

FACTORS INFLUENCING THE ATTITUDE OF FARMERS TOWARDS PRIVATIZATION OF AGRICULTURAL EXTENSION SERVICES

M. Jegadeesan, T.Rathkrishnan and G. Selvaraj***

Introduction

Privatization has emerged as an important concept in this millennium all sectors remain a prey to this new idea. Agricultural extension is not an exemption consultancy services and solution provides are emerging in the agricultural sector to provide solution to problem from “free service” to a new type of “paid service The farmers are exposed to this new practices is short which was not available earlier. An accepting or rejecting any change farmers attitude plays important role on it Attitude itself influenced by number of other variables or factors. Looking into the importance of attitude the presents study was designed to identify the variables among selected which significantly influence the attitude of farmers towards privatization.

Methodology

This study was conducted in Oddanchatratram and Palani taluks of Dindigul district in Tamil Nadu. This region was selected based on existence of priate consultancy centers for agriculture. The list of farmers who had been consulted with the private agencies continuously were collected, with the help of senor agricultural graduates who were workin2 in said areas. From this list those farmers fall into Oddanchatram and Palani taluks in Dindigul district were considered a respondents, as these two taluks in Dindigul have intensive vegetable cropping throughout the year and farmers required latest information frequently. Those farmers who filed their name in more than one agencies for consultation and those farmers scattered in long distances we deleted from the list. A sample of 120 respondents were selected using a well constructed pre tested interview schedule. The response were tabulated and analysed and the results were as fallows.

* Student, TNAU, Agril. College & Research Institute, Madurai - 625 104, Tamilnadu

** Professor & Head, Dept. of Agril. Extension and Rural Sociology, Madurai -625 104

Association and contribution of independent variables on attitude towards PAES

This section gives the contribution and relationship of independent variables with that dependent variables *viz.*, attitude. For this correlation and multiple regression analysis were performed and results are presented in Table 1.

It could be seen from the Table 1 that the variables like annual income and innovativeness had shown positive significant correlation with the dependent variable at one per cent level of probability. Where as the variables decision making ability showed positive significant correlation at five per cent level and occupation showed negative significant correlation with attitude of respondents at five per cent level in PAES.

Table 1 further revealed that all the eighteen variables contributed to the tune of 50.20 per cent of variation on the attitude towards PAES.

The 'F' value (5.546) was found to be significant at one per cent level of probability. The predicted equation fitted is as follows.

$$Y = 16.377 + 0.09784 X_1 + 0.107 X_2 - 0.161 X_3 + 2.135 X_4 + 2.077^{**} X_5 - 2.418^{*} X_6 - 0.0724 X_7 - 0.673^{**} X_8 - 1.055 X_9 - 0.09736 X_{10} - 0.107 X_{11} - 0.193 X_{12} + 0.421 X_{13} + 0.684 X_{14} + 0.907^{**} X_{15} - 0.543^{*} X_{16} - 0.140 X_{17} - 0.311 X_{18}$$

Among the eighteen variables annual income (X_5) decision making ability (X_9) and innovativeness (X_{15}) had positive contribution on the attitude of the respondents towards PAES. Where as farm size (X_6), risk orientation (X_8) and extension participation (X_{16}) showed negative contribution towards PAES.

The result indicated that those who had higher annual income would be interested towards PAES to earn more money by utilizing the services. For getting technology farmers have to pay money to PAES and there by fulfilling their needs. It is clear that the farmers who had more annual income may go PAES to further improve their income status.

The factors innovativeness, and decision making ability exhibited positive significant contribution towards the attitude PAES. The farmers with innovative nature may seek for latest information on farming from all possible

sources including the private sector. In order to satisfy his immediate needs at the field level itself he may go for PAES, as PAES is at the disposal of the farmers. It was also observed that majority of the farmers had high innovativeness such a group was also seen with moderate to high level of decision making ability as stated in this report. Those who had a positive attitude on PAES might have also possessed innovative characters and fast in their decision making. This might be the reason associated with the positive contribution.

On contrarily farm size, risk orientation, and extension participation ad shown negative contribution. Which revealed that increase in those factors will reflect on attitude towards PAES that is, if the size of farm is increased, the farmers may not much bothered on increasing the utilization of recent technologies and their inclination towards public/private extension system will also be less. They may e satisfied with a knowledge possessed by them over years. Hence, they may not depend on private extension system. When the services of the public extension system is available on free of cost, certainly they would not go for private extension services. This could be the reason for the negative contribution of the said variables.

Regarding risk orientation the farmers already had risk and uncertainties a their farming. So, again they did not want to purchase the risk in the name if technology from PAES. They were afraid of negative results and they won't take further risk.

In case of extension participation lack of time to participate. unwillingness. subject matter not relevant to their need, dissatisfaction with extension activities rendered by public extension system might be the reason for this negative outcome towards extension participation and positive attitude on PABS.

Path analysis

In order to find out the direct and indirect effects of independent variable on dependent variable path analysis was performed. The result have been furnished in Table 2.

Direct and indirect effects of independent variables on attitude towards PAES

It is evident from table 1 that the factors *viz.*, annual income (X_5), innovativeness (X_{15}) and decision making ability (X_7) had shown maximum positive direct effects on the dependent variable attitude (Y_1).

The variable *viz.*, management orientation (X_{12}), farm size (X_6) and farming experience (X_3), had maximum indirect effects on the dependent variable attitude (Y_1).

Among the 54 substantial indirect effects studied *fourteen* acted on annual income (X_5), seven passed through decision making ability (X_9), six routed through innovativeness (X_{15}), five each acted through economic motivation and extension participation (X_{16}). Among the rest of the effects four variables acted on farming experience (X_3), three each routed through farm size (X_6), risk orientation (X_8) and value orientation (X_{18}) and one each passed through age (X_1), socio-economic status (X_7), achievement motivation (X_{17}) and information seeking behaviour (X_{17}).

It could be concluded from the results that, annual income (X_5) decision making ability (X_9) and innovativeness were the crucial variables on the attitude towards PAES.

Reference:

- Rupasi Rath and Rahul Tiwari, 2000. Privatisation of extension service, Agricultural Extension Review. January-February. Vol. I2. pp 30-31.
- Saravanana R. and N. S. S. Gowda 1999. Development of a scale to measure attitude towards privatization of Agricultural Extension Service, Tropical Agricultural Research Vol. 11, 190-198 Peradeniva Srilanka