

VIEWS OF FARMERS ON THE STRUCTURE OF PRIVATE EXTENSION SERVICE ORGANIZATION

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ABSTRACT:

The present study was conducted during the year 2018-2020 in Khordha district of Odisha to know the “views of farmers on the structure of private extension service organisation”. The number of respondents were selected by proportional and random sampling method. Descriptive as well as inferential statistical tools were employed to attain the objective of the study. the data was analysed by using frequency, percentage, mean, standard deviation and correlation test. The study reveals that as much as (90%) of the respondents have expressed an opinion that the private extension service organization should be a registered one. Further 63.33% of the respondents believe that the state government should have control over private extension service organization in some other form to avoid exploitation. 90% of the respondents have the ranked training as the first requirement. 73.33% of the respondents have expressed that the extension service organizations should provide information's to the farmers once a fortnight. 93.33% of the respondents have preferred that the block headquarter should be the operational area.

INTRODUCTION:

In the era of the 21st century, most developing countries have already introduced privatization in agricultural extension services. However, there are some loopholes that do not favour privatization. The situation demands a

structural change in a private extension service organization. According to Le Gouis (1991), “the privatization of extension appears to be governed by the major policy initiatives like cost recovery, revitalization, commercialization, voucher system, etc. Public financing by the tax payers only for the kind of services that are strongly supporting general public, services providing direct return in the form of improved income with the possibility of different rates for specific situations or direct groups, and mixed funding shared between public and private professional associations’ contributions for selected areas such as human investments, applied research, training the farmers and agents, etc.”

In general, the public sector is based on the free service for the overall development of farmers. The demand for fees for providing services is new to the public sector. All the government organizations, including NGOs, is providing free service to the farmers. Of course, presently, with the involvement of NGOs, some activities are being undertaken on public-private partnership mode. So, it is necessary to know how the farmers view the structure of private extension service organization.

MATERIALS AND METHODS:

The research study is purposively conducted in the Khordha districts of Odisha. Only farming communities were included in the study. As many as one hundred twenty respondents were selected for the study and provided meaningful information per the study’s requirement.

Graph 1: The Khordha sub-divisions, blocks, gram panchayats, villages and respondents were selected based on the purposional and random sampling method.

blocks	Gram panchayats	No. of respondents
BEGUNIA	BEGUNIA	14
	KANTABADA	10
	BAGHAMARI	6

KHURDA SADAR	KAIPADAR	10
	BAJAPUR	12
	NANDAPUR	8
JATNI	CHATABARA	11
	GANGAPADA	6
	JANLA	13
BHUBANESWAR	CHANDAKA	19
	MENDHASALA	11

Survey cum ex-post facto research design was followed for the study. The response was collected from each selected respondent through a pretested interview schedule. The data was collected, processed and analysed with the help of appropriate statistical tools such as frequency, percentage, mean score, standard deviation and rank order.

RESULT AND DISCUSSIONS:

Structure of privatization

Table 1

Sl. No	Structure	Frequency	Percentage
1	PESO should be register one	108	90
2	State government should have control over PESO	76	63.33

The views of respondents on the structure of private extension service are as follows: as much as 90% of the respondents have thought that the private extension service organization should be a registered one. Further, 63.33% of the respondents believed that the state government should have control over private extension service organization in a way to avoid the exploitation. The respondents' reaction has been quite genuine in expressing willingness to accept private extension service organization with certain government control.

Kind of technical support required for PESO

Table 2

Sl. No	Item	Frequency	Percentage
1	Information	104	86.67
2	Training	108	90
3	Marketing	72	60

Analysis of the table above, reveals that as much as 90% of the respondents have ranked training as the first requirement, followed by need for information at 86.67%, and marketing support at 60% respectively. Overall result points out that the private extension organization must be driven by and must satisfy the needs of the farming communities.

Frequency of extension service to the farmers

Table 3

Sl. No	Frequency of service	Frequency	Percentage
1	Every day	0	0
2	Once a week	24	20
3	Once in fortnight	88	73.33
4	As and when required	32	26.67

The table above indicates that 73.33% of the respondents have thought that the extension service organization should provide necessary information to the farmers once in a fortnight. 26.67% believed it should be done on demand “as-and-when required”, and 20% once weekly. So far, based on a focus group discussions none of the respondents have opted to get the daily technical support as part of the extension service, and have been satisfied to receive the service once in a fortnight.

Location of PESO

Table 4

Sl. No	Area	Frequency	Percentage
1	Block head quarter	112	93.33
2	Districts head quarter	72	60

3	At a middle area of operation	40	33.33
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The table above reveals that 93.33% of the respondents have preferred that the block headquarter should be the operational area (unit area) followed by district head quarter 60% and a middle area of the operation of village and block that may be at panchayat level 33.33%. It can be concluded that depending on the availability of technical manpower, communication facilities and the distance from the villages, the district headquarter, or block should be chosen as the area of operation.

Facilities expected from Private Extension Service Organization (PESO)

Table 5

Sl. No	Facilities	Frequency	Percentage
1	Information	56	46.66
2	Input	104	86.67
3	Farm machinery	104	86.67
4	Fisheries	24	20

The table above reveals an equal percentage of the respondents have viewed the facilities should be extended on inputs and farm machinery (86.67%). 46.66% of the respondents believe that technological information should be provided to the farmers as -and-when necessary.

CONCLUSION:

The results of the study provided a good indication regarding desirable units that PESO should have to serve the farmers.

The findings concerning Private Extension Service Organization (PESO) structure as expressed by the sample, revealed that it should be registered one. Further, it reveals that PESO should be located at block headquarter and district headquarter-Facilities expected from PESO mostly from input and farm machinery. The technical support through the extension services need to be

provided once in a fortnight. The farmers expressed a desire to have PESO facilities to provide support on input farm machinery and fisheries.

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