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Perceived effectiveness of extension advisory services among the beneficiaries of FPOs in Telangana

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Abstract

The present study was carried out during 2020-21 in the Kamareddy and Wanaparthy districts of Telangana state. The data was collected from 40 member farmers of farmer producer organisations. The outcomes of the study regarding the perceived effectiveness of the extension advisory services by FPO, showed that majority of them had received information regarding pest and diagnosis very timely with excellent quality. Higher proportion of the members agreed that the information was useful and the information given were easily understandable. Majority of the farmers (70%) had reported that the crop specific EAS provided by the extension personnel increased the satisfaction level of the farmers. The study revealed that majority of the respondents are having medium level of overall perceived effectiveness.

Keywords: Extension advisory services, perceived effectiveness, farmer producer organisations, extension personnel

Abbreviation

FPO: Farmer Producer Organisation, EAS: Extension Advisory Services

SA-Strongly Agree, A-Agree, UD-Uncecided, D-Disagree, SD-Strongly Disagree

Introduction

Perceived effectiveness of extension advisory services is a performance expectation that quantifies the amount to which farmers benefit from using the information and technology provided by the various sources of information like Farmer producer organisation based on their information needs. Member farmers of the both FPOs were receiving the services like input supply, field visits by the extension agent, credit facility, training programs, providing career guidance for their children, providing marketing channel and taking to exposure visits to enhance their knowledge. In the case of non-member farmers they will get the input supply from the store and few Pest and disease diagnosis related information. Which in the future helps the FPO to increase their membership by involving many farmers and creating awareness of the benefits in joining the FPO. Keeping these in view present study was conducted with its specific objective to find out the effectiveness of EAS as perceived by the farmers of Telangana state.

Materials and Methods

This study purposively selected 2 mandals from each district, 10 members from each mandal, a total of 40 farmer respondents. The data so collected through the interview schedule was tabulated and suitably analysed by using the relevant and appropriate statistical tools Arithmetic mean, Frequency, percentage, standard deviation.

Results and Discussion

The farmers' perspectives on all aspects of the effectiveness index were taken into account. Timeliness of information (TI), quality of information (QI), utility of information (UI), satisfaction of farmers (SF), and ease of understanding (EU) are the parameters of the effectiveness index.

a) **Timeliness of the advisory services:** It was observed from table 2 that 72.5 percent of member farmers agreed that pest and disease control information is delivered on time. 48.33 percent of farmers considered the quality of pest and disease management information to be very good. As the FPO had appointed the extension personnel exclusively to cater the advisory services to the member farmers, they receive the advisory services in time. Digital tools like WhatsApp groups and SMS services were also helped to increase the timeliness of EAS.

- b) **Quality of the advisory services:** They reported from table 3 that the pest and disease management information received by them was of excellent quality (13.33%) among members, which signifies the information was relevant and credible. As the appointed extension personnel were Agri graduates the quality was maintained in catering the services.
- c) **Utility of the advisory services:** From table 4. A higher proportion of the members (50%) agree that the information was useful for all kinds of farmers. As the beneficiaries are growing various kinds of crops the services provided were crop specific. Member farmers felt that by utilizing the information provided by the extension personnel the yield had increased, and helpful for all types of farmers irrespective of the landholding and got a better price in the market for their produce. The results obtained are conformed with Singh, M.,(2014) [3].
- d) **Ease of understanding of the advisory services:** Further, 90 percent of members agreed that the information given was easily understandable from table 5. Extension personnel is well trained to make even the illiterate farmer understand the provided advisory services in a familiar language.
- e) **Satisfaction of the advisory services:** A higher percentage of the farmers (70%) reported that the information provided by the extension advisories increase their satisfaction level of the farmers from table 6. Field visits by the extension personnel and individual contact helped in improved satisfaction level of the farmer to the provided EAS.

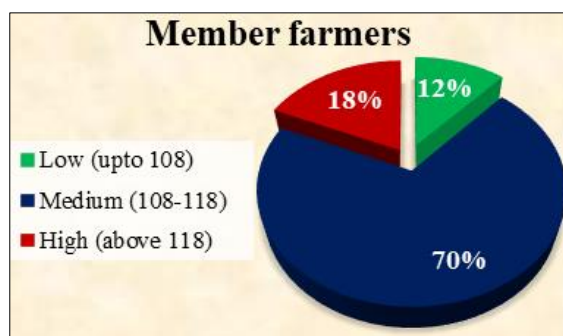


Fig 1: Distribution of respondents according to their overall perceived effectiveness

Table 1: Distribution of respondents into categories according to their overall perceived effectiveness

Sl. No	Category	Score	Frequency	Percentage
1	Low	Upto 108	5	12.00
2	Medium	108-118	28	70.00
3	High	Above 118	7	18.00

By taking into consideration of all the five components, overall perceived effectiveness of the respondents is categorised into 3 levels i.e low, medium and high based on their mean scores. It was found that majority of the member farmers (70%) were having medium level of perceived effectiveness. The results obtained were in line with Mukherjee, A. (2011) [1] and Raksha. *et al.* (2014) [2]. Their effectiveness can be improved by providing the EAS using digital tools, which is conformed With Sugahara. K (2009) [4].

Table 2: Distribution of respondents on effectiveness based on Timeliness of the advisory services

Sl. No.	Timeliness of Advisory services	Member farmers (n=40)		
		Very timely	Timely	Not at all timely
1	Agronomic information	8(20.00)	14(35.00)	18(45.00)
2	Varietal information	18(45.00)	16(40.00)	6(15.00)
3	Pest and Disease Management Information	29(72.50)	11(27.50)	0(0.00)
4	Weather-related information	2(5.00)	17(42.50)	21(52.50)
5	Post-Harvest Technology related information.	5(12.50)	13(32.50)	22(55.00)
6	Information related to soil and water conservation	8(20.00)	17(42.50)	15(37.50)
7	Marketing Information	14(35.00)	22(55.00)	4(10.00)
8	Information about Govt. schemes and policies	9(22.50)	24(60.00)	7(17.50)

Note: Figures in parenthesis indicate the percentage of the respondents to its frequency

Table 3: Distribution of member farmers on effectiveness: Quality of the advisory services

Sl. No.	Quality of Advisory services	Member farmers (n=40)				
		Excellent	Very good	Good	Moderate	Not at all good
1	Crop production	3 (7.50)	9 (23.33)	14 (36.67)	12 (30.00)	2 (5.00)
2	Weather-related information	0 (0.00)	0 (0.00)	3 (5.00)	20 (50.00)	17 (45.00)
3	Pest and disease management	6 (13.33)	19 (48.33)	13 (33.33)	2 (5.00)	0 (0.00)
4	Soil and water conservation	2 (3.33)	5 (11.67)	12 (28.33)	11 (26.67)	10 (25.00)
5	Marketing	3 (5.00)	7 (15.00)	19 (48.33)	9 (21.67)	2 (10.00)
6	Post-harvest technology	3 (5.00)	5 (13.33)	14 (35.00)	15 (36.67)	3 (7.50)
7	Information about Govt. schemes and policies	1 (1.67)	11 (28.33)	20 (50.00)	7 (18.33)	1 (1.67)

Table 4: Distribution of member farmers on effectiveness - Utility of the information

Sl. No	Utility of Advisory services	SA	A	UD	D	SD
1	Technological information provided by the FPO is highly relevant to your farming system.	19 (47.50)	21 (52.50)	0 (0.00)	0 (0.00)	0 (0.00)
2	Technological information provided by the FPO is suitable for small, marginal, and big farmers	20 (50.00)	20 (50.00)	0 (0.00)	0 (0.00)	0 (0.00)
3	Technological information provided by the FPO has increased your yield	9 (22.50)	14 (35.00)	13 (32.50)	4 (10.00)	0 (0.00)
4	Marketing information provided by the FPO has increased the price of your produce.	13 (32.50)	23 (57.50)	2 (5.00)	2 (5.00)	0 (0.00)
5	Technological information provided by the FPO reduced pest incidence	12 (30.00)	25 (62.50)	1 (2.50)	2 (5.00)	0 (0.00)
6	Technological information provided by the FPO reduced disease incidence	16 (40.00)	20 (50.00)	3 (7.50)	1 (2.50)	0 (0.00)
7	The extension staff/team does not dedicate the required amount of time to providing advisory services	0 (0.00)	0 (0.00)	0 (0.00)	19 (47.50)	21 (52.50)

Table 5: Distribution of member farmers on effectiveness: Understanding of the information

Sl. No	Ease of Understanding of Advisory services	SA	A	UD	D	SD
1	The language of the provided information is very clear and understandable	3 (7.50)	36 (90.00)	1 (2.50)	0 (0.00)	0 (0.00)
2	Technical terms used in the explanation are unable to understand	0 (0.00)	2 (5.00)	4 (10.00)	25 (62.50)	9 (22.50)
3	Calculations in the recommended dose of fertilizer application are not easily understood	0 (0.00)	4 (10.00)	2 (5.00)	19 (47.50)	15 (37.50)
4	Information about weather is easy to understand, adopt, and helps in decision making	2 (5.00)	22 (55.00)	4 (10.00)	9 (22.50)	3 (7.50)
5	Information about the market is easy to understand and adopt and helps in decision making	6 (15.00)	20 (50.00)	10 (25.00)	3 (7.50)	1 (2.50)

Table 6: Distribution of member farmers on effectiveness: Understanding of the information

Sl. No	Satisfaction of Advisory services	SA	A	UD	D	SD
1	Information/technology provided by FPO is cost-effective	14 (35.00)	23 (57.50)	3 (7.50)	0 (0.00)	0 (0.00)
2	FPO provides all the needed inputs through its supporting agencies	8 (20.00)	26 (65.00)	3 (7.50)	2 (5.00)	1 (2.50)
3	Extension advisory services are crop specific	28 (70.00)	10 (25.00)	2 (5.00)	0 (0.00)	0 (0.00)
4	Extension activist does not have enough knowledge to solve farmer's field problems	0 (0.00)	0 (0.00)	0 (0.00)	21 (52.50)	19 (47.50)
5	Services provided by the FPO help increase yield	10 (25.00)	22 (55.00)	12 (30.00)	3 (7.50)	0 (0.00)
6	Services provided by the FPO are helpful in reduction in cost	11 (27.50)	24 (60.00)	4 (10.00)	1 (2.50)	0 (0.00)
7	The extension person is not fair and shows favour to specific farmers during field inspections and providing services	0 (0.00)	1 (2.50)	0 (0.00)	18 (45.00)	22 (55.00)

Table 7: Distribution of respondents based on the mean and percentages of components of perceived effectiveness

Sl. No	Component of perceived effectiveness	Maximum Obtainable score	Mean Obtained Score	Percentage of overall effectiveness	Rank
1	Timeliness of the information	27	17.88	66.20	4
2	Quality of the information	35	19.65	56.20	5
3	Utility of information	35	29.89	85.40	2
4	Ease of understanding	25	19.15	76.60	3
5	Satisfaction of the farmers	35	30.00	85.71	1

Based on the mean and percentage scores of the components in table 7, ranks were given which depicts their importance. It can be found that among the five components selected to analyse the perceived effectiveness of EAS, satisfaction of the farmers and utility of the information plays a major role in overall perceived effectiveness.

Conclusion

The perceived effectiveness of the extension advisory services

provided by farmer producer organisations was studied in terms of timeliness, quality, utility, understanding, and satisfaction. As the two FPOs are planning to increase the membership of their organisations, they are providing the services to even non-members to make them more aware of the extension advisory services.

So, it was found that engaging an extension personnel in the farmer producer organisation was much required and helped in getting better results for the member farmers. Based on the

mean and percentages of the components it may be concluded that the overall perceived effectiveness of the extension advisory services can be improved by concentrating more on the utility of the advisory services, increased satisfaction level of the providing advisory services and making the information easily understandable by the farmers.

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