



Research Article

## Expected beneficial areas of private extension services in Agriculture and Horticulture as perceived beneficial by the farmers

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**SUMMARY :** Present study was conducted to know beneficial areas of private sector and for that 120 farmers of Anand district were selected. Result shows that 40.00 per cent of respondent was benefited by free services in selection of variety or crop while 13.33 per cent of farmers was benefited with paid extension services in supply of seeds / planting material.

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### BACKGROUND AND OBJECTIVES

The average rate of output growth for food grains since the 1950s has been more than 2.5 per cent per year, a vast country like India cannot afford to ignore ever increasing role of private extension services carried out by many individuals and agencies. Achievement of self reliance in food grains is the greatest success of agricultural extension with the solid support of research system. Today the challenge is not the same, the long term process of shifting from a resource-based to a technology-based system of agriculture underlies the demand and supply of agricultural information. This transition has subsequently placed greater responsibilities on the agricultural extension sector which can be fulfilled by support of private extension services. Research related to such area helps policy makers to understand farmers needs and might be helpful to improve private extension services (Anonymous, 2009). So understanding need research on expected beneficial areas of private extension services in agriculture and horticulture as perceived beneficial by the farmers was carried out with objectives to Identify the areas of private extension services perceived beneficial by the farmers

### RESOURCES AND METHODS

The present study was carried out in Anand district of Gujarat state. First two talukas namely Anand and Borsad having maximum total number of small, marginal and large farmers were selected by using proportionate random sampling method. Thereafter, ten villages having maximum total number of small, medium and large farmers were selected from each taluka. In all, 120 farmers were selected to serve as the respondents.

In case of agriculture / horticulture pre-sowing, management / aftercare operations, harvesting and other services were covered. The responses were recorded, in advisory services and in input supply services in to two groups responses were recorded such as free and paid services. The responses were ranked on the basis of number and percentage of respondents.

### OBSERVATIONS AND ANALYSIS

It is evident from the data presented in Table 1, that exactly two-fifth (40 %) of the respondents preferred free advisory services in area of selection of variety or crop. The probable reason behind this might be selection of variety is an important attribute for better crop production, therefore, farmers have more willingness for such

**Table 1 : Distribution of respondents according to the areas of private extension advisory services felt beneficial to the farmers (n=120)**

Sr. No.	Areas of private extension advisory services	Types of advisory services	
		Free	Paid
A	Agriculture / Horticulture		
<b>Pre-sowing</b>			
1.	Selection of variety or crop	48 (40.00%)	12 (10.00 %)
2.	Sowing method or transplanting	42 (35.00%)	11 (09.16%)
3.	Selection of chemicals for seed treatment	11 (09.16%)	19 (15.83 %)
<b>Management / Aftercare operations:</b>			
1.	Selection of agril. equipments	12 (10.00%)	17 (14.16%)
<b>Harvesting</b>			
1.	Storage bins / Value addition	--	12 (10.00 %)
2.	Transportation facilities	17 (14.16%)	29 (24.16%)
3.	Market related information	47 (39.16%)	--
<b>Others services</b>			
1.	Farm literature	52 (43.33%)	--
2.	Demonstration of new technologies	43 (35.83%)	--
3.	Advisory services	43 (35.83%)	--

services.

With regard to management or after care operations a meager number (10.00 %) of respondents preferred free advisory services for selection of agril. equipments. Reason behind such finding might be that farmers felt importance of modern equipment in their day-to-day farming activity.

It was observed that slightly less than two-fifth (39.16 %) of respondents preferred free advisory services in the areas of market related information. It may be due to the reason that farmers are aware of the importance of market to avail more economic profit from his produce.

So far as the other services are concerned provision of farm literature by was preferred (43.33 %) as free advisory

services. It was observed that farmers were more educated and that is why they realized the importance of farm literature which can be stored and used as and when required.

Farmers are well aware that some of the advisory services can be provided free but sometimes material may be costly so private extension services providers can't make it available as free for farmers. However, such aspects are important in crop production so farmers were ready to pay for advisory services.

In case of pre sowing in agriculture and horticulture field farmers were ready to make payment for advisory services in the areas of chemicals for seed treatment (15.83 %). Probable reason behind this might be that farmers know that proper plant stand can be achieved only through healthy and disease

**Table 2 : Distribution of respondents according to the areas of private extension input services felt beneficial to the farmers (n=120)**

Sr. No.	Areas of private extension input service	Types of input services	
		Free	Paid
	Agriculture / Horticulture		
<b>Pre-sowing</b>			
1.	Supply of seeds / Planting material	32 (26.66%)	16 (13.33%)
2.	Supply of chemicals for seed treatment	21 (17.50%)	27 (22.50%)
<b>Management / Aftercare operations</b>			
1.	Supply of fertilizers / Bio-fertilizers	29 (24.16%)	21 (17.50%)
2.	Supply of insecticide /Pesticides	40 (33.33%)	12 (10.00%)
3.	Supply of weedicides	12 (10.00%)	40 (33.33%)
4.	Supply of agril. equipments	07 (05.83%)	27 (22.50%)
<b>Harvesting</b>			
1.	Supply of storage bins / Value addition	25 (20.83%)	45 (37.50%)
2.	Transportation facilities	08 (06.66%)	31 (25.83%)
3.	Market related information inputs	--	21 (17.50%)
<b>Others services</b>			
1.	Supply of micro nutrients	23 (19.16%)	--
2.	Inputs related to tissue culture technique	--	04 (03.33%)

free seeds and planting material. It can be observed from Table 1 that in the areas of management or after care operations farmers felt that paid advisory services for agril. equipment (14.16 %) is an important area of private extension services.

While 24.16 per cent of respondents felt that transportation was an important area of private extension services after harvesting their crop. Probable reason behind this might be that many horticultural produce are highly perishable in nature so farmers were ready to make payment for such advisory services.

It is evident from the data presented in Table 2 that 26.66 per cent of the respondent's preferred free input services in areas of supply of seeds / planting material. Probable reason behind this might be that farmers specially cultivating horticultural crops aware about the importance of healthy planting material and they have faith for private suppliers regarding supply of seeds or planting material.

With regard to management / after care operations 33.33 per cent of respondents preferred free input services for supply of pesticide or insecticide. Reason behind such finding might be that farmers have knowledge regarding loss in economic yield from pest or insects in their field. While slightly more than one-fifth (20.83 %) of the respondents preferred free input services in the areas of supply of storage bins / value addition. It may be due to the reason that farmers are well-aware the importance of value addition practices to avail more economic profit from his produce. So far as the other services were concerned 19.16 per cent of the farmers preferred supply of micro nutrients for higher production.

Among paid input supply in agriculture and horticulture fields, 22.50 per cent of farmers felt that supply of chemicals for seed treatment is important area of private extension input services. Farmers had sufficient knowledge to produce healthy planting material, healthy and disease free seeds that are primary requirements. Hence, for that kind of services they were ready to make payment.

It can be observed from Table 2 that in the areas of management / after care operations 33.33 per cent of the farmers felt that paid supply for weedicide is an important area of private extension services. It was followed by supply of agril. equipments (22.50 %), supply of fertilizers / bio-fertilizers (17.50 %) and supply of insecticide / pesticides (10.00 %). While slightly less than two-fifth (37.50 %) of respondents preferred paid input services in areas of supply of storage bins / value

addition. So far as the other services were concerned, inputs related to tissue culture (03.33 %) were felt beneficial by the farmers.

### Conclusion:

As farmers were aware of new technologies and lack of public extension services they proffered private extension services under following areas: In case of free advisory services in agriculture / horticulture field farmers preferred the areas of pre-sowing (selection of variety or crop), management / after-care operations (selection of agril. equipments), harvesting (market related information) and other services (farm literature). Whereas, in case of paid advisory services in agriculture and horticulture field farmers were ready to make payment for following services pre-sowing (selection of chemicals for seed treatment), management / after care operations (selection of agril. equipments) and harvesting (transportation facilities).

So far as areas of private extension input services in the areas of agriculture / horticulture are concerned, farmers preferred free input services for: pre-sowing (supply of seeds / planting material), management / after care (supply of insecticide / pesticides), after harvesting (supply of storage bins / value addition) and other services (supply of micro nutrients). In case of paid input services in agriculture / horticulture field farmers preferred the areas of pre-sowing (supply of seeds or planting material), management / after care operations (supply of weedicide), harvesting (supply of storage bins / value addition) and other services (inputs related to tissue culture technique).

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