

**RESEARCH ARTICLE :**

Training needs of agro service centre owners and their constraints

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SUMMARY : 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 local needs *i.e.* quality seeds, fertilizers, pesticides, engineering material and provide the employment to the people indeed an input dealer forms an important bridge between the farmers and the agriculture developmental agencies and is often regarded by the farmers as a “Friend, Philosopher and Guide” and is truly a change agent. Study is designed with specific Objectives: To know the training needs of owners of agro service centre and to study the constraints faced by owners of agro service centre. The study was conducted in Ahmednagar district of the western Maharashtra region, as maximum number of agro service centre owners of agro service centres in this district. Rahuri, Rahata, Shirampur, Ahmednagar, Sangamner and Kopargaon tahsils selected for study, results are majority of owners (73.33%) had medium level of training need. On the other hand 20 per cent had more level of training need and majority of respondents faced constraints mostly related to overdue from farmers followed by lack of technical assistance, competition with other owners and lack of finance.

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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 local needs *i.e.* quality seeds, fertilizers, pesticides, engineering material and provide the employment to the people indeed an input dealer forms an important bridge between the farmers and the agriculture developmental agencies and is often regarded by the farmers as a “Friend, Philosopher and Guide” and is

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truly a change agent. 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 study would help to give the guidance to the proprietor of agro service centres on above aspects and information about these problems with solution on it mean that is helpful to increase the agricultural production and ultimately agricultural development. This study is designed with specific Objectives: To know the training needs of owners of agro service centre and to study the constraints faced by owners of agro service centre.

RESOURCES AND METHODS

The study was conducted in Ahmednagar district of the western Maharashtra region, as maximum number of agro service centre owners of agro service centres in this district. Rahuri, Rahata, Shrirampur, Ahmednagar, Sangamner and Kopargaon tahsils selected for study, it has maximum number of agro service centres. A list of owners in the tahsils of Ahmednagar district was obtained from Agricultural Development Officer, Zilla Parishad, Ahmednagar district. From each tahasil twenty agro

service centre were selected for the present study as a respondents The owners were selected who provides all services like fertilizers, pesticides, seeds, etc. Having more than five year experience. In all total 120 ASC owners were selected.

OBSERVATIONS AND ANALYSIS

Data in Table 1 revealed that majority of owners (73.33%) had medium level of training need. On the other hand 20 per cent had more level of training need and 6.66 per cent respondent had less training need. In other word, majority of the owners need training in related areas of business transaction.

In the present study, Table 2 revealed that majority of respondents faced constraints related to overdue from farmers (70.83%) which give ranked first followed by lack of technical assistance (69.16%) with rank second, competition with other owners (68.33%), lack of finance (65.83%), lack of technical guidance (55.83%). As present study also reported that respondent had possessed constraints about irregular supply of inputs by the companies (54.16%) followed by renewal of licence (31.66%), lack of organization of owners, delay in the repayment of returned goods by the company and last proper place or location of dealing centre. Therefore, it is observed that majority of respondents faced constraints

Table 1 : Distribution of the agro service centre owners by their level of training

Sr. No.	Category	Frequency (n=120)	Percentage
1.	Less (upto 19 score)	8	06.66
2.	Medium (20 to 31 score)	88	73.34
3.	More (32 score and above)	24	20.00
	Total	120	100.00

Table 2 : Distribution of respondents according to their constraints faced by them

Sr. No.	Types of constraint	Frequency	Percentage	Rank
1.	Overdue from famers	85	70.83	I
2.	Competition with other owners	82	68.33	III
3.	Lack of finance	79	65.83	IV
4.	Lack of technical guidance	67	55.83	V
5.	Lack of technical assistance	83	69.16	II
6.	Irregular supply of inputs by the companies	65	54.16	VI
7.	Renewal of licence	38	31.66	VII
8.	Lack of organization of owners	31	25.83	VIII
9.	Delay in the repayment of returned goods by the company	27	22.50	IX
10.	Proper place or location of dealing centre	16	13.33	X

mostly related to overdue from farmers followed by lack of technical assistance, competition with other owners and lack of finance. Similar work related to the present investigation was also carried out by Fuke (2011); Gajbhiye (2007); Kalmakar (2013) and Patil *et al.* (2010) and the results found were more or less similar to the present investigation.

Conclusion:

Study insinuate most of agro service centre owners did not received any training and they opined that training in areas of ideal seed storage micro nutrient, storage pest are most needed. Majority of the respondent opined that overdue from framers (70.83%), lack of technical labours (69.16%) and competition with other owners (68.33%) was the major consistent.

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