

Role perception of agro input dealers in providing agro advisory services to the farmers in Gaya, Bihar

Abstract

Role performance of agri input dealers plays a key role in increasing the extension services potential of the input dealers. The present study was conducted in Gaya district of Bihar, India. It aimed to analyse the role performance of agri input dealers towards agro advisory services. The blocks namely Gaya, Manpur and Tekari were selected purposively due to large number of dealers present in the area. Data were collected from 320 respondents using pre-tested interview schedule and were analysed using appropriate statistical tests. The study inferred that half of the respondents had medium level of perception (51.88%), followed by (18.75%) and (14.69%) high and very high levels of perception. A small percentage of (8.75%) and (5.94%) respondents had low and very low level of perception respectively. Role perception is crucial because it governs the quality and efficiency of agro advisory services.

Keywords: Role perception, Agri-input dealers, Agro-advisory services, Gaya.

Introduction

Agri input dealers are conventionally viewed as service providers which mainly includes inputs. The information aspect is seldom recognized as valuable. Lack of knowledge is a prime constraint in adoption of improved technologies, Gupta *et al.* (2020). The role perception of agro-input dealers towards agro-advisory services refers to how dealers view and understand their role in providing advisory services to farmers. Agro-input dealers are often the primary point of contact for farmers seeking not only agricultural inputs such as seeds, fertilizers, and pesticides but also advice on their use and general crop management practices. The main factors influencing dealers' satisfaction with the company are corporate executives' behavior and delivery during peak season, which is followed by the credit period, Elakkiya *et al.*

(2021). The perception of their role in delivering these services is crucial because it influences their willingness to provide quality advisory services, the accuracy of the information they share, and their overall engagement in the extension of agricultural knowledge. The most reliable source of farm information for the farming community is agri-input dealers. The objectives of this study were to identify the role perception of agri input dealers in providing agro advisory services. By examining these aspects, this research aims to provide valuable insights into the core areas of concern and its implications for providing effective delivery service for agricultural development. The role perception of agro-input dealers towards agro-advisory services is vital for the dissemination of agricultural knowledge and the improvement of farming practices. By recognizing and enhancing their role, stakeholders can ensure that farmers receive reliable and effective guidance, ultimately leading to improved agricultural productivity and sustainability. The findings of this study are expected to contribute to the existing literature on agro advisory services in agriculture and inform policy interventions aimed at promoting sustainable agricultural practices.

Research methodology

The research was conducted in Gaya district of Bihar. Three blocks were purposively selected for the study are Gaya, Manpur and Tekari. The proportionate random sampling method was used for selection of sample size of 320 for the present study. Role perception of agri input dealers towards agro advisory services was evaluated. Interview schedules were developed with the guidance of field experts, incorporating standard indices and scales. The collected data were organized, summarized, and analysed by using appropriate statistical methods.

Results and discussion

Role perception of agricultural input dealers towards agro-advisory services to the farmers by input dealers and item-wise analysis

Table 1. Role Perception of the input dealers towards agro advisory services to the farmers by input dealer (n=320)

S.no	Statements	Completely Agree	Partially Agree	Undecided	Partially Disagree	Completely Disagree
1.	Frequent agro-advisory services by input dealers	126 (39.38)	98 (30.63)	39 (12.19)	25 (7.81)	32 (10.00)

	are useful in solving farmers problems.					
2.	Agro-advisory services by input dealers on recent technologies are essential to ensure better adoption of farming practices.	72 (22.50)	54 (16.88)	132 (41.25)	49 (15.31)	13 (4.06)
3.	Agro-advisory services by input dealers help farmers to get first hand information on pest and disease management.	68 (21.25)	52 (16.25)	116 (36.25)	59 (18.44)	25 (7.81)
4.	Information given through agro-advisory services by input dealers is practicable	128 (40.00)	97 (30.31)	54 (16.88)	32 (10.00)	9 (2.81)
5.	Information provided through agro-advisory services by input dealers help to meet location specific needs of farmers.	46 (14.38)	50 (15.63)	147 (45.94)	49 (15.31)	28 (8.75)
6.	Agro-advisory services by input dealers provide timely information to the farmers.	108 (33.75)	97 (30.31)	39 (12.19)	41 (12.81)	35 (10.94)
7.	In agro-advisory services messages given by input dealers are not simple and clear.	32 (10.00)	27 (8.44)	54 (16.88)	97 (30.31)	110 (34.38)
8.	Agro-advisory services given by input dealers are relatively more advantageous, than those provided by others sources.	134 (41.88)	112 (35.00)	51 (15.94)	16 (5.00)	07 (2.19)
9.	Agro-advisory services by input dealers are not accessible to all farmers	64 (20.00)	44 (13.75)	12 (3.75)	98 (30.63)	102 (31.88)
10.	Agro-advisory services of input dealers are compatible with recommended farm practices.	114 (35.63)	92 (28.75)	43 (13.44)	54 (16.88)	17 (5.31)
11.	Agro-advisory services	20	49	153	87	11

	by input dealers along with inputs are more appropriate in getting more yield.	(6.25)	(15.31)	(47.81)	(27.19)	(3.44)
12.	Technologies given through agro-advisory services by input dealers should be cost effective while practicing in the field.	44 (13.75)	54 (16.88)	138 (43.13)	63 (19.69)	21 (6.56)
13.	Prompt agro-advisory services by input dealers reduce the crop loss due to adverse climatic conditions.	37 (11.56)	63 (19.69)	149 (46.56)	43 (13.44)	28 (8.75)
14.	Agro-advisory services by input dealers help to maintain soil health and fertility status.	42 (13.13)	54 (16.88)	162 (50.63)	39 (12.19)	23 (7.19)
15.	Agro-advisory services by input dealers help to use irrigation water efficiently.	78 (24.38)	52 (16.25)	109 (34.06)	47 (14.69)	34 (10.63)
16.	Often information provided by the agro advisory services by input dealers are incomplete	11 (3.44)	26 (8.13)	41 (12.81)	99 (30.94)	143 (44.69)
17.	Generally agro-advisory services by input dealers carries an irrelevant technical messages to the farming community.	13 (4.06)	19 (5.94)	44 (13.75)	87 (27.19)	157 (49.06)
18.	Agro-advisory services by input dealers of different agencies leads to confusion among the farmers.	127 (39.69)	84 (26.25)	50 (15.63)	39 (12.19)	20 (6.25)
19.	Agro-advisory services extended by input dealers are profit oriented.	142 (44.38)	88 (27.50)	49 (15.31)	23 (7.19)	18 (5.63)
20.	Often input dealers advice indiscriminately regarding pesticide and fertilizer application to	37 (11.56)	42 (13.13)	67 (20.94)	62 (19.38)	112 (35.00)

	sell their products					
--	---------------------	--	--	--	--	--

Figure in parenthesis shows percentage.

Role Perception of input dealers towards agro-advisory services provided by input dealer

Table 2. Distribution of respondents according to their perception towards agro-advisory services provided by them

(n=320)

S.No.	Category	Class interval	Respondents	
			Frequency	Percentage
1.	Very low perception	21-34	19	5.94
2.	Low perception	35-48	28	8.75
3.	Medium perception	49-62	166	51.88
4.	High perception	63-76	60	18.75
5.	Very high perception	77-90	47	14.69
	Total		320	100.00

The data presented in the table provides a detailed overview of respondents' perceptions of agro-advisory services. A significant proportion of the respondents, 51.88%, fall into the "Medium perception" category. This suggests that while the services are generally acceptable, there is room for improvement to enhance the overall effectiveness and satisfaction. The medium perception may indicate that the services are meeting basic expectations but may not be exceeding them, which could be an area for further development. The "High perception" category, representing 18.75% of respondents, and the "Very high perception" category, representing 14.69% of respondents, together account for a third of the total respondents. Input dealers had medium to very high level of perception towards the effectiveness of extension and advisory services. *Mathuabirami et al. (2023)*. This is a positive indication that a substantial portion of the respondents view the agro-advisory services favorably. These respondents likely find the services to be beneficial and effective, which reflects well on the quality of the advisory services provided. The Agro advisory services rendered by the agro input dealers were found moderately effective by the farmers, *Borah et al. (2021)*

On the other hand, 5.94% of respondents have a "Very low perception," and 8.75% have a "Low perception" towards the agro-advisory services. While these percentages are relatively small, they are still noteworthy. These groups may represent individuals who are either dissatisfied with the services or who feel that the services are not addressing their needs adequately. More than half of the agri-input dealers have perceived medium role, followed by high role and low role in transfer of technology, [Reddy et al. \(2019\)](#). Understanding the reasons behind these lower perceptions could provide valuable feedback for improving the services. The findings are in line with the findings of [Ganiger \(2012\)](#), [Kavaskaret al. \(2019\)](#) and [Thakur et al. \(2023\)](#).

Conclusion

It was concluded that the role perception of agri input dealers belonged to medium levels of perception. The data suggests that while the majority of respondents have a medium to very high perception of the agro-advisory services, there is a significant portion that remains less satisfied. This indicates that while the services are generally well-received, there is a need for targeted improvements, particularly for those who have a low or very low perception. Enhancing the effectiveness, relevance, and accessibility of these services could help shift more respondents towards higher perception categories, thereby increasing overall satisfaction and impact. [Improving role perceptions among input dealers can be an effective strategy to augment pre existing agro advisory networks.](#)

[Disclaimer \(Artificial intelligence\)](#)

[Option 1:](#)

[Author\(s\) hereby declare that NO generative AI technologies such as Large Language Models \(ChatGPT, COPILOT, etc.\) and text-to-image generators have been used during the writing or editing of this manuscript.](#)

[Option 2:](#)

[Author\(s\) hereby declare that generative AI technologies such as Large Language Models, etc. have been used during the writing or editing of manuscripts. This explanation will include the name, version, model, and source of the generative AI technology and as well as all input prompts provided to the generative AI technology](#)

[Details of the AI usage are given below:](#)

1

2.

3.

References

Adrija Borah, Sundar Barman, Rekhamoni Gogoi and Indrajit Barman. (2021). A Study on Effectiveness of Advisory Services Rendered by Agro-Input Dealers in Jorhat District, Assam. *International Journal of Current Microbiology and Applied Science*. 10(08): 42-50.

Elakkiya, S. and Asokhan, M. (2021). "Role and performance of Agri-input dealers in extension services in Coimbatore district of Tamil Nadu, India." *Journal of Applied and Natural Science*, 13 (SI), 156 - 161.

Gupta, B., Mishra, B., Singh, V., Patel, D., and Singh, M. (Trans.). (2020). Constraints Faced by Vegetable Growers in Adoption of IPM in Bundelkhand Region of Uttar Pradesh. *Indian Journal of Extension Education*, 56(4), 92–97.

Kavaskar, M., Suriyapriya, E., and Govind, S. (2019). "A study on farmers perception of mobile agro advisory service (MAAS)". *Journal of Pharmacognosy and Phytochemistry*, 8(2S), 341-343.

Kiran Kumar Reddy, U., P.V. Satya Gopal, V. Sailaja and Prasad, S.V. (2019). Role of Agri Input Dealers in Transfer of Technology. *International Journal of Current Microbiology and Applied Science*. 8(02): 2383-2388.

Mathuabirami et al.(2023); *International. Journal. Environment. Climate. Change*, vol. 13, no. 9, pp. 1342-1348.

Sangamesh Gangier (2012) "Knowledge, perception and role performance of input dealers in agro advisory services in Northern Zone of Karnataka." *M.Sc. (Ag.) Thesis*. Acharya NG Ranga Agricultural University, Hyderabad, India.

Shivani Thakur, Pankaj Sood, Shakuntla Rahi, DS Yadav, LK Sharma, Neha Chauhan, Brij Vanita, Kalpna Arya and Kavita Sharma (2023). "Perception, adoption and utility of weather based agro advisory services by farmers of Mandi district of Himachal Pradesh." *International Journal of Agriculture Extension and Social Development* Volume 7; Issue 2; 498-502.