

## **Study the extension strategies to overcome from the constrains faced by the farmers in agriculture in southern region of Gujarat state**

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### **ABSTRACT**

The study was conducted among the Agro-Service Providers and Beneficiaries of Navsari district in Gujarat state. Ex-post Facto research design was used and by using the proportionate random sampling technique 200 beneficiaries' respondents and 100 agro-service providers were obtained for the present study. The proposed strategy was divided into five columns, covering the aspects like major constraints and suggestion from agro-service providers and beneficiaries, technical options from the experts, proposed strategy based on triangulation method with its executing agency. The constraint including the insufficient loan facility, In short supply of inputs in crucial time, insufficient market facility, Lack of need based technical knowledge, Small land holding of farmers, Non availability of quality seeds, High cost of inputs, Divesification in agriculture, Incompetent private agency, Inadequate extension support Negative attitude of farmers And their suggestion from agro service providers such as One window system for availing loans, Government should setup a system which provide on farm services, Demonstration/ seminar should be organized at block level, Need based technical knowledge should provide through university and Appropriate cropping pattern must be followed in region.

**Key Words :** Agro service providers, Strategies, Constrains

### **INTRODUCTION**

The Ministry of Agriculture and Co-operation has been lunching various situational as well as need based location specific agriculture development programmes for the enhancement of adhere population in India. The State level Line Departments are also have an eagle-eyed look and well planned network for development of agriculture. However, human resources engaged in transfer of technology are now found insufficient due to budgetary restrictions, area under his jurisdiction, inadequate advance knowledge etc., hence, several agricultural

**How to cite this Article:** : Salunkhe, Sumit Rajendra (2016). Study the extension strategies to overcome from the constrains faced by the farmers in agriculture in southern region of Gujarat state. *Internat. J. Appl. Soc. Sci.*, **3** (5 & 6) : 181-185.

oriented agencies have shown their presence in numerous ways.

During seventh five year plan, the government considered the presence of private service providers and its role in agriculture as another contributor. The agro-service provider is one who delivers various inputs to the farmers, at his place, at right time, in sufficient quantity with affordable prices and in required quality. When the farmers perceive any field problem, they normally approach to near by agro-service providers. The extension personnel at different level are helping the farmers with information and with their statutory limitation and this often compel to the farmers to consult private service. It was observed from the primary and secondary sources that the private service providers are playing a major role indirectly in rural areas. Keeping this view in mind, the present study was conducted on 'A study on agro-service providers and beneficiaries of Navsari district of Gujarat state'

Keeping in view of this importance, the present study was undertaken with following specific objectives

To develop the suitable extension strategy in context of present study for the beneficiaries.

## METHODOLOGY

The present investigation was purposely conducted in all five talukas viz; Chikhli, Gandevi, Jalalpore, Navsari and Vansda of Navsari district. An ex-post facto research design was adopted to conduct the study. A proportionate random sampling method was used to obtain the ASPs from respective talukas. As a result, 32 of Chikhli from 151, 10 of Gandevi from 47, 8 of Jalalpore from 42, 32 of Navsari from 151 and 18 of Vansda from 83 ASPs were obtained. In all, 100 ASPs were obtained for the present study. According to the proportionate numbers of each taluka, a simple random sampling method was used to get the name of ASPs. These were approached personally and name of five villages as well as farmers who came to purchase critical inputs for their agriculture during last six months. Once again, the list of suggested villages and farmers was prepared and from it one village and two farmers selected randomly. Thus, the sample for the study composed of total 200 beneficiary respondents. Eighteen independent and three dependent variables were identified for the study.

## RESULTS AND DISCUSSION

### **Extension strategy in context of the present study for the beneficiaries:**

The constraint may vary from person to person and place to place. Before evolving and imposing any strategy to intended users or in study area, it is necessary to obtain experience based suggestions from the respondents along with the technical option from the competent experts.

Considering this as a limiting factor for individual development, the extension educationists have suggested to use of Situation Based Extension Approach (SBEA) to overcome the constraints in effective way. Agro-service providers and beneficiaries were also consulted after acquiring the constraints and probable solution to overcome the same. These were compiled separately on the basis of opinion of technical experts and by considering the suggestions obtained from the agro-service providers and beneficiaries as well as from the

<b>Table 1 : Proposed extension strategy to overcome the constraints</b>					
Sr.	Constraints	Suggestion from Agro-service providers and beneficiaries	Options of Experts	Proposed strategy based on triangulation	Who will execute
1	2	3	4	5	6
1.	Insufficient loan facility	<ul style="list-style-type: none"> <li>Chain of co-operatives/RRBs should be established</li> <li>One window system for availing loans</li> </ul>	<ul style="list-style-type: none"> <li>Awareness campaign through banks</li> </ul>	<ul style="list-style-type: none"> <li>RRBs./Co-operative should show their presence through their activities</li> </ul>	<ul style="list-style-type: none"> <li>RRBs./Co-operative</li> </ul>
2.	In short supply of inputs in crucial time	<ul style="list-style-type: none"> <li>Agency should be fixed for different critical inputs</li> </ul>	<ul style="list-style-type: none"> <li>Awareness campaign through government</li> </ul>	<ul style="list-style-type: none"> <li>Public Private partnership should be encouraged</li> </ul>	<ul style="list-style-type: none"> <li>Line departments</li> </ul>
3.	Insufficient market facility	<ul style="list-style-type: none"> <li>Government should setup a system which provide on farm services</li> </ul>	<ul style="list-style-type: none"> <li>Establish service co-operatives</li> </ul>	<ul style="list-style-type: none"> <li>Public Private partnership should be encouraged</li> </ul>	<ul style="list-style-type: none"> <li>Line departments</li> <li>Co-operatives</li> </ul>
4.	Lack of need based technical knowledge	<ul style="list-style-type: none"> <li>Demonstration/ seminar should be organised at block level</li> <li>Integrated training programme should be organised at regular interval</li> </ul>	<ul style="list-style-type: none"> <li>Farmers co-operative should organize visits to research centers of university</li> </ul>	<ul style="list-style-type: none"> <li>Technical seminar, workshop and training programme should be organized through Agricultural University</li> </ul>	<ul style="list-style-type: none"> <li>Agricultural University</li> <li>Co-operatives</li> <li>Line departments</li> </ul>
5.	Small land holding of farmers	<ul style="list-style-type: none"> <li>Chain of co-operatives/ RRBs should be established</li> <li>Agency should be fixed for different critical inputs</li> </ul>	<ul style="list-style-type: none"> <li>Suggest appropriate cropping system</li> </ul>	<ul style="list-style-type: none"> <li>Technical seminar, workshop and training programme should be organized through Agricultural University</li> </ul>	<ul style="list-style-type: none"> <li>Agricultural University</li> <li>Co-operatives</li> <li>Line departments</li> </ul>
6.	Non availability of quality seeds	<ul style="list-style-type: none"> <li>Government should setup a system which provide on farm services</li> </ul>	<ul style="list-style-type: none"> <li>Awareness campaign through government</li> </ul>	<ul style="list-style-type: none"> <li>Farmer's co-operative, Agril. University and Govt. should establish seed units at block level</li> </ul>	<ul style="list-style-type: none"> <li>Agricultural University</li> <li>Co-operatives</li> <li>Line departments</li> </ul>
7.	High cost of inputs	<ul style="list-style-type: none"> <li>Price should be fixed for different fertilizers, pesticides by government</li> </ul>	<ul style="list-style-type: none"> <li>Awareness campaign through banks and Govt.</li> </ul>	<ul style="list-style-type: none"> <li>Monitory support through Co-operatives and Govt. should provide the subsidy to Co-op society</li> </ul>	<ul style="list-style-type: none"> <li>Agricultural University</li> <li>Co-operatives</li> <li>Line departments</li> </ul>

Contd.....1

Table 1 contd.....

8.	Diversification in agriculture	<ul style="list-style-type: none"> <li>• Appropriate cropping pattern must be followed in region</li> </ul>	<ul style="list-style-type: none"> <li>• Suggest appropriate cropping system for area</li> </ul>	<ul style="list-style-type: none"> <li>• Regular short term training to concern enterprise should be organized</li> </ul>	<ul style="list-style-type: none"> <li>• Agricultural University</li> <li>• Line departments</li> </ul>
9.	Incompetent private agency	<ul style="list-style-type: none"> <li>• Need based technical knowledge should provide through university</li> </ul>	<ul style="list-style-type: none"> <li>• Registration of concern agencies should be reviewed at certain interval</li> </ul>	<ul style="list-style-type: none"> <li>• Regular short term training to concern enterprise should be organized</li> </ul>	<ul style="list-style-type: none"> <li>• Agricultural University</li> <li>• Private service providers</li> <li>• Line departments</li> </ul>
10.	Inadequate extension support	<ul style="list-style-type: none"> <li>• Government should setup a system which provide on farm services</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness campaign through government by organizing Krushi Mela</li> </ul>	<ul style="list-style-type: none"> <li>• Agricultural exhibition technical seminar, workshop and training should be organized at certain interval</li> </ul>	<ul style="list-style-type: none"> <li>• Agricultural University</li> <li>• Line departments</li> </ul>
11.	Negative attitude of farmers	<ul style="list-style-type: none"> <li>• One window system for availing necessary inputs and information</li> </ul>	<ul style="list-style-type: none"> <li>• Campaign to make aware about schemes, projects and programmes by the government</li> </ul>	<ul style="list-style-type: none"> <li>• Organize Krushi Mahotsav in each season of the year</li> </ul>	<ul style="list-style-type: none"> <li>• Agricultural University + Line departments + Private service providers</li> </ul>

experts, a situation based extension strategies was worked out by using triangulation method of participatory approach. The proposed strategy was divided into five columns, covering the aspects like major constraints and suggestion from agro-service providers and beneficiaries, technical options from the experts, proposed strategy based on triangulation method with its executing agency.

### Conclusion:

From the finding of the study, it can be concluded that the government should come forward to create mutual understanding between co-operative societies and private service providers and by joint venture they may bring desirable results in this direction to provide the reliable inputs and information. Government should provide special loan exclusively for agro service providers for better investment in their business and for up gradation of their selling performance. Although there are few provisions exist for loans from different nationalized banks, the complicated procedures always act adversely. So, one window system for availing loans should be executed. The Line department, SAUs and Regional Rural Banks should make alliance and conduct farming programmes, seminars, work-shops etc; so that farmers and agro service providers become aware with advance knowledge of respective fields.

The findings are in line with those reported by Langevar *et al.* (2000), Jana (2004), Gayathri *et al.* (2004) and Prasad *et al.* (2006).

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