

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

## ABSTRACT

**Aim:** 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.

**Methodology:** 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 regard to characteristics, approximately half (49.34%) of input dealers were in the middle age group, while nearly half (46.00%) had attained a graduation/post-graduation level of education. Around half (48.67 %) of input dealers had moderate social participation, and a majority (69.34 %) reported a high to very high annual income. Approximately 60.00%% of input dealers utilized sources of information at a moderate level, while 51.34%% had a medium level of mass media exposure. Only 16.64%% of input dealers had received training, and a majority (61.34 %% ) had moderate extension contact. Additionally, 58.67 % of input dealers exhibited a moderate level of risk orientation, while 62.00%% displayed a medium level of management orientation. Approximately 75.34%% of agro-input dealers had a medium level of economic motivation, and slightly over half (58.67 %) demonstrated a medium level of progressivism.

**Conclusion:** It can be concluded that the majority of the respondents were from the middle age group with a graduation/post-graduation level of education. Additionally, more than half of the input dealers had medium social participation and belonged to the high to very high annual income bracket. Similarly, over half of the input dealers utilized sources of information and had mass media exposure at a moderate level. However, the data indicates that only a few input dealers received training from various institutes, while most had moderate extension contact and exhibited a medium level of risk and management orientation. Moreover, a significant proportion of agro-input dealers demonstrated a medium level of economic motivation and progressivism.

*Keywords: Profile Characteristics, Input Dealers, Agro Services*

## 1. INTRODUCTION

In agriculture, there are two important factors for its development i.e. Extension and Research. The development of new technologies and their associated inputs, post-harvest processing to the final marketing and prices of all the farm produce are critical in improving farm productivity. On the other side, the transfer of all such information to the farming community is an important paramount challenge for the stakeholders. The farmers are mostly unaware of the correct types and dosage required for particular agrochemicals for different crops and new technologies. Agri-input dealers playing a tremendous role in reaching the farmers by performing the dual role of providing Agri-inputs as well as technological back up to the farmers informally (Food and Agriculture Organization, 2017). Agro-input dealers are sellers of agricultural inputs that include seeds, fertilizer, crop protection chemicals, farm equipment and machines, veterinary products and animal feeds. Agro-input dealers play a major role in ensuring that farmers access some of the important agricultural inputs required to improve agricultural productivity in their respective farms (Patel *et.al*, 2019). Input dealers serve as an important link between the manufactures and the farmers. So he/she has the responsibility to disseminate latest farm technology up to the field level especially in the era of the free economy and

the world trade organization (Khose, 2004). There is an extensive network of about 2.82 lakh agricultural input dealers in rural areas across the country and is the second most important source of agricultural information for the farming community after progressive farmers. Therefore agricultural development has a leading position in the field among input dealers (Chandrashekhar, 2007). In rural area agro-input dealer have strong linkage with farmers, so it is important to study their personal characteristics.

## 2. Methodology.

The current investigation was carried out in the Junagadh district of Gujarat state. The reason for selecting this district was that the researcher was studying at the university located in this district and also belonged to this district. Therefore, the researcher was familiar with the people in the study area. The study was conducted using an ex-post facto research design. To select the sample for the study, a random sampling technique was employed. Out of the nine talukas in Junagadh district, five talukas namely Junagadh, Keshod, Mendarda, Vanthali, and Maliyhatina were randomly chosen for the study. From each taluka, thirty input dealers were randomly selected, resulting in a total of 150 input dealers selected from the five talukas.

## 3. RESULT AND DISCUSSION

The data presented in Table 1 revealed that a significant majority (80.67%) of the input dealers belonged to the middle to young age group. This finding was in conformity with the findings of Sharma (2017). All input dealers were literate, with 46.00% having attained a graduation/post-graduation level of education. This finding was in concurrence with the findings of Kumar *et al.* (2020) approximately half (48.67%) of the input dealers exhibited medium social participation. This finding was in conformity with the findings of Mamatha (2018). The majority (69.34%) of input dealers reported high to very high levels of annual income. A significant majority (74.67%) of input dealers demonstrated medium to high utilization of information sources. More than half (51.34%) of the input dealers had a moderate level of mass media exposure. Only (6.66%) of input dealers received training from the pesticide company, while an equal number (2.66%) received training from a research station/JAU or other sources. Similarly, (2.00%) of input dealers received training from Krishi Vigyan Kendra and Agricultural department, and (0.66%) from the Sardar Smruti Kendra. Merely (10.00%) of input dealers underwent one-month training, with an equal number (2.66%) receiving one week or three months of training. A small percentage (0.66%) of input dealers received fortnight training. It can be inferred from the tables that only (15.98%) of input dealers received training. The majority (61.34%) of input dealers had a moderate level of extension contact, followed by high extension contact. Most (58.67%) input dealers displayed a medium level of risk orientation, This finding was in line with the finding of Ram *et al.* (2014), Reddy *et al.* (2020) and Handa (2021). While the majority (62.00%) had a medium level of management orientation. An overwhelming majority (90.67%) of agro-input dealers exhibited medium to high levels of economic motivation. Additionally, more than three-fourths (81.33%) of input dealers demonstrated medium to high levels of progressivism.

**Table 1: Distribution of specific attributes of the chosen dealers. (N=150)**

Sr. No.	Category	Frequency	Percentage
1	<b>Age</b>		
	Young age (up to 30 years)	47	31.33
	Middle age (31 to 50 years)	74	49.34
	Old age (above 50 years)	29	19.33
2	<b>Education</b>		
	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
<b>3</b>	<b>Social participation</b>		
	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
<b>4</b>	<b>Annual income</b>		
	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
<b>5</b>	<b>Utilization of sources of Information</b>		
	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
<b>6</b>	<b>Mass media exposure</b>		
	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
<b>7</b>	<b>Training received</b>		
	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
<b>8</b>	<b>Training duration</b>		
	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
<b>9</b>	<b>Extension contacts</b>		
	Low extension contacts (up to 24.06)	25	16.66
	Medium extension contacts (between 24.07 and 43.48)	92	61.34
	High extension contacts (more than 43.48)	33	22.00
<b>10</b>	<b>Risk orientation</b>		
	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
<b>11</b>	<b>Management orientation</b>		
	Low Level of Management Orientation (below 28.73 score)	26	17.33
	Medium Level of Management Orientation (28.74 to 50.47 score)	93	62.00
	High Level of Management of Orientation (above 45.17 score)	31	20.67
<b>12</b>	<b>Economic motivation</b>		

	Low Level of Economic motivation (below 14.86 score)	14	09.33
	Medium Level of Economic motivation (between 14.87 to 22.00 score)	113	75.34
	High Level of Economic motivation (above 22.00 score)	23	15.33
13	<b>Progressivism</b>		
	Low Level of progressivism (up to 3.23 score)	28	18.67
	Medium Level of progressivism (between 3.24 to 5.75 score)	88	58.67
	High Level of progressivism (above 5.75 score)	33	22.66

#### 4. CONCLUSION

Based on the data presented, it is evident that the majority of respondents belonged to the middle age group and had attained a graduation/post-graduation level of education. Additionally, more than half of the input dealers exhibited medium social participation, high to very high annual income, and utilized sources of information at a medium level. Furthermore, a significant portion of input dealers had a medium level of mass media exposure. It is worth noting that only a small number of input dealers received training from various institutes. The majority of input dealers maintained medium extension contact, displayed a medium level of risk orientation, and had a medium level of management orientation. Moreover, slightly over three fourths of agro-input dealers demonstrated a medium level of economic motivation, while more than half of input dealers exhibited a medium level of progressivism.

#### REFERENCES

- Chandrashekara, P. (2007). Private extension: Indian experiences. National Institute of Agriculture Extension Management. Andhra Pradesh. pp.1-3.
- Food and Agriculture Organization (2017). The future of food and agriculture - Trends and challenges. Food and Agriculture Organization (FAO) of the United Nations, Rome.
- Handa, T. (2021). A study on impact of diploma in agricultural extension services for input dealers on knowledge and skill development in Chhattisgarh plains. M.Sc. (Agri.) Thesis (Unpublished), I.G.K.V., Raipur, Chhattisgarh.
- Khose, (2004). Exploratory assessment of the Macao casino dealers job perceptions. Zonal conference, RABI-2004-05. Fertilizer Marketing News, **35** (1):7-8.
- Kumar, S., Atal, R., Roy, S., Panda, C.K. and Sohane, R.K. (2020)(b). Role of agri-input dealers in providing extension services to the farmers of Bihar (India) and their role expectation from government institutions. *Current Journal of Applied Science and Technology*, **39**(5): 1-7.
- Mamatha, D. N. (2018). Impact of Diploma in Agricultural Extension Services for Input Dealers (DAESI) training on agricultural input dealers. M.Sc. (Agri.) Thesis (Unpublished), U.A.S., Bengaluru.
- Patel, S.A., Patel, J.K., Patel, V.M. (2019) constraints experienced by the input dealers in providing agro services to the farmers. Guj. J. Ext. Edu. Special Issue on National Seminar: June, pp:153-155.
- Ram, D.; Singh, M. K. and Priyadarshani, E. (2014). Training needs of pesticide retailers in Imphal district of Manipur. *Journal of Krishi Vigyan*, **2**(2): 74-79.
- Reddy, U. K. K.; Satyagopal, P. V.; Sailaja and, V. and Prasad, S. V. (2020). Profile characteristics of

agri-input dealers. Department of Agricultural Extension, S. V.AgriculturalCollege, A.N.G.R.A.U., Tirupati,AndhraPradesh.

Sharma, K. C. (2017). A study on the entrepreneurial behaviour of agri-inputs retailers inBilaspur district of Chhattisgarh. M. Sc. (Agri.) Thesis (Unpublished), I.G.K.V.,Raipur,Chattisgarh.