



Research Article

ATTITUDE OF OKRA GROWERS TOWARDS PUBLIC PRIVATE PARTNERSHIP IN TAPI DISTRICT OF SOUTH GUJARAT

SHINDE S.S.^{1*}, PANDYA R.D.², SHINDE S.B.³ AND GHADGE P.A.⁴

^{1,2}Department of Extension Education, N.M. College of Agriculture, Navsari Agriculture University, Navsari, 396450, Gujarat, India

³Department of Extension Education, Mahatma Phule Krishi Vidyapeeth, Rahuri, Ahmednagar, Maharashtra 413722, India

⁴Department of Extension Education, PVDP College of Agriculture, Ambi, Pune, 410506, Mahatma Phule Krishi Vidyapeeth, Rahuri, Ahmednagar, 413722, India

*Corresponding Author: Email-sudhirshinde20@gmail.com

Received: August 29, 2017; Revised: August 31, 2017; Accepted: September 01, 2017; Published: September 06, 2017

Abstract- The study on Attitude of Okra growers towards Public Private Partnership was conducted in Tapi district of Gujarat state during 2012-13. The number of respondents selected for the study was 100. The data was collected by personal interview method. Regarding attitude it was revealed that majority of the okra growers of PPP (65.00 per cent) had favorable attitude towards PPP followed by 19.00 and 16.00 per cent of them had less favorable and highly favorable attitude towards PPP respectively.

Keywords- Attitude, Public private partnership, and Okra growers.

Citation: Shinde S.S., et al., (2017) Attitude of Okra Growers towards Public Private Partnership in Tapi District of South Gujarat. International Journal of Agriculture Sciences, ISSN: 0975-3710 & E-ISSN: 0975-9107, Volume 9, Issue 41, pp.-4648-4649.

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Academic Editor / Reviewer: Dr Vishal Game, Ashutosh Sharma

Introduction

Green revolution has brought glorious days of development to Indian agriculture. There has been a steady transformation of agriculture from the food deficit subsistence farming to food self-sufficient commercial farming. Modern technologies, dedicated efforts of Indian farmers and programmatic prop up of Central and State governments had contributed significantly for the current land mark achievement of 252 million tonnes food production in 2012. But, in present scenario country demands second green revolution to feed its more than 1.21 billion populations which would be stabilized around 1.5 billion in 2030. In present time, the farmers are getting services from public as well as private organizations. Public sector extension represented mainly by the Line Departments, State Agriculture Universities, KVKs and ATMA which continues to be the most important and reliable sources of information. On other side, private sector services are provided by different NGOs, Agri Based Industries, Input Dealers, Seed Agencies and Agriculture Firms. The private agencies supply inputs or problem oriented services to the farmers to help in processing and marketing of their produce. The public extension system is undergoing a transition due to budgetary restrictions, inadequate qualified manpower and accountability. On the contrary, the private system has very limited reach in terms of farmers' crops or based on the information is given on their sale of product. In certain crops, the agent or agency provides contractual services to the farmers. Under such circumstances, the supplemental efforts with plurality of institutions like public extension system, NGOs, Farmers' Organizations, Para Technicians, Agri Based Industries and Corporate Houses, Cooperatives, Input Dealers and Self-Help Groups (SHGs) have become a necessity to augment the supply of quality input and services to the farmers serving entire agriculture value chain.

Materials and Methods

The study was conducted in the Tapi district of Gujarat state. The Gujarat state

consist of 33 district, out of which tapi district was selected because this district has highest number of okra growers. Out of total 5 blocks in the district two blocks namely Vyara and Valod were selected purposively because maximum numbers of okra growers are living in this block as compared to other blocks. 5 villages from each block were selected randomly. From selected villages, lottery method was used to get 10 okra growers of each village. Thus, the total 100 okra growers were considered as respondent for this study. The Project Director, ATMA Tapi was also contacted to obtain the lists of farmers growing okra crop since last three years under PPP. The PPP mode of these okra growers may range of any agreement or understanding from growing okra to marketing stage where considered. The data were collected personally through pre-tested interview schedule which was prepared based on objectives of the study. Collected data were processed and tabulated by using appropriate statistical tools like percentage, mean, standard deviation, rank and correlation coefficient. Attitude refers to the degree of favourable or unfavourableness towards some psychological object. The psychological object of the present study has been conceptualized as public private partnership.

The opinion in this regard were collected from okra growers and grouped in to three categories

- (i) Less favourable attitude (up to 68 score)
- (ii) Favorable attitude (69 to 86 score)
- (iii) Highly favorable attitude (above 86 score).

Result and Discussion

Attitude Okra Growers towards Public private partnership

The data of the [Table-1] revealed that majority of the okra growers of PPP (65.00 per cent) had favourable attitude towards PPP followed by 19.00 and 16.00 per cent of them had less favourable and highly favorable attitude towards PPP respectively. The finding is in concurrence with findings reported by [1-4] [7-8].

Association between personal profile and attitude of okra growers towards PPP

The association between the personal profile of the okra growers viz., age, education, family size, land holding, occupation, annual income, extension contact, farming experience, social participation, scientific orientation, economic orientation, risk orientation, group cohesiveness and management orientation with attitude of okra growers towards public private partnership were worked out by using coefficient of correlation. The findings are presented in [Table-2] revealed that the education (0.2637**), extension contact (0.2706**) and social participation (0.3097**) and found positively and highly significantly associated with attitude of okra growers towards public private partnership whereas, land holding (0.2473*), annual income (0.2033*), scientific orientation (0.1998*), economic orientation (0.2535*), risk orientation (0.1980*) and group cohesiveness (0.2028*) and management orientation (0.2106*) had positive but significant association with attitude of okra growers towards public private partnership.

The farming experience (0.1643) had positive but non-significant association while, age (-0.0968), occupation (-0.0880) and family size (-0.0666) were negatively non-significantly associated with attitude of okra growers towards public private partnership. This finding is in the conformity with the finding of [8].

Table-1 Distribution of okra growers according to their level of attitude towards PPP (n=100)

S.No	Level of attitude	Frequency	Per cent
1.	Less favourable attitude (up to 68)	19	19.00
2.	Favourable attitude (69 to 86)	65	65.00
3.	Highly favourable attitude (above 86)	16	16.00
Total		100	100.00

(Mean=48.51 / SD=5.47)

Table-2 Association between personal profile and attitude of okra growers towards public private partnership (n=100)

S.No	Characteristics	Coefficient of correlation (r)
1.	Age	-0.0968
2.	Education	0.2637**
3.	Family size	-0.0666
4.	Land holding	0.2473*
5.	Occupation	-0.0880
6.	Annual income	0.2033*
7.	Extension contact	0.2706**
8.	Farming experience	0.1643
9.	Social participation	0.3097**
10.	Scientific orientation	0.1998*
11.	Economic orientation	0.2535*
12.	Risk orientation	0.1985*
13.	Group cohesiveness	0.2039*
14.	Management orientation	0.2106*

* Significant at 0.05 level ** Significant at 0.01 level

can be concluded In general, majority of the okra growers of PPP (81.00 per cent) had favorable to less favorable attitude towards public private partnership. This infers that the advantages of PPP were not perceived in depth by the okra growers therefore, the rigorous efforts are to be needed to identify the misconceptions or difficulties about PPP from the Project Director, ATMA Tapi to make it more sustainable manner.

Acknowledgement: Thanks to all farmers for their responses regarding my research. We are thankful to Navsari Agriculture University, Navsari, 396450, Gujarat, India

Abbreviations: PPP (Public private partnership), ATMA (Agriculture Technology Managment Agency), FIGs (Farmers interest group), CIGs (commodity interest group).

Author Contributions: All author equally contributed

Conflict of Interest: None declared

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Conclusion

It may have concluded that, the education, extension contact and social participation and strong influence in building up the attitude of okra growers towards public private partnership whereas, land holding, annual income, scientific orientation, economic orientation, risk orientation, group cohesiveness and management orientation had somewhat influence in building up the attitude of okra growers towards public private partnership. It