

**RESEARCH ARTICLE :**

Training need of agricultural input dealers for transfer of technology

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SUMMARY : The present study on training need of agricultural input dealers for transfer of technology was conducted in the year 2013–14 in Amravati district. For this study 80 dealers were purposively selected from five tahsils of district with the help of proportionate sampling method. The data were collected with the help of structured interview schedule. Personal interview technique was used for data collection. It was observed that majority of the agricultural input dealers were ‘middle’ age, with ‘medium’ experience in fertilizer dealing, information seeking behaviour, risk orientation, economic motivation and cosmopolitaness. Majority of the respondents were ‘graduate’ and all had ‘input dealing’ as their major occupation and ‘medium’ annual income. All of the agricultural input dealers had “not received” training on various aspects related to fertilizers, seeds, insecticides, pesticides and implements. Majority of the agricultural input dealers had supplied ‘chemical fertilizers’, ‘seeds’ and ‘pesticides’. Most (61.25 %) of the respondents had ‘fair’ advisory service. Majority (100.00 %) of the agricultural input dealers provided the information about different improved varieties of crops, fertilizers and their doses, time and method of application, control of pest and disease of crops and improved methods of irrigation, soil testing, improved technology etc. In respect of training needs, agricultural input dealers had expressed ‘high’ training needs on ‘micro nutrient fertilizers’ followed by ‘integrated nutrient management’, ‘improved varieties and hybrids of different crops’, ‘types of improved sprayers and dusters’, ‘information communication technology’, ‘efficient use of information technology’, ‘business management’ and ‘government rules and regulation’. ‘Economical problem’, ‘availability of labours’, ‘lack of organization of dealers’, ‘late for getting rupees from farmers’, were the major constraints faced by them.

KEY WORDS :

Training need,
Agricultural input
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BACKGROUND AND OBJECTIVES

Several factors have played a role in the transfer of agricultural technology in the country. The most of the agriculture input dealers are related to transfer of agriculture technology. Agriculture inputs dealers may this

way perform the function of the “change agent”. Agriculture input dealers are also playing an important role in increasing agricultural production in the country. The main aim of agriculture input dealers was thus, to provide expert services, advice to farmers and supply of inputs to agriculture according to

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local needs *i.e.*, quality seeds, fertilizers, pesticides, engineering material and provide the employment to the people.

The marketing of agro-chemicals, fertilizers, pesticides, and input material does not only help the dealers to increase profitability but also facilitate to get it under one roof. These 'agriculture input dealers' played a vital role in transfer of farm production technology. So studies have shown that there are number of economic, social and socio-psychological factors which influence adoption. Thus, it is necessary to study how the agricultural input dealers affect the farmers view and adoption behaviour.

To make it happen, we will have to lay far more emphasis on training not only to farmers, but also to agriculture input dealers, concerned with the transfer of farm technology". The training has to be systematic and a regular event, on a normative basis for all concerned, to keep everybody up to date and equipped far a leap forward on the agricultural front. Therefore, if he is trained and sincere in his dealings with the farmers, he could definitely prove to be a valuable resource to contribute towards the goal of last mile delivery in the field of agriculture. Therefore, proper training of agriculture input dealers on a normative basis could go long way in transforming the Indian agriculture from subsistence to business activity.

The specific objectives have been undertaken as follows :

- To study the personal and socio-economic characteristics of agricultural input dealers.
- To know the nature and extent of agricultural Input supplied by the agricultural input dealers.
- To study the type of advice given by the agricultural input dealers.
- To know the training needs of agricultural input dealers.
- To study the constraints experienced in running the agricultural inputs centers.

RESOURCES AND METHODS

Amravati district from Vidarbha region was selected purposively, as the number of agriculture input dealers in these districts was comparatively more than those of other districts in the respective region. The Amravati district consists fourteen tahsils, five tahsil were selected namely, Amravati, Daryapur, Achalpur, Nandgaon (Kh),

Dhamangaon Rly. These five tahsils were selected on the basis of maximum numbers of agricultural input dealers as compared to other tahsils. For study purpose, the proprietor of agricultural input dealers was selected as respondents by random sampling. Respondents were selected which provides all services like fertilizers, pesticides, seeds, engineering material and animal health care. For this study, 80 agriculture input dealers were drawn from selected tahsils of district with help randomization.

The interview schedule was constructed by formulating relevant questions in accordance with objectives of the study. The schedule included questions pertaining to age, education, major occupation, annual income, experience, information seeking behaviour, cosmopolitaness, economic motivation, risk orientation, training received, nature and extent supplied by dealers, advisory services given by dealers, training need and constraints faced by agricultural input dealers.

The information from the respondent was collected by personal interview methods and their responses were considered for the purpose of present study. Mean, S.D., percentage and frequency were used for analysis of the data.

OBSERVATIONS AND ANALYSIS

The findings of the present study as well as relevant discussion have been summarized under the following heads :

Personal and socio-economic characteristics of agricultural input dealers :

It was observed that 73.75 per cent of the respondents belonged to 'middle' age group. The average age of the respondents was 40. More than half (58.75 %) of the respondents were 'graduate'. The average education score of the respondents was 14th standard. All (100.00 %) of the respondents had 'dealership' as their major occupation. More than Two-third (70.00 %) of the respondents had 'medium' annual income. The average annual income of the respondents was Rs. 4,58,125/-. Majority (71.25 %) of the respondents had 'medium' experience in agriculture input dealing. The average experience in fertilizer dealing of the respondents was '10 years'. Two-third (67.50 %) of the respondents had 'medium' level of information seeking behaviour. The average score of information seeking behaviour of the

respondents was 19.70. Two-third (67.50 %) of the respondents had 'medium' level of cosmopolitaness. The average score of cosmopolitaness of the respondents was

16.37. More than three-fifth (60.00 %) of the respondents had 'medium' risk orientation. The average score of the respondents was 13.20. The 45.00 per cent of the

Table 1 : Nature and extent of input supplied by agriculture input dealers with respect to fertilizers, seeds, insecticides and implements (n=80)

Sr. No.	Nature of input supplied	Respondents		Extent of input supplied
		Frequency	Percentage	
Chemical fertilizer and organic fertilizer				Av. quantity (q)
1.	Nitrogenous fertilizers	80	100.00	25.32
2.	Phosphate fertilizers	76	95.00	14.12
3.	Potassic fertilizers	69	86.25	6.82
4.	Soluble fertilizer	74	92.50	02.35
5.	Azotobacter bio-fertilizer	41	51.25	0.0082
6.	Other	24	30.00	03.83
Average				52.44
Seeds				Av. quantity (kg)
1.	Certified seeds	80	100.00	207.60
2.	Hybrid seeds	80	100.00	19.52
3.	Local seeds	19	23.75	03.13
Average				230.25
Pesticides				Av. quantity (l/kg)
1.	Insecticides	80	100.00	154.78
2.	Acericides	64	80.00	02.43
3.	Nematicides	71	88.75	03.90
4.	Rodenticides	32	40.00	00.15 (kg)
5.	Mollucides	50	62.50	04.72
6.	Fungicides	80	100.00	52.60 (kg)
7.	Herbicides	80	100.00	81.28
8.	Other	28	35.00	04.14
Average				304.00
Agricultural machinery and implements				Av. quantity (No.)
1.	Sprayers	16	20	00.37
2.	Dusters	-	-	-
3.	Iron plough	-	-	-
4.	Electric motor	12	15.00	00.78
5.	Diesel oil pump	6	7.50	00.12
6.	Drip irrigation set	19	23.75	01.60
Average				02.87

Table 2 : Distribution of the respondents according to their advisory services (n=80)

Sr. No.	Advisory service	Respondents	
		Frequency	Percentage
1.	Poor	13	16.25
2.	Fair	49	61.25
3.	Good	18	22.50
Total		80	100.00

Table 3 : Distribution of the respondents according to their level of training need (n=80)

Sr. No.	Training need	Respondents	
		Frequency	Percentage
1.	Less	14	17.50
2.	Medium	51	63.75
3.	More	15	18.75
Total		80	100.00

respondents had 'medium' economic motivation. The average economic motivation score in respect of respondents was 15.98. All (100.00 %) of the respondents had 'not received' training on various aspects related to fertilizers, seeds, insecticides, pesticides, implements and their use.

Types of advice given by the agricultural input dealers:

It is seen from Table 2 that majority (61.25 %) of the respondents from region had 'fair' advisory service about their role in transfer of farm technology while 22.50 per cent of the respondents had 'good' advisory service about their role in transfer of farm technology. Further 16.25 per cent of the respondents had 'poor' advisory service about their role in transfer of farm technology. The average advisory service score of the respondents was 23.93.

Training needs of the agricultural input dealers :

It revealed from Table 3 that majority (63.75 %) of the respondents had 'medium' training need on various aspects of fertilizer, seed, pesticides, machinery and implements, animal feed and chemicals and their use while 18.75 per cent of the respondents had 'more' training need. Followed by 17.50 per cent of the respondents had 'low' training need. The average training need score of respondents was 22.74.

Constraints experienced in running the agricultural inputs centers :

It is observed from the investigation that majority (91.25 %) of the agricultural input dealers had faced the problem of 'availability of labour', followed by 'economic problem (88.75%) 'delay in effecting payment by farmers towards the purchase' (78.75%), 'transportation' (65.00 %), competition with other agricultural dealer (48.75), availability of agricultural input and supplying of input (38.75 %) and considerable number of the dealers faced the constraints namely 'communication and discussion', 'management', 'technical guidance' and 'place of dealing centre'.

Conclusion :

These findings revealed that, majority of the agricultural input dealers were 'middle' age, with 'medium' experience in fertilizer dealing, information

seeking behavior, risk orientation, economic motivation and cosmopolitaness. Majority of the respondents were 'graduate' and all had 'input dealing' as their major occupation and 'medium' annual income. All of the agricultural input dealers had "not received" training on various aspects related to fertilizers, seeds, insecticides, pesticides and implements. Majority of the agricultural input dealers had supplied supply 'chemical fertilizers', 'seeds' and 'pesticides'. Most (61.25 %) of the respondents had 'fair' advisory service. Majority (100.00 %) of the agricultural input dealers provided the information about different improved varieties of crops, fertilizers and their doses, time and method of application, control of pest and disease of crops and improved methods of irrigation, soil testing, improved technology etc. In respect of training needs, agricultural input dealers had expressed 'high' training needs on 'micro nutrient fertilizers' followed by 'integrated nutrient management', 'improved varieties and hybrids of different crops', 'types of improved sprayers and dusters', 'information communication technology', 'efficient use of information technology', 'business management' and 'government rules and regulation'. 'Economical problem', 'availability of labours', 'lack of organization of dealers', 'late for getting rupees from farmers', were the major constraints faced by them.

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