



Research Article

STUDY ON EFFECTIVENESS OF MOTIVATIONAL FACTORS EMPOWERING FARMERS OF GRAPES GROWERS ASSOCIATION IN THENI DISTRICT OF TAMIL NADU

K.P. VANETHA*

ICAR-Krishi Vigyan Kendra, Tindivanam, 604002, Tamil Nadu Agricultural University, Coimbatore, 641003, Tamil Nadu, India

*Corresponding Author: Email - vaniagextn@gmail.com

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Abstract: The grape is one of the most valued conventional fruits, worldwide. In general, it is felt that studies on Farmer Producer Organizations their attitude toward the farmers and the help provided by FPO to the farmers. Hence, the present study was undertaken with the objective to study the motivational factors influencing the farmers to organize them into a group. GGA in Cumbum block of Theni district with a sample size of 60 farmers registered in GGA. The respondents were selected based on purposive random sampling method. The results of the study revealed that factor which influence the members to join the commodity for attaining more skills and specialization, for gaining additional knowledge. To increase their economic condition, for their self-satisfaction and educational background of themselves these factors highly influence 91.60%, 85.00% and 78.30% respectively of the members to join the association. Getting bank loan is made easy for members of the association 83.30% so its highly influence the members to join the commodity. To increase contact with fellow farmer and to get inspiration from extension personnel it highly influences members 83.30% and 81.60% respectively to join the commodity. To get the information regarding latest pest management and to know about cost and labour effective technologies it highly influences 80% and 80% respectively of the members join the association.

Keywords: Grapes Growers Association, Commodity

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Introduction

The concept behind Farmer Producer Organizations is that farmers, who are the producers of agricultural products, can form groups and register themselves under the Indian Companies Act. The aim is to enhance farmers' competitiveness and increase their advantage in emerging market opportunities. The main aim of FPO is to ensure better income for the producers through an organization of their own. Small producers do not have the volume individually to get the benefit of economies of scale. A majority of FPOs in the country are functioning for less than two years and mainly dealing with high value crops like fruits and vegetables. These organizations primarily deal with marketing and input supply services but after their success they tend to widen their market opportunities by entering processing and value addition [1]. In India, the love for Grapes or 'Angoor' as they are popularly known, needs no introduction. Grapes are juicy berries with a sweet-tart flavor that grows on deciduous woody vines. Coming in a wide range of colors and flavors, grapes are also healthy, being rich in fiber, vitamins A, C, B6, and minerals. Hence, the present study was undertaken with the following objective to assess the motivational factors influencing the farmers to organize them into a group.

Material and Methods

The present study is conducted at Cumbum block of Theni district. Theni district of Tamil Nadu was purposively selected as it was famous for grapes cultivation. Theni district consists of 8 blocks, namely Andipatti, Bodinayakanur, Chinnamanur, Cumbum, Periyakulam, Theni, Utthamapalayam, Kadamalaikundu Myladumparai. out of which Cumbum block was selected for our study, as this block is famous for its grapes. In Cumbum block, export of grape, to all parts of India and overseas was done. In this block the out of 3 Grape growers association, the association in Kamayakoundanpatti is purposively selected for their greater number of registered farmers.

The grape growers were selected by random sampling method. Thus 60 grape growers were selected from the list of grape growers given by GGA, Cumbum. An interview schedule based on specific objective was designed after detailed study of the available literature on the topic and the situation reviewed. The interview schedule was pretested prior to its finalization. The 60 grape growers selected randomly from GGA were contacted personally and interviewed in person. The information of qualitative data was converted into quantitative form and computation was done.

Findings and Discussion

There are several motivational factors for farmers to join in this GGA's. It is found that the members to join the commodity for attaining more skills and specialization, for gaining additional knowledge and due to compulsion of official these are agreed by 76.70%, 68.30% and 70.00% members respectively [Table-1]. It is found that to increase their economic condition for their self-satisfaction and educational background of themselves these factors highly influence 91.60%, 85.00% and 78.30% respectively of the members to join the association [Table-2]. It is found that factor like getting bank loan is made easy for members of the association 83.30% so its highly influence the members to join the commodity [Table-3]. It is found that to increase contact with fellow farmer and to get inspiration from extension personnel it highly influences members 83.30% and 81.60% respectively to join the commodity [Table-4]. It is found that to get the information regarding latest pest management and to know about cost and labour effective technologies it highly influences 80.00 % and 80.00% respectively of the members join the association [Table-5]. Khan, *et al.*, (2019) [2] conducted a study on Farmer producer organization, according to a survey organized by the national institute of agricultural marketing (NIAM) some FPOs undertook the distribution of masks, cash advance to members and reaching out to vulnerable communities within their areas during covid -19 pandemic.

Table-1 Factors influencing the members to join in Grape Growers Association (GGA's)

SN	Factors	Response categories					
		Highly Influenced Number	%	Moderately Influenced Number	%	Least Influenced Number	%
1	For gaining additional knowledge	41	68.30	16	26.70	3	5.00
2	For availing the financial facilities extended by banks	34	56.70	15	25.00	11	18.40
3	For attaining more skills and specialization	46	76.70	11	18.30	3	5.00
4	Due to compulsion from family members	15	25.00	25	41.70	20	33.30
5	Motivated by friends	36	60.00	15	25.00	9	15.00
6	For availing the facilities of Government	41	68.30	16	26.70	3	5.00
7	For Villages improvement	36	60.00	16	26.70	8	13.30
8	Because of self – interest	39	65.00	15	25.00	6	10.00
9	Due to compulsion of officials	42	70.00	12	20.00	6	10.00
10	Feel safe when deal through groups	41	68.30	16	26.70	3	5.00
11	Getting transport arrangement	46	76.70	11	18.30	3	5.00
12	Availability of credit to grow crop	37	61.70	16	26.70	7	11.60
13	Assured price and ready market for the harvest produce	41	68.30	16	26.70	3	5.00
14	Availability of the inputs in time	35	58.30	20	33.30	5	8.40

Table-2 Personal Factors which influence the members to join in GGA's

SN	Particulars	Response categories					
		Highly Influenced Number	%	Moderately Influenced Number	%	Least Influenced Number	%
1	Because I was aware of Association	41	68.30	16	26.70	3	5.00
2	Personal motivation to join in Association	39	65.00	15	25.00	6	10.00
3	Feel safe if a member in Association	45	75.00	12	20.00	3	5.00
4	Educational background of myself	47	78.30	7	11.60	6	10.00
5	Because I have favourable attitude towards group	46	76.60	10	16.60	4	6.67
6	To increase my economic condition	55	91.60	5	8.40	0	0.00
7	For self satisfaction	51	85.00	5	8.40	4	6.66

Table-3 Economic Factors which influence the members to join in GGA's

SN	Particulars	Response categories					
		Highly Influenced Number	%	Moderately Influenced Number	%	Least Influenced Number	%
1	To avail inputs on credit basis	42	70.00	16	26.60	4	6.66
2	Getting transport facilities	46	76.60	12	20.00	2	3.33
3	Getting bank loan will be easy	50	83.30	10	16.60	0	0.00

Table-4 Social Factors which influence the members to join in GGA's

SN	Particulars	Response categories					
		Highly Influenced Number	%	Moderately Influenced Number	%	Least Influenced Number	%
1	Inspiration from neighbours	35	58.30	12	20.00	13	21.60
2	Inspiration from friends	32	53.30	16	26.60	12	20.00
3	Inspiration from extension personnel	49	81.60	5	8.33	6	10.00
4	To get social status	46	76.60	12	20.00	2	3.34
5	Inspiration from neighbours	35	58.30	12	20.00	13	21.60
6	To increase contact with fellow farmers	50	83.30	10	16.60	0	0.00

Table-5 Technological Factors which influence the members to join in GGA's

SN	Particulars	Response categories					
		Highly Influenced Number	%	Moderately Influenced Number	%	Least Influenced Number	%
1	To know about latest varieties	41	68.30	16	26.60	4	6.66
2	To know latest agronomic practices	39	65.00	18	30.00	3	5.00
3	To know latest pest mgt. practices	48	80.00	8	13.30	4	6.66
4	To know about cost and labour effective technologies	48	80.00	8	13.30	4	6.66
5	It is easy to get latest technical information	41	68.30	16	26.60	4	6.66
6	To know about value added technologies	43	71.60	14	23.30	3	5.00

The survey data might have the self-selection problem: the decision of a farmer to enrol as an FPO member may be affected by certain unobserved characteristics that also impact the number of technologies and GAPs adopted. Nikam, *et al.*, (2010) [3] conducted study on Innovative Institutions for uplifting Farmers; according to the study even though India is the leading producer of fruits, vegetables and milk production in the world, farmers lack off farm competitiveness and the inability to meet food safety standards restricts the export competitiveness. For tapping the potential of small holder agriculture by overcoming its constraints, different forms of farmers' collectives were evolved across the world. In longer term perspective FPOs are essential institutions for the empowerment poverty alleviation and advancement of farmers and the rural poor. Prabhakar, *et al.*, (2012) [4] revealed the challenges in financing producer company.

Conclusion

It was concluded that factors which influence the members to join the commodity for attaining more skills and specialization. To increase their economic condition, for their self-satisfaction and educational background of themselves these factors highly influence 91.60%, 85.00% and 78.30% respectively of the members to join

the association. Getting bank loan is made easy for members of the association 83.30% so its highly influence the members to join the commodity. To increase contact with fellow farmer and to get inspiration from extension personnel it highly influences members 83.30% and 81.60% respectively to join the commodity.

Application of research: To get the information regarding latest pest management and to know about cost and labour effective technologies it highly influences 80.00% respectively of the members join the association.

Research Category: Agricultural Extension

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****Principal Investigator or Chairperson of research: Dr K.P. Vanetha**
University: Tamil Nadu Agricultural University, Coimbatore, 641003, India
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Study area / Sample Collection: Cumbum block of Theni district

Cultivar / Variety / Breed name: Grape

Conflict of Interest: None declared

Ethical approval: This article does not contain any studies with human participants or animals performed by any of the authors.

Ethical Committee Approval Number: Nil

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