



RESEARCH ARTICLE :

Knowledge level of KVK experts about Farmers Producer Company's (FPC)

■ S. K. Deshmukh and D. N. Ingole

ARTICLE CHRONICLE :

Received :

15.02.2020;

Revised:

04.10.2020;

Accepted :

23..10.2020

KEY WORDS:

KVK experts,

Knowledge level

SUMMARY : Small and marginal farmer do not have economic strength to adopt advanced production technologies, services and marketing including processing and value addition. Through formation of FPCs farmers will have better collective strength for better access to quality input, technology, credit and better marketing access through economies of scale for better realization of income. Therefore, during lockdown period online study was under taken to measure knowledge level of KVK Subject Matter Specialist (Extension Education), KVK SMS of other disciplines, stake holders from NABARD and ATMA (MACP). Knowledge test was administered to the 65 respondent in the Google form, which has reduced influence of interviewers and ease of filling the interview schedule. A total 65 respondents were selected and a knowledge test consisting of 17 dimensions was prepared to measure their knowledge level. The study revealed that majority of the respondents had awareness regarding farmers producer company's profit sharing, followed by company registration under companies act, information about ownership and management as a share holders and priority sector for formation of farmers producer company's. It is also found that respondent had poor knowledge about processing, marketing, branding of produce by FPC, benefits of formation of FPCs, followed by implanting agencies for FPCs and financial sustainability of FPCs. Categorization of respondents based on their knowledge level indicate that majority of respondent were in high level of knowledge *i.e.* 41.53 per cent respondent have high level of knowledge followed by 32.30 per cent in medium level while 26.15 per cent low level of knowledge category. In order to enhance farmers income and empowers small and marginal farmers promotions of farmers producer company has intervention for agril. entrepreneurship development.

How to cite this article : Deshmukh, S.K. and Ingole, D.N. (2020). Knowledge level of KVK experts about Farmers Producer Company's (FPC). *Agric. Update*, 15(4): 401-406; DOI : 10.15740/HAS/AU/15.4/401-406. Copyright@ 2020: Hind Agri-Horticultural Society.

Author for correspondence :

S.K. Deshmukh

Extension Education

Krishi Vigyan Kendra,

Karda, Washim (M.S.)

India

Email : sms.skdeshmukh@gmail.com

See end of the article for authors' affiliations