

## *Original Research Article*

### **Perception of the respondents towards activities of farmer producer organization in Jalore district of Rajasthan**

**Abstract:** The study was conducted in Jalore district of Rajasthan to determine the perception of respondents towards activities of farmer producer organizations on both its beneficiaries and non-beneficiaries. Six villages under Ahore block were chosen randomly, and a total of 120 respondents (60 beneficiaries and 60 non-beneficiaries) were selected randomly for the study. Data was collected using a pre-structured interview schedule through personnel interviews, and the results were analysed using appropriate statistical methods. The study found that middle-aged individuals were the largest group among both beneficiaries (53.33%) and non-beneficiaries (65.00%). The majority of respondents had medium landholdings, with (53.33%) being beneficiaries and non-beneficiaries (46.67%) were having small landholding. High-income individuals were the largest group among beneficiaries (63.34%), while low-income individuals were the largest group among non-beneficiaries (45.00%). The perception of farmers towards activities of FPO on its beneficiaries was found to be at a medium level (48.34%), while in the case of non-beneficiaries, it was low i.e. (46.66%). The study also found that age, education, land holding, annual income, extension contact, social participation, Mass media exposure, risk preference, and economic motivation were positively and significantly correlated with the perception of farmers towards activities of FPO on both its beneficiaries and non-beneficiaries.

**Keywords:** *Perception, Farmer Producer Organization*

#### **Introduction:**

India had over 138 million farm holdings as per the Agricultural Census. over half of the workforce in India works in the agriculture sector, which is vital to the nation's economy. But the majority of it is made up of little, dispersed farms. The Indian government has improved this by implementing a new system to link small farmers with big businesses in order to boost productivity and promote growth. Most of the population will benefit from having jobs and food security as a result 2011 (**GOI, Agricultural Census, 2011**).

One of the most effective ways to address the many challenges facing agriculture is through Farmer Producer Organisations (FPO), or the collectivization of producers, particularly small and marginal farmers into producer organisations. More significantly, this involves a better approach to investments, inputs, technology, and markets. Farmers Producer Organisations registered under the specific provisions of the Companies Act, 1956 have been identified by the Department of Agriculture and Cooperation, Ministry of Agriculture, Government of India, as the most suitable institutional form around which to organise farmers and establish their capacity to jointly leverage their production and selling effectiveness. collective action is an acclaimed strategy to deal with these challenges that small-scale producers face.

Specifically, farmer organizations – such as cooperatives; associations; unions, groups; and federations with different organizational structures – have been identified to play a key role in enhancing farmers’ access to markets (Chirwa *et al.* 2005; Hellin *et al.* 2007). Currently, there are several cooperatives across the country which consist of approximately 70% of the total agricultural producers (Ministry of Agriculture, Govt. of India 2015). farmer perceptions towards FPOs and found that farmers are positive about FPOs. Farmers claimed positive change in quality of seeds, fertilizers and pesticides due to their participation in FPOs. The study further found that the government schemes are not reaching farmers due to corrupt practices whereas FPOs are able to distribute inputs to farmers without any corruption. Producer Organizations therefore are as supposed to be non-political entities aimed at providing business services to smallholder farmer members, founded on the principal of self-reliance (Onumah *et al.*,2007). Still, a large portion of farmers who belong to the small and marginal land holding category are facing problems due to market intermediaries, FPOs should find some permanent solution of this problem like registration with APMC and eNAM (Bishnoi and Kumari, 2020)

### Farmer Producer Organizations (FPOs) in Rajasthan

Farmer Producer Organizations (FPOs) are playing an important role in improving the lives of farmers in Rajasthan. By pooling their resources and working together, FPOs are able to negotiate better prices for their produce, access better inputs and services, and market their products more effectively. As a result of these efforts, FPOs have been able to significantly increase the incomes of their members. A study by the Small Farmers' Agribusiness Consortium (SFAC) found that FPOs in Rajasthan were able to increase the incomes of their members by an average of 25%. In addition to increasing incomes, FPOs are also helping to improve the quality of life for farmers in Rajasthan. By providing access to better inputs and services, FPOs are helping farmers to improve their yields and reduce their costs. This is leading to a more sustainable and profitable agricultural sector.

### Research Methodology:

The present study was conducted in Jalore district of Rajasthan. Out of 6 blocks in Jalore district, Ahore block is selected purposively based on maximum number of farmers were engaged in Farmer producer organization. From the selected block, six villages were selected purposively based on maximum number of farmers were engaged in Farmer producer organization. Ex-Post facto design was adopted for the study as it describes the characteristics or phenomena that are being studied.

### Results and Discussion:

**Table 1. Socio-economic profile of the respondents**

| Sl. No. | Independent Variables | Category                   | Beneficiaries |            | Non-Beneficiaries |            |
|---------|-----------------------|----------------------------|---------------|------------|-------------------|------------|
|         |                       |                            | Frequency     | Percentage | Frequency         | Percentage |
| 1.      | Age                   | Young age (Up to 35 years) | 17            | 28.33      | 11                | 18.33      |

|    |                  |                                |    |       |    |       |
|----|------------------|--------------------------------|----|-------|----|-------|
|    |                  | Middle age<br>(36-55 years)    | 32 | 53.33 | 39 | 65.00 |
|    |                  | Old age<br>(above 55<br>years) | 11 | 18.34 | 10 | 16.67 |
| 2. | Caste            | General                        | 29 | 48.33 | 13 | 21.67 |
|    |                  | OBC                            | 22 | 36.67 | 27 | 45.00 |
|    |                  | SC & ST                        | 9  | 15.00 | 20 | 33.33 |
| 3. | Education        | Illiterate                     | 11 | 18.33 | 22 | 36.67 |
|    |                  | Primary<br>school<br>education | 19 | 31.67 | 26 | 43.33 |
|    |                  | High school<br>education       | 14 | 23.33 | 5  | 8.33  |
|    |                  | Intermediate                   | 11 | 18.34 | 4  | 6.67  |
|    |                  | Graduate &<br>above            | 5  | 8.33  | 3  | 5.00  |
| 4. | Occupation       | Only farming                   | 20 | 33.33 | 41 | 68.34 |
|    |                  | Farming +<br>Business          | 31 | 51.67 | 11 | 18.33 |
|    |                  | Farming +<br>Service           | 9  | 15.00 | 8  | 13.33 |
| 5. | Family Size      | Small (1-4)                    | 14 | 23.33 | 16 | 26.67 |
|    |                  | Medium (5-8)                   | 34 | 56.67 | 27 | 45.00 |
|    |                  | Large (9<br>above)             | 12 | 20.00 | 17 | 28.33 |
| 6. | Type of<br>house | Kuchha                         | 2  | 3.33  | 10 | 16.67 |
|    |                  | Semi-<br>cemented              | 20 | 33.33 | 39 | 65.00 |
|    |                  | Cemented                       | 38 | 63.34 | 11 | 18.33 |
| 7. | Land holding     | Marginal (<1<br>ha)            | 4  | 6.67  | 16 | 26.67 |
|    |                  | Small (1-2<br>ha)              | 7  | 11.67 | 28 | 46.67 |
|    |                  | Medium (2-3<br>ha)             | 32 | 53.33 | 12 | 20.00 |
|    |                  | Large (4> ha)                  | 17 | 28.33 | 4  | 6.66  |
| 8. | Annual<br>Income | Low (below 1<br>lakh )         | 5  | 8.33  | 27 | 45.00 |
|    |                  | Medium (1-2<br>lakh)           | 17 | 28.33 | 22 | 36.67 |
|    |                  | High (Above<br>2 lakh)         | 38 | 63.34 | 11 | 18.33 |

|     |                      |        |    |       |    |       |
|-----|----------------------|--------|----|-------|----|-------|
| 9.  | Extension contacts   | Low    | 11 | 18.33 | 21 | 35.00 |
|     |                      | Medium | 32 | 53.34 | 28 | 46.67 |
|     |                      | High   | 17 | 28.33 | 11 | 18.33 |
| 10. | Social Participation | Low    | 8  | 13.33 | 19 | 31.67 |
|     |                      | Medium | 29 | 48.34 | 32 | 53.33 |
|     |                      | High   | 23 | 38.33 | 9  | 15.00 |
| 11. | Mass media exposure  | Low    | 9  | 15.00 | 33 | 55.00 |
|     |                      | Medium | 32 | 53.33 | 25 | 41.67 |
|     |                      | High   | 19 | 31.67 | 2  | 3.33  |
| 12. | Risk Preference      | Low    | 11 | 18.33 | 28 | 46.67 |
|     |                      | Medium | 31 | 51.67 | 25 | 41.67 |
|     |                      | High   | 18 | 30.00 | 7  | 11.66 |
| 13. | Economic motivation  | Low    | 11 | 18.33 | 16 | 26.67 |
|     |                      | Medium | 20 | 33.33 | 32 | 53.33 |
|     |                      | High   | 29 | 48.34 | 12 | 20.00 |

From the table 1, it was observed that distribution of various independent variables among beneficiaries and non-beneficiaries. age, middle-aged individuals are the largest group among both beneficiaries (53.33%) and non-beneficiaries (65.00%). In terms of caste, the largest group among beneficiaries are General category individuals (48.33%), while among non-beneficiaries were OBC individuals are the largest group (45.00%). In terms of education, the largest group among both beneficiaries (31.67%) and non-beneficiaries (43.33%) has only primary school education. Regarding occupation, farming along with business was the most common occupation among both beneficiaries (51.67%) and in non-beneficiaries (68.34%) are only practicing farming. Medium family size (5-8 members) is the most common category among both beneficiaries (56.67%) and non-beneficiaries (45.00%). In terms of type of house, cemented houses are more common among beneficiaries (63.34%), while semi-cemented houses are more common among non-beneficiaries (65.00%). Regarding landholding, medium landholding is the most common category in beneficiaries (53.33%) and non-beneficiaries (46.67%) were having small landholding. Regarding annual income, high-income individuals are the largest group among beneficiaries (63.34%), while low-income individuals are the largest group among non-beneficiaries (45.00%). In terms of extension contact, the medium level of contact is the most common category among both beneficiaries (53.34%) and non-beneficiaries (46.67%). Similarly, social participation is mostly at the medium level among both beneficiaries (48.34%) and non-beneficiaries (53.33%). Regarding mass media exposure is the most common category among beneficiaries (53.34%), while low ownership is more common among non-beneficiaries (55.00%). In terms of risk orientation, medium risk preference is the most common category among both beneficiaries (51.67%) and non-beneficiaries (46.67%) in low. Finally, economic motivation is high among most beneficiaries (48.34%), while it is medium among most non-beneficiaries (53.33%). Similar findings also reported by **Venkattakumar *et al.* (2019) and Subhangi (2016).**

**Table 2. Distribution of respondent according to their perception of FPO**

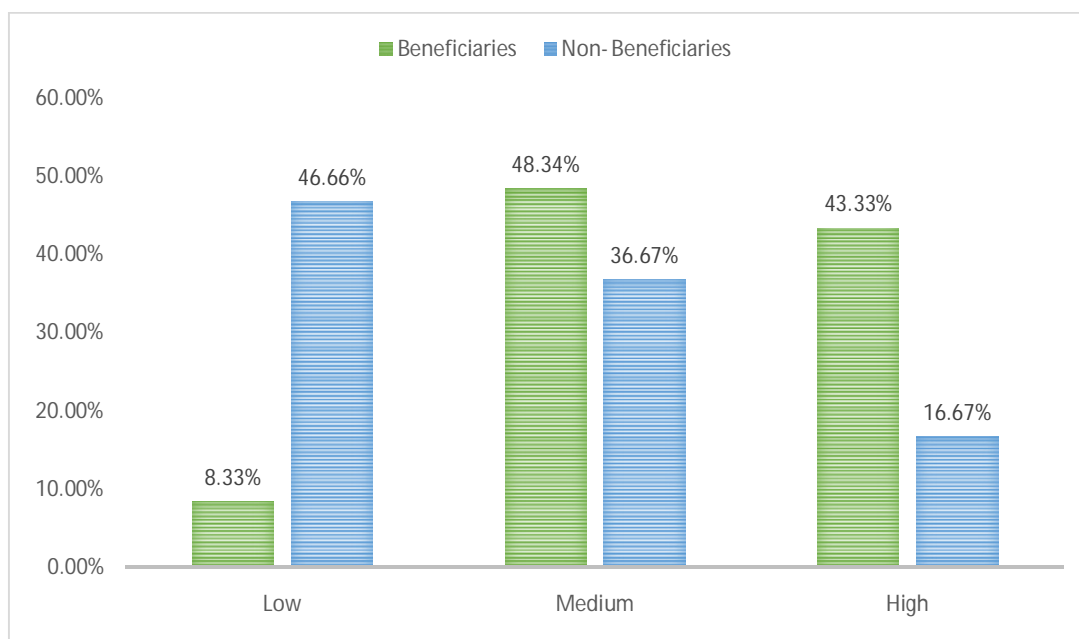
| S.NO. | STATEMENT  | Beneficiaries  |                |                | Non- Beneficiaries |                |                |
|-------|--|----------------|----------------|----------------|--------------------|----------------|----------------|
|       |  | Agree          | Undecided      | Disagree       | Agree              | Undecided      | Disagree       |
| 1.    | It provides timely inputs  | 38<br>(63.33%) | 15<br>(25.00%) | 7<br>(11.67%)  | 14<br>(23.33%)     | 20<br>(33.33%) | 26<br>(43.33%) |
| 2.    | It provides extension support (training program, demonstration, meeting, exposure visit)                       | 47<br>(78.33%) | 8<br>(13.33%)  | 5<br>(8.33%)   | 11<br>(18.33%)     | 25<br>(41.67%) | 24<br>(40.00%) |
| 3.    | It has tie-up with the agricultural universities to facilitate access to improved technology and expert advice | 25<br>(41.67%) | 28<br>(46.67%) | 7<br>(11.67%)  | 8<br>(13.33%)      | 23<br>(38.33%) | 29<br>(48.34%) |
| 4.    | Regular audit  | 26<br>(43.33%) | 20<br>(33.33%) | 14<br>(23.33%) | 16<br>(26.67%)     | 17<br>(28.33%) | 27<br>(45.00%) |
| 5.    | It has well-built storage structures   | 16<br>(26.67%) | 40<br>(66.67%) | 4<br>(06.66%)  | 11<br>(18.33%)     | 14<br>(23.33%) | 35<br>(58.34%) |
| 6.    | It has well equipped transport facilities  | 15<br>(25.00%) | 39<br>(65.00%) | 6<br>(10.00%)  | 7<br>(11.67%)      | 16<br>(26.67%) | 37<br>(61.66%) |
| 7.    | It helps in grading and packaging of the produce   | 16<br>(26.67%) | 39<br>(65.00%) | 5<br>(8.33%)   | 10<br>(16.66%)     | 25<br>(41.67%) | 25<br>(41.67%) |
| 8.    | It helps in quick payment to farmers   | 10<br>(16.67%) | 47<br>(78.33%) | 3<br>(05.00%)  | 4<br>(6.67%)       | 26<br>(43.33%) | 30<br>(50.00%) |

|     |   |                |                |               |                |                |                |
|-----|---|----------------|----------------|---------------|----------------|----------------|----------------|
| 9.  | It helps in planning group activities   | 20<br>(33.33%) | 37<br>(61.67%) | 3<br>(05.00%) | 7<br>(11.66%)  | 25<br>(41.67%) | 28<br>(46.67%) |
| 10. | It help in marketing produce  | 34<br>(56.67%) | 21<br>(35.00%) | 5<br>(8.33%)  | 12<br>(20.00%) | 17<br>(28.33%) | 31<br>(51.67%) |
| 11. | Ideology of all members match   | 10<br>(16.67%) | 47<br>(78.33%) | 3<br>(05.00%) | 8<br>(13.33%)  | 17<br>(28.33%) | 35<br>(58.34%) |
| 12. | Are friendly with each other in action  | 10<br>(16.67%) | 49<br>(81.67%) | 1<br>(1.67%)  | 4<br>(6.67%)   | 14<br>(23.33%) | 42<br>(70.00%) |
| 13. | It helps in form coordination committee to solve conflicts related to organizational management | 40<br>(66.67%) | 16<br>(26.67%) | 4<br>(6.66%)  | 12<br>(20.00%) | 16<br>(26.67%) | 32<br>(53.33%) |
| 14. | Given equal opportunity to contribute   | 39<br>(65.00%) | 14<br>(23.33%) | 7<br>(11.67%) | 4<br>(6.67%)   | 27<br>(45.00%) | 29<br>(48.33%) |
| 15. | Encourage others to raise questions   | 43<br>(71.67%) | 15<br>(25.00%) | 2<br>(03.33%) | 10<br>(16.66%) | 19<br>(31.67%) | 31<br>(51.67%) |

**Table 3. Overall perception of respondent on its beneficiaries and non-Beneficiaries**

| Beneficiaries |                |           |            | Non - Beneficiaries |           |            |
|---------------|----------------|-----------|------------|---------------------|-----------|------------|
| S.No          | Category       | Frequency | Percentage | Category            | Frequency | Percentage |
| 1.            | Low (19-24)    | 5         | 8.33       | Low (17-21)         | 28        | 46.66      |
| 2.            | Medium (25-29) | 29        | 48.34      | Medium (22-25)      | 22        | 36.67      |
| 3.            | High (30-34)   | 26        | 43.33      | High (26-29)        | 10        | 16.67      |
| Total         |                | 60        | 100        |                     | 60        | 100        |

It is evident from the above table that among beneficiaries, 48.34% of the respondents have medium levels of progressiveness, 43.33% have high levels of progressiveness, and only 8.33% have low progressiveness. Similarly, among non-beneficiaries, 46.66% of respondents have low levels of progressiveness, 36.67% have medium levels progressiveness, and only 16.67% have high progressiveness.



**Figure 1. Overall perception of respondent on its beneficiaries and non-Beneficiaries**

**Table 4. Association between selected independent variables with Perception of farmer towards activities of FPO on its beneficiaries and non-beneficiaries:**

| Sl. No. | Independent Variable | Correlation coefficient |                    |
|---------|----------------------|-------------------------|--------------------|
|         |                      | Beneficiaries           | Non- Beneficiaries |
| 1.      | Age                  | 0.349**                 | 0.218**            |
| 2.      | Caste                | 0.089NS                 | 0.027NS            |
| 3.      | Education            | 0.755*                  | 0.756*             |
| 4.      | Occupation           | 0.089NS                 | 0.087NS            |
| 5.      | Family size          | 0.093NS                 | 0.076NS            |
| 6.      | Type of house        | 0.802*                  | 0.159**            |
| 7.      | Land holding         | 0.795*                  | 0.866*             |
| 8.      | Annual income        | 0.700*                  | 0.999*             |
| 9.      | Extension contacts   | 0.795*                  | 0.727*             |
| 10.     | Social participation | 0.986*                  | 0.596*             |
| 11.     | Mass Media Exposure  | 0.885*                  | 0.996*             |
| 12.     | Risk preference      | 0.836*                  | 0.979*             |
| 13.     | Economic motivation  | 0.802*                  | 0.371**            |

\* = 0.01% level of probability, \*\* = 0.05% level of probability, NS = Non-significant

From this above Table 4 concluded that independent variable education, type of house, land holding, annual income, extension contact, social participation, mass media exposure, risk

preference and economic motivation were positively and significantly correlated at 0.01 per cent level of probability and age was positively and significantly correlated with Perception of farmer towards activities of FPO on its beneficiaries at 0.05% probability. Therefore, null hypothesis were rejected for these variables. caste, occupation and family size were negatively and not significantly correlated with impact of FPO on its beneficiaries similar finding also reported by **S.K. Sharma *et al.* (2020)**. concluded that independent variable education, occupation, family size, land holding, annual income, extension contact, social participation, mass media exposure and risk preference were positively and significantly correlated at 0.01 per cent level of probability and age, type of house and economic motivation were positively and significantly correlated with perception of farmers towards activities of FPO on its non-beneficiaries at 0.05% probability. Therefore, null hypothesis was rejected for these variables. Caste, occupation and family size was non-significantly correlated.

### **Conclusion:**

It was concluded that the majority of respondents, both beneficiaries and non-beneficiaries, were middle-aged and had a primary level of education. Most respondents were part of a nuclear family and owned 1-2 hectares of land. Both groups had moderate levels of extension contact and social participation. The perception of farmers towards activities of the farmer producer organization on its beneficiaries was observed to be at medium level and in case of non-beneficiaries was observed to be at a low level. Moreover, it was found that age, family size, education, house holding, annual income extension contacts, social participation, media ownership, risk preference, economic motivation were positively and significantly correlated with perception of farmers towards activities of FPO. To improve the perception of farmers towards FPOs, the government should provide subsidized training, demonstrations, infrastructure facilities, and inputs.

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