CONSTRAINTS ENCOUNTERED AND SUGGESTIONS OFFERED BY ATMA BENEFICIARY FOR DISSEMINATING AGRICULTURAL KNOWLEDGE IN CHHATARPUR DISTRICT OF MADHYA PRADESH

ABSTRACT

ATMA is a society of key stakeholders involved in agricultural activities for sustainable agriculture development in the district. It is a focal point for integrating Research and Extension activities and decentralizing day-to- day management of the public Agricultural Technology System (ATS). It is a registered society responsible for technology dissemination at the district level.This study was carried out in Chhatarpur district of Madhya Pradesh state. Ex-post-facto research design was followed in the study. The study found that Among the constraints, lack of communication facilities was identified as major constraint reported by highest percentage of respondents (87.14%) and ranked first, followed by poor contact between farmers, agriculture officers & scientist with opinion of 83.33 per cent respondents and ranked in second, inadequate and untimely supply of desired inputs reported by 71.90 per cent respondents.Among the suggestion given by ATMA beneficiaries to overcome the constraints in participation of different ATMA activities presented in Table 2 revealed that the majority of beneficiaries (89.05%) were suggested to organize programme in right time and given it first rank. The suggestion on "demonstration should be conduct on farmer's field" was identified by 80.48 per cent beneficiaries and got it second rank. The 65.71 per cent beneficiaries were suggested to"information must be provided on proper time" and given it third rank.

Keywords-ATMA, Agriculture, Technology, Dissemination, Demonstration and Constraints etc.

Introduction

With assistance from the World Bank, the National Agricultural Technology Project (NATP) was launched in India in 1998. In the pilot project districts, the Agricultural Technology Management Agency (ATMA) was founded as part of this endeavor. Driving noteworthy improvements in India's agricultural research and extension system was ATMA's main goal (Walling et al. 2018). With funding assistance from the World Bank, the Ministry of Agriculture, Government of India initiated the project and collaborated with MANAGE to

implement it. The project was conducted in 28 districts spanning seven states, namely Andhra Pradesh, Bihar, Jharkhand, Himachal Pradesh, Maharashtra, Orissa, and Punjab. The project had a duration of five years, from 1998 to 2003, and was extended until June 2005 (Singh et al. 2009). ATMA facilitates the integration of research and extension endeavors while enabling district-level management of the public agricultural technology system (ATS) to be decentralized. This new institutional structure places a strong emphasis on planning and decision-making procedures that are done from the bottom up. About 45% of the total funds in ATMA were used for farmer-oriented initiatives, such as planning demonstrations, training sessions, and farmer exposure trips, as well as encouraging farmers to organise FIGs and SHGs. (Singh et al. 2014). ATMA had a primary objective of enhancing the linkages between research, extension, and farmers. The successful implementation of ATMA greatly relies on the extent to which the extension functionaries perceive their roles and effectively fulfil them. However, there was a limited body of research examining the performance appraisal of these extension functionaries within this evolving context (Bortamuly et al. 2018). Operationally speaking, the term "role performance" refers to the carrying out, accomplishing, working out, and completing any tasks that are requested or undertaken (Oxford English Dictionary, 2001). Numerous recent studies conducted in various countries have examined the job performance and expectations of agricultural extension personnel, offering significant insights into this subject. The competencies in programme implementation, programme evaluation and programme planning – contributed significantly to the performance of extension agents (Khalil et al. 2009). Job involvement, achievement motivation, experience in service and technical knowledge were identified as crucial variables in explaining the change in the job performance of extension personnel (Pounraj, 2014). ATMA sought to address the widespread problem of inadequate funding and personnel. At the district and block levels, it did not, however, address the significance of encouraging commitment and orientation towards demand-driven and participatory processes. It was imperative to concentrate on capacity building, leadership development, and ATMA ownership at the state, district, and block levels in order to genuinely improve the organisational capacity of public-sector extension services. This would contribute to transforming the overall capability of the organization in aligning with these processes (Glendenning and Babu, 2011). Hence, in this research paper we would study the role performance and role expectations and also constraints faced by the ATMA functionaries.

Need of the study

The Agriculture Department's grassroots extension workers are known as ATMA extension functionaries. et al. Chouhan (2014) It's conceivable that extension workers didn't fully understand their responsibilities. Furthermore, one of the most crucial issues for a correct comprehension of the elements contributing to the Agriculture department's success is their comprehension of their respective roles. If the issues related to their work performance are identified, it will serve as a guide for the relevant authorities to adopt an efficient strategy to resolving their issues and providing direction. Thus, farmers can utilize the Agriculture Department's ATMA extension workers to their fullest potential. It is anticipated to offer helpful standards for comprehending the challenges faced by ATMA extension employees in carrying out their tasks and obligations within the Agriculture Department. Additionally, the recommendations they make will offer a framework for resolving their issues and improving performance. In light of this, the current investigation was conducted with the aim of determining the following: to determine the issues that ATMA Extension Functionaries encounter while doing their duties and to combine their recommendations for solutions.

Materials and Methods

This study was carried out in Chhatarpur district of Madhya Pradesh state. Ex-post-facto research design was followed in the study. The study was conducted in Sagar Division was selected as purposively. The Sagar division consists of districts of Chhatarpur, Damoh, Panna, Sagar, Niwari and Tikamgarh. The Chhatarpur district comprises of 8 blocks namely Chhatarpur, Badamalhera, Buxwaha, Bijawar, Lavkushnagar, Gaurihar, Nowgong and Rajnagar. Out of which Rajnagar and Lavkushnagar blocks were selected on the basis of most progressive block of the selected district. 5-5 villages were selected from both block namely Rajnagar and Lavkushnagar. From each village 21 beneficiaries were selected randomly to create unbiased research from the list obtained from ATMA project director office of Chhatarpur District. Thus the total respondents were 210 for present study. The collected data were analyzed using various statistical measures such as percentage, frequency, mean, mean score and range. IBM SPSS software was utilized for data analysis.

Result and Discussion

ConstraintsfacedbyATMAbeneficiaries:

Themultipleresponseswerecollectedtoascertaintheproblemsfacedbythe ATMAbeneficiariesintheparticipationofdifferentATMAactivitiesshownintable no.1.Amongtheconstraints,lackofcommunicationfacilitieswasidentifiedasmajorconstraintreportedbyhighestpercentageofrespondents(87.14%)andrankedfirst,followedbypoorcontactbetweenfarmers,agricultureofficers&scientistwithopinionof83.33percentrespondents and ranked in second,inadequate and untimely supply of desiredinputs reportedby 71.90percentrespondents and rankedinthird,poorfinancialcondition ranked IV by 64.76 per cent respondents, poor education status of farmers got V rank by60.95per cent respondents, lack of technical guideline got VI rank by 46.67per cent respondents (Saryam and Jirli (2020) also reported that Inadequate Extension services were thirteenth with garret score (32.735) and Lack of knowledge about recommended practices were fourteenth ranked with garret score (25.915)., transport problem got VII rank by 42.38% respondents while, lack of proper training on selected topicgot last and VIII rank by 34.29per cent respondents.

Table No. 1- Distribution of ATMA beneficiaries according to theirconstraints

S.No.	Constraint	Frequency	Percentage	Rank
1.	Pooreducationstatusoffarmers	128	60.95	V
2.	Transportproblem	89	42.38	VII
3.	Poorfinancialcondition	136	64.76	IV
4.	Lack of proper training onselectedtopic	72	34.29	VIII
5.	Poorcontactbetweenfarmers,AgricultureofficersandScientist	175	83.33	II
6.	Inadequateanduntimelysupplyofdesired inputs	151	71.90	III

7.	Lackoftechnicalguideline	98	46.67	VI
8.	Lackofcommunicationfacilities	183	87.14	I

Table No. 02- Distribution of ATMA beneficiaries according to theirsuggestions

S.No.	Suggestions	Frequency	Percentage	Rank
1.	Informationmustbeprovidedonpropertime	138	65.71	III
2.	Regular contact should be madeamongfarmers,Agricultureofficersand scientist	126	60.00	IV
3.	Programmeshouldbeorganizedinright time	187	89.05	I
4.	Transportationfacilitiesshouldbeprovided	97	46.19	VI
5.	Demonstrationshould beconductinfarmersfield	169	80.48	II
6.	Training should beorganizedregularly	101	48.10	V

Among the suggestion given by ATMA beneficiaries to overcome the constraints in participation of different ATMA activities presented in Table 2 revealed that the majority of beneficiaries (89.05%) were suggested to organize programme in right time and given it first rank. The suggestion on "demonstration should be conduct on farmer's field" was identified by 80.48per cent beneficiaries and got it second rank. The 65.71per cent beneficiaries were suggested to"information must be provided on proper time" and given it third rank. The 60.00per cent beneficiaries were given weightage to "regular contact should be made among farmers, agriculture officers and scientist "with forth rank. The 48.10 per cent beneficiaries were given their opinion on "training should be organized regularly" and got it

fifth rank whereas, only 46.19percent beneficiaries suggested that to provide transportation facilities and given it sixth rank.

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