stated that training on liquid fertilizers and methods of usages were useful for them, 87.50 per cent were expressed improvement of saline and alkaline soil and 85.00 per cent were expressed that training needs were on government laws and regulations.

A total of 120 (60 DAESI and 60 non-DAESI dealers) respondents selected from Andhra Pradesh. The study explained that a large majority (93.33 %) of the dealers were in middle age (35 -58 years), very few (05.00%) were found in young age (below 35years) and old age (01.70%) category (above 58 years). About more than half (58.30 %) of dealers studied college education and middle school (41.70%) education. With regard to business experience, half (50.00 %) of the dealer belonged to more than 20 years experience, more than one fourth (28.30%) belonged between 16-20 years and 21.70per cent had 11-15 years of experience in their business. In decision making, nearly half of (48.40%) dealers made high level of decisions most of (40.00%) them were made in medium and few of (11.60%) dealers were made less decisions. Study also concluded that, more number (46.70%) of them found in high, medium (40.00%) and less number (13.30%) were found to be less contacts with extension officials. The above study was conducted by **Srinivas (2013)** to know the effectiveness of DAESI programme

Ganiger (2012) expressed that, 46.66 per cent of the dealers roofed under medium, 16.66 per cent high, 14.19 per cent in very high level, 13.33 per cent were in very low and very less

number (09.16%) found in low level of perception towards agro advisory services provided by themselves.

Srinivas (2013) findings revealed that a large majority (97.50 %) of the extension officers expressed that, DAESI para extension model accessible to both resource rich and resource poor farmers, 95.00 per cent stated that the model was reduces the cost of services on formal extension system as it sharing on zero cost and also applicable I more diversified area, 90.00 per cent said that DAESI model was forecast the alternate market value from produce. Majority (87.50 %) of them were expressed that the model can provide quality extension services on zero cost to government as well as it increases the mutual accountability of farmer and dealer. A closely followed by 85.00 per cent were agreed to the model benefiting not only high value crops but also traditional crops and 70.00 per cent of them were stated that model was more accessible to all the farmers compared to formal extension system.

Narinder *et al.* (2015) assessed the state department of agriculture functionaries opinion towards training on mushroom production technology. The study was conducted in Jammu state of India. The total sample size was 31 extension functionaries. The researcher reported that, majority (80.65 %) of them expressed favorable, 16.12 per cent had highly favorable opinion and very few number (03.23%)of the respondents opinion was least favourable.

Narinder *et al.* (2018) examined the evaluation of training programme on temperate fruits for extension functionaries. Study was carried out in Jammu and Kashmir State of India. The sample size consisted of 80 trainees. The findings indicated that, a little more than half (56.25 %) of them were expressed favorable, 22.50 per cent had most favorable and 21.25 per cent had less favorable opinion towards training programmes on temperate fruits crops like, apple and walnut.

3. MATERIAL AND METHODS

The present study was conducted in Kolar district of Karnataka during the year 2021 and it was purposively selected because of the convince of the student researcher. A total of 90 input dealers who have undergone DAESI training programme were purposely selected. Keeping in

view the objectives and the variables under study, an interview schedule was prepared in consultation with experts. The schedule was pre – tested in a non- study area and based on the pre – test, necessary modifications were made. The finalized schedule was used for data collection by personal interview method. The collected data from the respondents were scored, tabulated and analyzed using the following statistical tools such as frequency and percentage, mean and standard deviation, indices and correlation.

RESULTS AND DISCUSSION

Results from the depicts the socio-personal characteristics of input dealers who were trained under DAESI program

Table 1: Age:

n= 90

S. No	Age (in Years)	Frequency	Percentage
1.	18 – 30	57	63.33
2.	30 – 45	21	23.33
3.	45 – 55	12	13.34

The results from the above table indicated that, majority 63.33 per cent of the input dealers belonged to young age group category (18-30 years) whereas, 23.33 per cent of them belonged to 30-45 years age group and 13.34 per cent of the respondents belonged 45-55 years age group category.

As they are acquiring technical knowledge on Agriculture at a young age through DAESI program, it will help them to disseminate better advisory services to the farmers for a longer period.

Table 2:Gender: **n= 90**

S. No	Gender	Frequency	Percentage
1.	Male	87	96.67
2.	Female	03	3.33

It is observed from the table indicated that, high majority 96.67 per cent of the input dealers were male respondents and 03.33 per cent of them were female.

Table 3: Education :

S. No	Education Level	Frequency	Percentage
1.	10^{th} Class	09	10.00
2.	PUC/ Diploma	33	36.67
3.	Graduation and above	48	53.33

The results from the above table indicated that, more than half 53.33 per cent of the input dealers educated upto graduations and above. Whereas, 36.67 per cent of the respondents studied upto PUC/Diploma and only 10.00 per cent of the input dealers studied upto 10^{th} class.

As per DAESI guidelines, the minimum educational requirement for enrolment is 10th standard. However, a more than half of the respondents (53.33 per cent) are graduates and a considerable percentage of them are post graduates and a few of them are also possessing technical degrees.

Table 4:Occupation: **n = 90**

S. No	Occupation	Agriculture	Business
		F (%)	F (%)
1.	Primary	36 (40.00)	54 (60.00)
2.	Secondary	24 (26.67)	18 (20.00)

The results from the above table indicated that occupation of the input dealers, about 40.00 per cent of the input dealers primary occupation was agriculture and secondary occupation 26.67 per cent respectively. Whereas, majority 60.00 per cent of the respondents primary occupation was agriculture and 20.00 per cent of the respondents secondary occupation was business.

A significant number of input dealers are having medium experience in agri-input trading. and agriculture related businesss. Higher qualifications with considerable years of experience in the field of agri-input trading of the respondents naturally would help them grasp the content covered in the program in a better way. The positive trend of young people with higher qualification joining DAESI program will facilitate quality information delivery to the farmers.

Table 5: Annual Income: (in Rupees)

n=90

S. No.	Annual Income	Frequency	Percentage
1.	0 – 1,00,000	42	46.67
2.	1,00,000 – 3,00,000	37	41.11
3.	Above 3,00,000	11	12.22

The results from the above table indicated that annual income of the input dealers, nearly half of the respondents (46.67%) annual income was 0-1,00,000 followed by 41.11 per cent of them belonged to 1,00,000-3,00,000 category and 12.22 per cent belonged to 3,00,000 and above.

Table 6: Type of Dealership

n=90

S. No.	Dealership	F	%
1.	Retailer	86	95.56
2.	Wholesaler	3	03.33
3.	Retailer and wholesaler	1	01.11

The results from the above table indicated that type of dealership of the input dealers, high majority 95.56 per cent of them were retailers, 03.33 per cent of them were wholesalers and 01.11 per cent of them were retailers and wholesalers. The results from the above table indicated that, hight majority of the respondents were retailers(95.56%), and 03.33 per cent of them were wholesalers followed by retailers and whlesalers(01.11%). High majority of them were retailers in the study area because they might get more benefits, whereas only few of them were wholersaler, it might be due to high cost of investment and low level of risk orientation as perceived by the respondents.

Table 7:Type of Agri-Input Sold **n =90**

S. No.	Dealership	F	%
1.	Seeds	58	64.44
2.	Agricultural Implements	37	41.11
3.	Fertilizers	42	46.67
4.	Bio- Fertilizers	9	10.00
5.	Pesticides	26	28.89

The results from the above table indicated the type of agri-input sold. Majority 64.44 per cent the input dealers sold seeds, 46.67 per cent of them sold fertilizers, 41.11 per cent of them sold agriculture implements, 28.89 per cent of them sold pesticides and 10.00 per cent of them bio-fertilizers.

Most of the respondents sold seeds, fertilizers followed by agricultural implements because they might be having basic knowledge regarding them after receiving DAESI training

Table 8:Social Media Participation **n=90**

S. No.	Social Media	Regular	Sometimes	Never
1.	Facebook	17 (18.89)	24 (26.67)	49 (51.11)
2.	Whatsapp	74 (82.22)	11 (12.22)	05 (5.56)

3.	You tube	42 (46.67)	20 (22.22)	28 (31.11)
4.	e-mail	14 (15.56)	09 (10.00)	67 (74.44)
5.	Twitter	03 (03.33)	01 (01.11)	86 (95.56)
6.	Instagram	06 (06.67)	10 (11.11)	74 (82.22)
7.	Internet browsing	48 (53.33)	33 (36.67)	09 (10.00)

The results from the above table indicated the social media participation of the input dealers, regarding face book 18.89 per cent of them regularly used, 26.67 per cent sometimes and majority 51.11 per cent of them never used. With respect to Whatsapp majority 82.22 per cent of them used regularly, 12.22 per cent used sometimes and 05.56 per cent of them never used. With regard to Youtube nearly half 46.67 per cent of them regularly used, 22.22 per cent of them used sometimes and 31.11 per cent never used. Regarding e-mail 15.56 per cent of them regularly used, 10.00 per cent of them used sometimes and majority 74.44 per cent of them never used. Whereas, 03.33 per cent regularly used Twitter followed by 01.11 per cent of them used sometimes and high majority 95.56 per cent of them never used. With respect to Instagram 06.67 per cent of them used regularly and 11.11 per cent used sometimes and majority 82.22 per cent of them never used. With regard to internet browsing more than half 53.33 per cent of them used regularly, 36.67 per cent of them used sometimes and only 10.00 per cent of them never used.

Table 9:Level of Social media participation **n=90**

S. No.	Level of Participation	Frequency	Percentage
1.	Low (8-12)	24	26.67
2.	Medium (12-16)	48	53.33
3.	High (16-21)	18	20.00
	Total	**90**	**100.00**

The results from the above table indicated that more than half of the respondents (53.33%) belonged to medium level of social media participation and 26.67 per cent of the input dealers belonged to low level of social media participation followed by 20.00 per cent of them belonged to high level of social media participation. Now a day's internet is playing a vital role in day to day life and all most all the people in an around the world are using internet and especially for the source of entertainment and to get basic news around geographical locations.

In this present study area all most all the respondents were using internet to search basic information, to watch news, to gain knowledge and to update them-selves. Whereas most of them were also using whatsapp, facebook and email, because now a days in digital revolution irrespective of their educational qualifications most the people are using social media platforms.

Table 10:Source of Information **n=90**

S.No.	Extension Person	Regularly	Occasionally	Rarely
1.	Scientist	10(11.11)	14(15.56)	66(73.33)
2.	Agricultural university	17(18.89)	26(28.89)	47(52.22)
3.	Subject Matter Specialist	22(24.44)	39(43.33)	29(32.22)
4.	KVK	56(62.22)	21(23.33)	13(14.44)
5.	AITC	05(05.56)	02(02.22)	83(92.22)
6.	RSK	27(30.00)	12(13.33)	75(83.33)
7.	Extension Officer	48(53.33)	34(37.78)	08(08.89)

The results from the above table indicated the source of information of the input dealers, with respect to scientist 11.11 per cent of them regularly contacted, 15.56 per cent sometimes and majority 73.33 per cent of them never contacted. With respect to agricultural university 18.89 per cent of them contacted regularly, 28.89 per cent contacted sometimes and more than half 52.22 per cent of them never contacted. With regard to subject matter specialist 24.44 per cent of them regularly contacted, 43.33 per cent of them contacted sometimes and 32.22 per cent never contacted. Regarding KVK majority 62.22 per cent of them regularly contacted, 23.33 per cent of them contacted sometimes and 14.44 per cent of them never contacted. Whereas, 05.56 per cent of them regularly visit AITC, 02.22 per cent sometimes and high majority 92.22 per cent never. With respect to RSK 30.00 per cent of them visited regularly and 13.33 per cent sometimes and majority 83.33 per cent never. With regard to extension officer more than half 53.33 per cent of them regularly contacted, 37.78 per cent sometimes and only 08.89 per cent of them never.

Table 11:Level of Source of Information
n=90

S. No.	Level of Information	Frequency	Percentage
1.	Low (7-11)	39	43.33
2.	Medium (11-15)	42	46.67
3.	High (15-20)	09	10.00
Total		**90**	**100.00**

The results from the above table indicated that more than nearly half of the respondents (46.67%) belonged to medium level of source of information and 43.33 per cent of the input dealers belonged to low level source of information followed by 10.00 per cent of them belonged to high level of source of information.

The results from the above table clearly shows that most of the input dealers who have undergone DAESI program have the feeling that the topics covered in the class room, study materials given to them and field visits organized are most relevant to them. This is mainly because MANAGE has launched DAESI in the year 2003 on a pilot basis and the curriculum has been fine-tuned over a period of time, based on the feedback from the input dealers, facilitators and various resource persons. The location-specific crops and problems are given more focus with the help of resource persons from the nearby agricultural colleges, research stations, KVKs, etc. Similarly, the respondents have felt that the quality of facilitators in coordinating the program is very good. This might be due to the criteria adopted in selection of facilitators. All the facilitators are having graduation / post-graduation in agriculture, have rich field experience in organising training programs and possess adequate knowledge about agricultural activities of the district.

Table 12:Motivation **n=90**

S. No.	Motivation to attend DAESI program	F	%
1.	To gain knowledge in Agriculture	90	100.00
2.	To obtain diploma certificate	90	100.00
3.	To become a para-extension worker to help farming community	90	100.00
4.	To have an efficient business	90	100.00

The results from the above table indicated the motivation of the input dealers to attend DAESI program, cent per of the respondents motivated to gain knowledge in agriculture, to obtain diploma certificate, to become a para-extension worker to help farming community and to have an efficient business. The reasons such as, joining DAESI program is an opportunity for them to gain knowledge in agriculture as they do not have any technical qualifications in agriculture; obtaining the diploma is a mandatory requirement for renewal of license, hence, business interest also motivated them to join; a considerable number of the input dealers have felt that they can extend their technical knowledge to the farming community as para extension workers by enhancing their technical competency etc., were motivating factors for them to join the program.

Table 13:Level of Motivation achieved from DAESI program by input dealers

n=90

S. No.	Level of Motivation	Frequency	Percentage
1.	Low (4 -5.3)	0	0.00%
2.	Medium (5.4 - 6.7)	0	0.00%
3.	High (6.8 – 8)	90	100.00%
	Total	**90**	**100.00%**

The results from the above table indicated that level of motivation achieved from DAESI program by input dealers. Cent per cent of the respondents belonged to high level of achievement motivation.

4. CONCLUSION

In this New Media era, the various information and communication technology (ICT) tools namely laptops, smartphones, desktops and other digital tools are emerging as a vital component of new technology and knowledge-based economy. Realizing the attention of the ICTs in the country, several integrated attitude towards the inclusion of the ICTs into the national development through a strategies promotional plan in all the aspects of economic activities for

harnessing the benefits of ICTs in transforming a nation into a knowledge vibrant e-learning society. ICT driven extension services are expected to have a crucial role in facilitating the information and knowledge sharing among various actors of the knowledge generation, knowledge dissemination, input supply and knowledge consumption systems holistically. In view of the findings of the present study, it can be concluded that young aged DAESI trainees with 1-6 years of service expertise were found to own additional interest towards using ICT technologies for dissemination of agricultural information and advisory services to farmers.

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