

# Original Research Article

## **VIEWS OF FARMERS ON THE STRUCTURE OF PRIVATE EXTENSION SERVICE ORGANIZATION**

### **ABSTRACT:**

*The present study was conducted during the year 2018-2020 in khordha district of odisha to know the “views of farmers on the structure of private extension service organisation”. The study reveals that as much as (90%) of the respondents have expressed that the private extension service organization should be a register one. Further (63.33%) of the respondents are of the view that the state government should have control over private extension service organization in some of other form to avoid the exploitation. (90%) of the respondents have the ranked training as the first requirement. (73.33%) of the respondents have expressed that the extension service organizations should provide information's to the farmers once in a fortnight. (93.33%) of the respondents have preferred that the block headquarter should be the operational area.*

### **INTRODUCTION:**

In the era of 21<sup>st</sup> century, most of the developing country has already introduces privatization in agricultural extension services. However there is some loopholes for which privatization does not fit into them. The situation demands for a structural change in private extension service organization. According to Le Gouis (1991) “the privatization of extension appears to be governed by the the major policy initiatives. Public financing by tax payer only for the kind of services that are strongly concerned with the general public, direct charging for some individual services with direct return in the form of improved income with the possibility of different rates for specific situations or direct groups and mixed funding shared between public and private professional association contributions for selected areas such as human investments, applied research, training the farmers and agents, etc.”

In general the public sector are based on the concept of overall development of the farmers with free service. Demand of fees for providing services is new to the

public sector. All the government organization including NGOs is providing free service to the farmers. Of course presently with involvement of NGOs some activities are being undertaken on public private partnership mode. So it is necessary to know the views of farmers on the structure of private extension service organization.

#### **MATERIALS AND METHODS:**

The research study purposively is conducted on the Khordha districts of Odisha. The study consisted of farmers only. As much as one hundred twenty respondents were selected for the study, those who cooperate to provide meaningful information as per requirement of the study. The khordha subdivisions, blocks, gram panchayats, villages and respondents were selected basing on the purposive and random sampling method.

Survey cum ex-post facto research design was followed for the study. the response was collected from each selected respondents through a pretested interview schedule. The data was collected, processed and analysed with the help of appropriate statistical tools such as frequency, percentage, mean score, standard deviation and rank order.

#### **RESULT AND DISCUSSION:**

##### **Structure of privatization**

The views of respondents on structure of private extension service, as much as 90% of the respondents have expressed that the private extension service organization should be a register one. Further 63.33% of the respondents are of the view that the state government should have control over private extension service organization in some of other form to avoid the exploitation. The reaction is quite genuine and the respondents are willing to have private extension service organization with certain government control.

##### **Kind of technical support required for PESO**

Analysis of the table above reveals that as much as 90% of the respondents have the ranked training as the first requirement followed by info 86.67% and marketing support 60% respectively. However the result as a whole indicates

that in all the above-mentioned areas the private extension service organizations should come forward to meet the need of the farming community.

### **Frequency of extension service to the farmers**

The table above indicates that as much as 73.33% of the respondents have expressed that the extension service organizations should provide information's to the farmers once in a fortnight. 26.67% are of the view that it should be done as and when required on demand and 20% once in week. So far as technical information is concerned none of the respondents have opted for getting the service everyday because farmers are satisfied to take the service once in a fortnight resulted from focus group discussion.

### **Location of PESO**

The table above reveals that 93.33% of the respondents have preferred that the block headquarter should be the operational area (unit area) followed by district head quarter 60% and a middle area of the operation of village and block that may be at panchayat level 33.33%.on this it can be concluded that depending on the availability of technical man power, communication facilities and the distance from the villages, the district headquarter or block headquarter should be chosen as the area of operation.

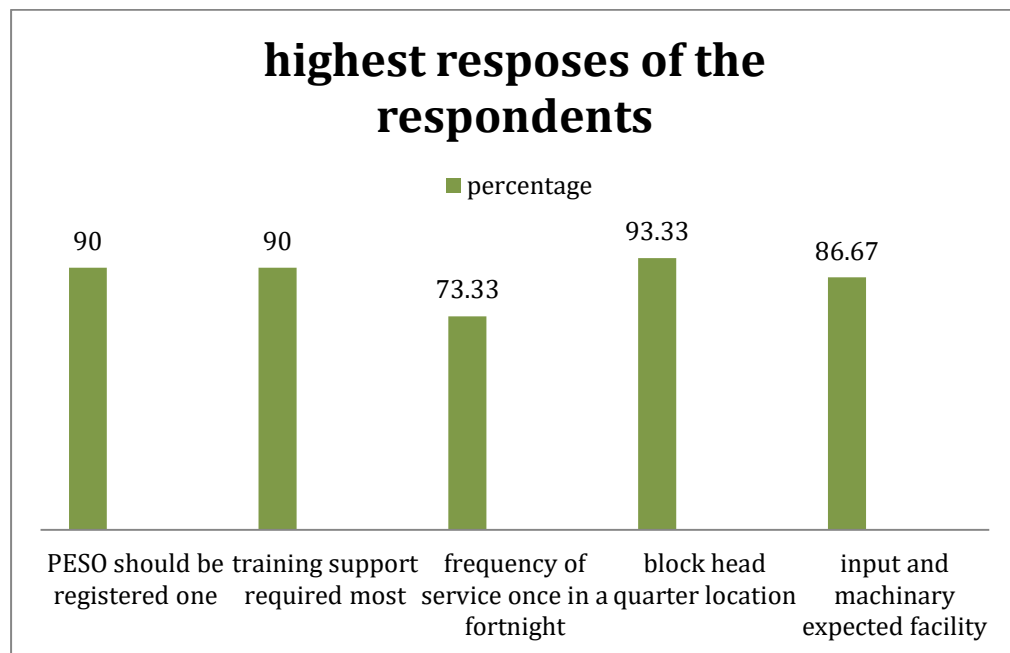
### **Facilities expected from PESO**

The table above reveals that equal percentage of the respondents have given their view on the facilities should be extended on inputs and farm machineries (86.67%). 46.66% of the respondents are of the view that technological information should be provided to the farmers as and when it is necessary.

### **CONCLUSION:**

The consequences of the study are good indicatives of expression of the sample regarding desirable units that PESO should have to serve the farmers.

The findings with respect to structure of PESO as expressed as expressed by sample reveal that it should be registered one. Further it reveals that PESO should be located at block head quarter and district head quarter. Facilities expected from PESO mostly from input and farm machinery. The extension services need to be provided once in a fortnight. Farmer expresses that desirable facilities at PESO should be on input, farm machinery and fisheries.



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## **APPENDIX:**

### **Structure of privatization**

<b>Sl. No</b>	<b>Structure</b>	<b>Frequency</b>	<b>Percentage</b>
1	PESO should be register one	108	90
2	State government should have control over PESO	76	63.33

### **Kind of technical support required for PESO**

<b>Sl. No</b>	<b>Item</b>	<b>Frequency</b>	<b>Percentage</b>
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1	Information	104	86.67
2	Training	108	90
3	Marketing	72	60

#### Frequency of extension service to the farmers

Sl. No	Frequency of service	Frequency	Percentage
1	Every day	0	0
2	Once a week	24	20
3	Once in fortnight	88	73.33
4	As and when required	32	26.67

#### Location of PESO

Sl. No	Area	Frequency	Percentage
1	Block head quarter	112	93.33
2	Districts head quarter	72	60
3	At a middle area of operation	40	33.33

#### Facilities expected from PESO

Sl. No	Facilities	Frequency	Percentage
1	Information	56	46.66
2	Input	104	86.67
3	Farm machinery	104	86.67
4	Fisheries	24	20