



PROFILE CHARACTERISTICS OF AGRI-INPUT DEALERS

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ABSTRACT

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The research study was conducted to study the profile and socio-economic characteristics of the agri-input dealers of Southern Telangana zone of Telangana state. The study revealed that majority of the agri-input dealers were in middle age, graduates/post graduates, small farmers, had medium experience as a agri-input dealer, medium farming experience, had not received the training and medium level of mass media exposure, social participation, research/extension contact, scientific orientation, extension service orientation, innovativeness, risk orientation, achievement motivation and business orientation.

KEYWORDS: Characteristics, agri-input dealers

INTRODUCTION

The sphere of influence of agriculture is unlimited and touches almost all the systems of life with due reputation. Starting from the primary stake holders of agriculture i.e., farmers to the ultimate inventors of the technologies i.e., the scientists, different sorts of people were involved in creation of food for the billions of people with diverse roles and responsibilities.

The two important factors for the development of agriculture are research and extension. Development of new technologies, and their associated inputs, post-harvest processing to the final marketing and prices of all the farm produce are critical in improving farm productivity. On the other side, transfer of all such information to the farming community is of paramount important challenge for the stakeholders. Mostly the farmers are not aware of correct types and dosage required for particular agrochemicals for different crops and new technologies. In the changing scenario of agricultural extension it is still becoming more and more complex and projecting the diversified ways and means for transfer of agricultural technology.

MATERIAL AND METHODS

Ex-post-facto research design was used in the present investigation. The Telangana state was chosen

as the locale of the study, since the researcher belongs to the state and was familiar with local language and culture. Southern Telangana zone from Telangana state was selected for the study, since the researcher belongs to the zone and was familiar with local agricultural situations. Two districts from Southern Telangana zone viz., Jogulamba Gadwal and Suryapet, were selected purposively based on highest number of agri-input dealers. Three mandals from Jogulamba Gadwal district viz., Gadwal, Alampur, Ieeja and three mandals from Suryapet district viz., Suryapet, Kodad, Huzurnagar were purposively selected based on the highest number of agri-input dealers thus makes total of six mandals. From each of the selected mandal, 20 respondents were selected randomly from the list of the agri-input dealers obtained from the officials of the State Department of Agriculture, making a total of 120 respondents. The socio economic characteristics of the agri-input dealers was studied by a well-structured ad pre-tested schedule developed for the study.

AGE

It could be seen from the table 1 that, more than half (55.00%) of agri-input dealers belonged to “36 to 50 years”, followed by “up to 35 years” (38.34%) age and “51 years and above” (6.66%) age categories. On the other side the existing agri-input dealers with enough

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experience might be diverting towards the other activities like finance which were under operation parallel to their agri-input dealership. his might be the reason for above trend. The findings of the present study were similar with the findings of Leelavani (2011), Sangamesh (2012), Argade *et al.* (2015) and Shilake *et al.* (2015) .

T EDUCATION

The Table 1. clearly depicted that, two fifth (40.00%) of the agri-input dealers were having graduation followed by intermediate education (34.16%), high school education (14.66%), middle school (8.34%) and diploma in agriculture (3.34%). To meet the present competition in agri-input market as well as the entry of innovative products in different agri-inputs in the recent past, the importance of education for the success of agri-input dealers might have become imperative. This condition might have encouraged for educated people as agri-input dealers. On the other side the old age agri-input dealers with low education might have given the responsibility of running the agri-input business to their sons. This might be the reason for the above trend. The findings of the present study were similar with the findings of Sangamesh (2012).

EXPERIENCE AS A AGRY-INPUT DEALER

A cursory look at table 1. clearly depicted that, majority (67.50%) of the agri-input dealers had medium (3 to 15 years) experience as a dealer, followed by high (16 to 20 years) experience (19.66%) and low (0 to 2 years) experience (13.34%). Long back established agri-input dealers might be continuing their business with the help of their experience in agri-input market and sustaining their business with progressive growth. The other side the entry of new agri-input dealers in the recent past might be attributed to their experience in different agri-input companies as marketing representatives. Their experience might have given the confidence to start agri-input dealership business. This might be the reason for the above trend.

FARMING EXPERIENCE

It is evident from the table 1. that, more than half (51.67 %) of the agri-input dealers had medium (2 to 15 years) farming experience, followed by low (less than 2 years) farming experience (25.00%) and high (more than 15 years) farming experience (23.33 %). As a second generation entrepreneur, some of the agri-input dealers might have taken over the agri-input dealership from their parents without having farming experience. Further the entry of first generation entrepreneurs in agri-input dealership might be through their experience in marketing division of agri-input companies without farming experience and resulted in low farming experience for the agri-input dealers. On the other side the experienced agri-input dealers might have taken up the agri-input dealership along with own farming as well as other associated business. This could be the possible reason for the above trend. The findings of the present study were similar with the findings of Leelavani (2011) and Sangamesh (2012).

LAND HOLDING

It could be elucidated from table 1. that, nearly two fifth (39.16%) of the agri-input dealers had small land holding, followed by semi-medium land holding (29.16%), medium land holding (14.16%), marginal land holding (10.00%) and large land holding (7.52%). The agri-input dealers might be effectively utilizing their knowledge, comprehension and skills in farming towards the development of their business. They might be recommending the chemicals based on the occurrence of biotic and abiotic problems in their field. On the other side, few of the agri-input dealers might be taking up farming as a part of cultivating different crops for household consumption on small holdings. Further it is also might be becoming difficult to operate large farms due to their work pressure in agri-input dealership. This might be the reason for the above trend. The findings of the present study were similar with the findings of Anitha (2005).

Profile characteristics of Agri-Input Dealers

analytical look at the Table 1. revealed that, more than half (52.50%) of agri-input dealers have not received the training and 47.50 percent of the respondents received the training from different institutions. The training certificate in the recent past is one of the mandatory component to renew the license as well as to establish the agri-input dealership business. Hence, the recently established agri-input dealers might have undergone training to start the business. On the other side, long back established agri-input dealers might be not aware of the training programs as well as not interested to attend the training program. This could be the possible reason for the above trend.

MASS MEDIA USAGE

It is evident from the table 1. that, nearly three fourth (74.16%) of the agri-input dealers had medium level of mass media usage followed by high (15.84%) and low (10.00%) level of mass media usage. Being the educated persons, the agri-input dealers might be following and utilizing the mass media sources on regular basis. But they might be attentive on the sporadic and sudden occurrence of different field problems to tap the opportunities in their business. On the other side, few of them, also might be utilizing mass media for their Agriculture knowledge acquisition. This could be the possible reason for the above trend. The findings of the present study were similar with the findings of Anitha (2005) and Sangamesh (2012).

SOCIAL PARTICIPATION

It could be seen from the table 1. that, more than half (52.50%) of the agri-input dealers had medium social participation followed by low (35.00%) and high (12.50%) social participation. Even though social participation is one of the important ingredient for the success of agri-input dealers, they might not be interested to be a part of any of the social organization due to their heavy work load in operating their business as well as their own farming activities. They might be maintaining liaison with the individual farmers as well as other cosmopolite sources of transfer of technology. This condition might not give much scope for becoming representatives of different

social organizations. This could be the possible reason for the above trend. The findings of the present study were similar with the findings of Leelavani (2011).

RESEARCH / EXTENSION CONTACT

A cursory look at Table 1. clearly depicted that, more than half (60.83%) of the agri-input dealers had medium research/extension contact followed by high (23.34%) and low (15.83%) research/extension Contact. The agri-input dealers might be maintaining good contact with Agriculture Officers, Agriculture Extension Officers and other higher officials in department of agriculture for the purpose of legitimating of their business rather than the transfer of technology. On the other side few of them might be contacting research and extension officers to update their knowledge pertaining to new molecules so as to build confidence on the product sales to the farming community. This could be the possible reason for the above trend. The findings of the present study were similar with the findings of Sangamesh (2012).

SCIENTIFIC ORIENTATION

It could be seen from the table 1. that, more than half (58.33%) of the agri-input dealers had medium scientific orientation followed by low (30.83%) and high (10.83%) scientific orientation. Even though majority of agri-input dealers were having higher education qualification, they might be missing the professionalism in the Agriculture as well as Orientation towards the farming. The scientific approach towards agriculture requires lot of practicality and better comprehension on cause and effect relationship which are the primary sources for scientific rationality in farming. On the other side, young and enthusiastic agri-input dealers might be always searching for fact finding realm of action in their business operations. This could be the possible reason for the above trend.

EXTENSION SERVICE ORIENTATION

An analytical look at the Table 1. made it clear that, more than half (60.00%) of agri-input dealers had medium level of extension service orientation, followed

by high(23.34%) level of extension service orientation and low(16.66%) level of extension service orientation. Being the business personality dealing with farming community, the agri-input dealers might be always thinking towards service to the farmers not only by selling different agri-inputs but also involved in transfer of technology so as to discharge their social responsibility. In due course of time they might be limited with sound Agriculture knowledge for effective technology transfer. On the other side the agri-input dealer might be operating Kiran Kumar Reddy *et al.*, their business purely for making profit without any service to the farming community. This could be the possible reason for the above trend.

INNOVATIVENESS

It could be seen from the table 1. that, more than half (54.16%) of the agri-input dealers had medium innovativeness followed by high (26.67%) and low (19.16%) innovativeness.. Innovation is the precursor for the growth and development of any business. Majority of agri-input dealers might be always searching for innovations in different domains of their business activity. Due to such interventions, they might be relishing the success and motivated to seek changes in their business operations. On the other side, few of them might be timid & cautious and not interested much towards bringing change in their business. This could be the possible reason for the above trend. The findings of the present study were similar with the findings of Anitha (2005).

RISK ORIENTATION

It could be seen from the table 1. that, more than half (58.33%) of the agri-input dealers had medium risk orientation followed by low (23.33%) and high (18.34 %) risk orientation. Agriculture is one of the business area having high risk in multiple dimensions. Not only the behavioral pattern of stake holders but also the environmental impact is substantial in assessing the risk component of agri-input dealers. Hence an agri-input dealer always be alert to foresee the consequences so as to be under enough locus of control. The education and experience of the agri-input dealers were the major determining factors for extent of risk orientation of the agri-input dealers. This could be the possible reason for the above trend. The findings of the present study were similar with the findings of Ram *et al.*(2014) and Shilake *et al.*, (2015).

ACHIEVEMENT MOTIVATION

An analytical look at the Table 1. made it clear that, more than three fifth of agri-input dealers (65.00%) had medium level of achievement motivation followed by low (21.66%) and high (13.34%) levels of achievement motivation. Need for achievement is the source of inspiration for any entrepreneurial endeavor. Once an individual is energized with lot of zeal and enthusiasm to do an activity that will strengthen the self confidence and ultimately leads to success. Being agri-input dealers as entrepreneurs, they might be determined and facing the challenges for achieving their goals. This could be the possible reason for the above trend.

BUSINESS ORIENTATION

It could be seen from the Table 1. that, more than half (55.00%) of the agri-input dealers had medium level of business orientation followed by high (27.50%) and low (17.50%) level of business orientation. Foreseeing the investment, designing the strategies, understanding the customer satisfaction, are the three important elements to aggrandize the profit in business. As a business man, the agri-input dealer always aims to develop their business through committed hard work and tactical management to achieve their goals. They might also be projecting the ways and means for expansion and diversification of business. This could be the possible reason for the above trend.

CONCLUSION:

Majority of the agri-input dealers were in middle age, graduates/post graduates, small farmers, had medium experience as a agri-input dealer, medium farming experience, had not received the training and medium level of mass media exposure, social participation, research/extension contact, scientific orientation, extension service orientation, innovativeness, risk orientation, achievement motivation and business orientation

Profile characteristics of Agri-Input Dealers

TABLE 1: PROFILE CHARECTERISTICS OF AGRI INPUT DEALERS (n=120)

AGE					
S.No	Category	Frequency	Percentage	MEAN	S.D.
1.	Young (<35 Years)	46	38.34	-	-
2.	Middle(36-55 Years)	66	55.00		
3.	Old (>56 years)	8	6.66		
Total		120	100.00		
EDUCATION					
1	Primary school (1 st -4 th standard)	0	0.00	-	-
2.	Middle school (5 th -7 th standard)	10	8.34		
3.	High school (8 th -10 th standard)	17	14.16		
4.	Intermediate (11 th -12 th standard)	41	34.16		
5.	Graduation/ Post Graduation	48	40.00		
6.	Certificate / Diploma in Agriculture	4	3.34		
7.	Agriculture Graduate/ Post Graduate	0	0.00		
Total		120	100.00		
NUMBER OF YEARS OF EXPERIENCE AS A DEALER					
1	Low experience as a dealer	16	13.34	8.70	6.69
2	Medium experience as a dealer	81	67.50		
3	High experience as a dealer	23	19.66		
Total		120	100		
FARMING EXPERIENCE					
1.	Low experience as a farmer	30	25.00	8.22	6.61
2.	Medium experience as a farmer	62	51.67		
3.	High experience as a farmer	28	23.33		
Total		120	100.00		
LAND HOLDING					
1.	Marginal (0.1-1.0 ha)	12	10.00	-	-
2.	Small (1.1-2.0 ha)	47	39.16		
3.	Semi medium (2.1-4.0 ha)	35	29.16		
4.	Medium (4.1-10.0 ha)	17	14.16		
5.	Large (10 ha and above)	9	7.52		
Total		120	100.00		
TRAINING RECEIVED					
1.	Training received	57	47.50	-	-
2.	Training not received	63	52.50		
Total		120	100.00		
MASS MEDIA USAGE					
1.	Low mass media usage	12	10.00	8.61	1.88
2.	Medium mass media usage	89	74.16		
3.	High mass media usage	19	15.84		
Total		120	100.00		
SOCIAL PARTICIPATION					
1.	Low level of social participation	42	35.00	3.46	1.21
2.	Medium level of social participation	63	52.50		
3.	High level of social participation	15	12.50		
Total		120	100.00		

RESEARCH/EXTENSION CONTACT					
1.	Low extension contact	19	15.83	4.11	1.38
2.	Medium extension contact	73	60.83		
3.	High extension contact	28	23.34		
	Total	120	100.00		
SCIENTIFIC ORIENTATION					
1.	Low scientific orientation	37	30.83	4.11	1.38
2.	Medium scientific orientation	70	58.33		
3.	High scientific orientation	13	10.83		
	Total	120	100.00		
EXTENSION SERVICE ORIENTATION					
1.	Low level of extension service orientation	20	16.66	24.87	3.34
2.	Medium level of extension service orientation	72	60.00		
3.	High level of extension service orientation	28	23.34		
	Total	120	100.00		
INNOVATIVENESS					
1.	Low innovativeness	23	19.17	9.75	1.23
2.	Medium innovativeness	65	54.16		
3.	High innovativeness	32	26.67		
	Total	120	100.00		
RISK ORIENTATION					
1.	Low risk orientation	28	23.33	9.94	1.63
2.	Medium risk orientation	70	58.33		
3.	High risk orientation	22	18.34		
	Total	120	100.00		
ACHIEVEMENT MOTIVATION					
1.	Low achievement motivation	26	21.66	9.94	1.63
2.	Medium achievement motivation	78	65.00		
3.	High achievement motivation	16	13.34		
	Total	120	100.00		
BUSINESS ORIENTATION					
1.	Low business orientation	21	17.50	9.94	1.63
2.	Medium business orientation	66	55.00		
3.	High business orientation	33	27.50		
	Total	120	100.00		

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