THE STUDY OF PROFILE CHARACTERISTICS OF INPUT DEALERS TOWARDS AGRO SERVICES ~~OF~~ IN JUNAGADH DISTRICT OF GUJARAT STATE

ABSTRACT

Aim~~s~~: To study the selected characteristics of the input dealers
Study design: *ex-post facto* research design
Place and Duration of Study: The present investigation was undertaken in Junagadh district of Gujarat state.because researcher was studying in this university and researcher belongs to this district and familiar with the people of the study area.
Methodology: A ~~multistage, purposive and~~ random sampling technique was used ~~for selecting a sample~~ for the study~~. The sampling technique is described as under~~. Junagadh district comprises of nine talukas out of which five talukas*viz*Junagadh, Keshod, Mendarda, Vanthali and Maliya-hatina were randomly selected for the study. From each taluka thirty input dealers were selected randomly for the study. Thus, total 150 input dealers were selected randomly from five talukas.
Results: With ~~respect~~ regardto characteristics, ~~nearly one~~ approximately half (~~49.34~~49.34 ~~per cent~~%) of input dealers ~~belonged to~~were in the middle age group, ~~about~~ while nearly half(46.00 per cent) ~~of input dealers were having~~had attained a graduation/post-graduation level of education. ~~, about one~~ Around half (48.67 per cent) of input dealers had ~~medium~~ moderatesocial participation, and a majority (69.34 per cent) ~~of input dealers had~~reported a high to very high~~erlevel of~~ annual income.~~, that more than half (~~ Approximately 60.00~~ per cent)~~% of input dealers ~~had used~~utilized sources of information at ~~medium~~ a moderatelevel, ~~more than half (~~while 51.34~~ per cent)~~%~~of the input dealers~~ had a medium level of mass media exposure~~, .only~~ Only ~~(~~16.64~~ per cent)~~% of input dealers had received training, and a majority ~~of~~ (61.34~~ per cent~~%) ~~input dealers~~ had ~~medium~~ moderateextension contact.~~,majority (~~Additionally, 58.67 per cent~~)~~ of input dealers ~~had medium~~exhibited a moderate level of risk orientation, ~~majority (~~while 62.00~~ per cent)~~%~~of input dealers were having~~displayed a medium level of management orientation. ~~, slightly more than three fourth (~~Approximately 75.34~~ per cent)~~% of~~ the~~ agro-input dealers had a medium level of economic motivation, and ~~more than~~slightly over half (58.67 per cent) ~~of input dealers had~~demonstrated a medium level of progressivism.
Conclusion: ~~it~~ It~~may~~ canbe concluded that the majority of the respondents~~, who~~ were from the middle age group with a graduation/post-graduation level of education. ~~,~~ ~~nearly~~Additionally, more than half of the input dealers had medium social participation~~,nearly more than half of input dealers~~and belonged to the high to very high annual income bracket.~~,more than~~Similarly, over half of the input dealers ~~had used~~utilized sources of information ~~at medium level, more than half of the input dealers~~and had ~~medium level of~~ mass media exposure at a moderate level. ~~, it can be concluded from above tables that~~ However, the data indicates that only a few ~~of~~ input dealers received training from various institutes, ~~majority of the input dealers~~while most had ~~medium~~ moderateextension contact~~, most of input dealers had~~and exhibited a medium level of risk ~~orientation, majority of input dealers were having medium level of~~and management orientation. ~~, slightly more than three fourth~~ Moreover, a significant proportion of ~~the~~ agro-input dealers ~~had~~ demonstrated amedium level of economic motivation~~, more than half of input dealers had medium level of~~

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and progressivism.

Keywords: Profile Characteristics, Input Dealers, Agro Services

1. INTRODUCTION

Agro input dealers serves as an important link between the manufactures and the farmers. ~~So, he has the responsibility to disseminate~~They are responsible for disseminating the latest farm technology up to the field level especially in the era of the free economy and world trade organization.Getting the right fertilizers to the farmers at the right place, ~~at the right~~ time and place, in a good condition and a sufficient quantity is the responsibility of agro input dealers.Agro input dealer is an individual or business organization and sometimes cooperative society that engage in the sale and purchase of agricultural input. Agro input dealers play a major role in disseminating agricultural information and advisory services to the farmers. The agro input dealer either be a wholesaler or a retailer. The wholesaler buys directly from the manufacturer or sometimes an importer or supplier. They buy in large volume and sell to a retailer. The retailer is the one who buys from the wholesaler and is usually in direct contact with the farmers and other consumers. The private input dealers play an important role in several aspects of agricultural development at grass root level. In broad sense, Agricultural Foundations, Private Agri-business firms, Seed Companies, Private Consulting firms, Non-Government Organizations, Fertilizer Companies, Farmers' Associations, Agro-base Industries, Agro-Service Providers, are considered as private input dealers. At the field level, when farmers face any problem, they also discuss with private input dealers and also get proper suggestions which influence the farmer's decision-making process.Though agriculture being an economic essential of the country, its efficiency has remained at low level due to several reasons. The Indian farmers are proverbially poor and have very limited resources. They are often heard saying "provide the inputs at our doorsteps, we shall take care of the rest". It means all is not well in this section and very often the cultivator being the poor bargainer loses in the deal and the resources invested in the purchase of these inputs become a drag on him in future years. There is a large network of 2.84 lakh agro input dealers operating in rural areas throughout be country and it is second most important source of farm information to the farming community after progressive farmers. Thus, in agricultural development input dealers occupy prime position at grass root level. To increase the agricultural production, the ensured availability of inputs at proper time and place is highly essential. Sometime farmers are aware of the technology but they could not get required inputs within time and information. The input dealers are one who can play an important role in augmenting the agricultural production.

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2. METHODOLOGY

The present investigation was undertaken in Junagadh district of Gujarat state because researcher was studying in this university and researcher belongs to this district and familiar with the people of the study area. The study was conducted under ***ex-post facto*** research design.A ~~multistage, purposive and~~ random sampling technique was used for selecting a sample for the study. ~~The sampling technique is described as under.~~Junagadh district comprises of nine talukas out of which five talukas*viz*Junagadh, Keshod, Mendarda, Vanthali andMaliya-hatinawere randomly selected for the study. From each taluka thirty input dealers were selected randomly for the study. Thus, total 150 input dealers were selected randomly from five talukas.

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3. RESULTS AND DISCUSSION

The results shown in Table 1 indicated that large majority (80.67 per cent) of the input dealers were from middle to young age group, all the input dealers were literate and among them (46.00 per cent)had graduation/post-graduation level of education,nearly one-half (48.67 per cent) of input dealershad medium social participation, majority (69.34 per cent) of input dealers had high to very higher level of annual income, a large majority (74.67 per cent) of input dealers had medium to high utilization of information sources, more than half (51.34 per cent) of the input dealers had medium level of mass media exposure, 10 that (06.66 per cent) of input dealers received training from the pesticide company whereas, equal number (02.66 per cent) of input dealers received training from research station/JAU and any others, and also equal numbers (02.00 per cent) of input dealers received training from Krishi Vigyan Kendra and Agricultural department and (00.66 per cent) from the Sardar Smruti Kendra, only (10.00 per cent) of input dealers received one-month training whereas, equal number (02.66 per cent) of input dealers received one week and three months training, while (00.66 per cent) of input dealers received fortnight training, it can be concluded from above tables that only (15.98 per cent) of input dealers received training, majority of (61.34 per cent) input dealers had medium extension contact, followed by high extension contact, majority (58.67 per cent) of input dealers had medium level of risk orientation, majority(62.00 per cent) of input dealers had medium level management orientation, overwhelming majority (90.67 per cent) of the agro-input dealers had medium to high level of economic motivation, more than three-fourth (81.33 per cent) of input dealers had medium to high level of progressivism.

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Table 1: Distribution of selected characteristics of the input dealers

Sr. No.	Category	Frequency	Percentage
1	**Age**		
	Young age (up to 30 years)	47	31.33

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	Middle age (31 to 50 years)	74	49.34
	Old age (above 50 years)	29	19.33
2	**Education**		
	Illiterate	00	00.00
	Functionally literate	11	07.33
	Primary school	11	07.33
	Middle school	23	15.34
	High school	36	24.00
	Graduation/Post graduation	69	46.00
4	**Social participation**		
	Low Level of Social Participation (Up to 3.20 score)	41	27.33
	Medium Level of Social Participation (3.21 to 5.72 score)	73	48.67
	High Level of Social Participation (Above 5.72 score)	36	24.00
5	**Annual income**		
	Very high annual income (above Rs. 2,00,000)	40	26.67
	High annual income (Rs. 1,50,001 to 2,00,000)	64	42.67
	Medium annual income (Rs. 1,00,001 to 1,50,000)	21	14.00
	Low annual income (Rs. 50,001 to 1,00,000)	16	10.66
	Very low annual income (up to Rs. 50,000)	09	06.00
6	**Utilization of sources of Information**		
	Less utilization of source of information (up to 15.36)	38	25.33
	Medium utilization of source of information (between 15.37 to 27.02)	90	60.00
	More utilization of source of information (up to 27.02)	22	14.67
7	**Mass media exposure**		
	Low mass media exposure(up to 5.86)	36	24.00
	Medium mass media exposure (between 5.87 and 16.44)	77	51.34
	High mass media exposure (more than 16.44)	37	24.66
8	**Training received**		
	Pesticide company	10	06.66
	Research station / JAU	04	02.66
	Krishi Vigyan Kendra	03	02.00
	Sardar Smruti Kendra	01	00.66
	Non-government organization	00	00.00
	Agriculture department	03	02.00
	Any others	04	02.66
9	**Training duration**		
	One day	00	00.00
	One week	04	02.66
	Fortnight	01	00.66
	One month	15	10.00
	Three months	04	02.66
	Six months	00	00.00
	One year	00	00.00
10	**Extension contacts**		
	Low extension contacts (up to 24.06)	25	16.66

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	Medium extension contacts (between 24.07 and 43.48)	92	61.34
	High extension contacts (more than 43.48)	33	22.00
11	**Risk orientation**		
	Low Level of Risk Orientation (below 11.22 score)	34	22.66
	Medium Level of Risk Orientation (between 11.23 to 16.56 score)	88	58.67
	High Level of Risk Orientation (above 16.56 score)	28	18.67

4. CONCLUSION

Thus, it may be concluded that majority of the respondents, who were from middle age group with graduation/post-graduation level of education, nearly more than half of input dealers had medium social participation, nearly more than half of input dealers belonged to high to very high annual income, more than half of input dealers had used sources of information at medium level, more than half of the input dealers had medium level of mass media exposure, it can be concluded from above tables that only few of input dealers received training from various institutes, majority of the input dealers had medium extension contact, most of input dealers had medium level of risk orientation, majority of input dealers were having medium level of management orientation, slightly more than three fourth of the agro-input dealers had medium level of economic motivation, more than half of input dealers had medium level of progressivism.

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