

Management of extension organizations

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ABSTRACT

The Ajinkyatara Farmer's Co-operative Society assists the growers in minimizing risk and optimizing results with various options and through cultivation support. Mission of the society is to provide a platform and to give direction to the growers to enhance the performance and to improve the market position of the cut flowers and greens industry through promotion. This society was established in 2001 on co-operative basis for the common welfare of the members with the motto each for all and all for each. The infrastructural facilities created by the society to the respondent members were marketing facilities, consumer's store, Krishi Seva Kendra, transport facilities, communication facilities, etc. The maximum (58.58 per cent) of the respondent members have sold their produce in the out of state market. The society provided training facilities to the respondent members twice in a year for the period of 3 days. The trainings related to production, packaging and marketing of flowers, fruits and vegetables and material for greenhouse technology. Nearly half (49.79 per cent) of the respondent members had attended only one training organized by the co-operative. The society marketed fruits, flowers and vegetables produced by the all members (100.00 per cent) in local market, metropolitan markets and international market, also maintained proper records of the rates of agricultural commodities and informed to all (100.00 per cent) members time to time. The society also provided necessary tools and equipments to 72.33 per cent respondent members and packaging material and boxes to 100.00 per cent respondent members from own consumer store. Also supplied fertilizers, insecticides, pesticides, hormones etc. to 81.17 per cent of the respondent members on reasonable rate. The society provided transport facilities to 92.05 per cent and communication facilities to 100.00 per cent of the respondent members. The major difficulties faced by the society were fluctuation of market rates, lack of necessary infrastructural facilities such as cold storage and pre-cooling unit facilities and inadequate capital with the society.

Key words : Management, Extension organizations, Co-operative marketing

Co-operative is an autonomous association of persons united voluntarily to meet their common economic, social and cultural needs and aspirations through a jointly owned and democratically controlled enterprise. Floriculture is a rapidly growing industry in India. Floriculture has become an important agri-business. It is contributing to the nation's economy and development. It is also providing employment opportunities in sub-urban and rural areas.

The Satara district of southwest Maharashtra is a leading district as regards flower and vegetable cultivation under protected conditions. The total area of about 64 ha is solely under protected floriculture crops in the district. The total production of flowers from Satara district was 35 tons with an average yield of 0.547 tons/ha. Along with flower, crop like capsicum are also cultivated under protected conditions by the cultivators. These farmers

also experience a number of constraints regarding the management of flowers and vegetables under protected conditions. Marketing of the produce of these crops is depending on the availability of the market and the market rates. Sometimes due to these dimensions the results is un-remunerative to the farmers. This cause a need of co-operative organization of such farmers those are cultivating flowers, vegetables and fruits crop under protected conditions. This can maintain a spirit of service as the profit-earning motive on the real basis of co-operative organization, with a view to protect the members from the intermediaries and to improve the economic status of its members. Co-operatives should, however, run efficiently and earn due profits in its transactions which are primarily meant to strengthen the financial position of the society with a view to render better and cheaper service to its members. The Ajinkyatara Co-operative Society has a unique activity in green house and polyhouses at various Hi-Tech farms to train the farmers in ultra modern agricultural techniques and equipment not only in horticulture but also in overall activities. It is a marketing society established on a co-operative basis in the year 2001 vide registration No. SAT/SAT/AGR/0/303/2001-2002/28-09-01 under the Co-operative Act,

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