



Research Article

IMPACT OF GRAPES GROWERS ASSOCIATION IN THENI DISTRICT OF TAMIL NADU

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Abstract: Farmers Producers Organization that provide support to small farmers with end-to-end services covering almost all aspects of cultivation from inputs, technical services to processing and marketing. 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 impact of 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 data were collected from each respondent through pre-tested interview schedule. The results of the study revealed that the personal impact like increasing consultations among the fellow farmers and for increasing the opportunities for developing activities, improve decision making capacity 75.00%, 70.00% and 70.00% member respectively has agreed. the impact on production and marketing of produce exploration from middle man is very much checked, association facilitate group production and marketing and it's also access to technical & marketing information theses are agreed by 86.60%, 86.60% and 83.30% members of the association respectively.

Keywords: *Grapes Growers Association, Farmers Producers Organization*

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Introduction

One of the conventional fruits that is valued the most globally is the grape. Even though most of the parts of the grapevine are useful, the grape is mostly thought to be a source of unique natural products that can be used to make a variety of industrial products and valuable medicines for a number of diseases. Small farmers are cultivating the crop because harvesting and other operations require a large workforce. Farmer Producer Organizations are based on the idea that farmers, who produce agricultural goods, can form groups and register under the Indian Companies Act. The Government's Department of Agriculture and Cooperation mandated the Small Farmers' Agribusiness Consortium (SFAC) to facilitate this procedure of India, to help state governments establish farmer producer organizations (FPOs).

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, Kadamalaikundru, 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 it's finalization. The 60 grape growers selected randomly from GGA were contacted personally and interviewed in person. The information collected through interview was transferred from interview schedule to primary tables and then to secondary tables. The information of qualitative data was converted into quantitative form and computation was done.

Findings and Discussion

Impact of association as perceived by members

As a registered member in association to what extent have you experienced one/more of the following impact.

Personal Impact

By analyzing the personal impact table, the following data are collected are as follow, increasing consultations among the fellow farmers and for increasing the opportunities for developing activities, improve decision making capacity 75.00%, 70.00% and 70.00% member respectively has agreed. After joining this association these factors made them impacted personally.

Social Status Impact

The table reveals that, increased outside contact became more cosmopolite and became early adopter in adoption of agricultural technologies the following are agreed by 76.60% and 68.30% of member respectively. By this it has increased their social impact activity.

Impact on Information Sharing Behavior

Whether you perceive any increase in the utilization of information from various formal, informal and mass media sources after becoming member of association. The table reveals that, interpersonal contact has increased which has benefited the farmer, more time has developed to listen agriculture related program in electronic device and subscription toward agricultural publication has increased, these are agreed by 83.30%, 81.60% and 76.60% members respectively.

Impact on credit facilities

Whether you perceive any increase in the availability, utilization and repayment of credit after becoming a member of association. The table reveals that, farmer is not becoming indebted after repayment, institutional credit started getting in simple terms farmer are not becoming indebted after repayment these statements are agreed by 76.70%, 76.70% and 70.00% member respectively.

Impact of Grapes Growers Association in Theni District of Tamil Nadu

| SN | Items | Response | | | |
|----|---|----------|-------|----------|-------|
| | | Agree | % | Disagree | % |
| 1 | Increased the opportunities to know more about development activities | 42 | 70.00 | 18 | 30.00 |
| 2 | Increased consultations by fellow farmers | 45 | 75.00 | 15 | 25.00 |
| 3 | Cleared the debts | 25 | 41.60 | 35 | 58.40 |
| 4 | Increased standard of living | 42 | 70.00 | 18 | 30.00 |
| 5 | It increased self – confidence | 36 | 60.00 | 24 | 40.00 |
| 6 | Increased active participation in development programmes | 39 | 65.00 | 21 | 35.00 |
| 7 | Improved decision – making | 42 | 70.00 | 18 | 30.00 |
| 8 | Increased problem-solving ability to local disputes | 42 | 70.00 | 18 | 30.00 |

| SN | Items | Response | | | |
|----|---|----------|-------|----------|-------|
| | | Agree | % | Disagree | % |
| 1 | Gained higher regards from others. | 36 | 60.00 | 24 | 40.00 |
| 2 | It leads to gain membership in other organization. | 40 | 66.60 | 20 | 33.40 |
| 3 | Other farmers approaches for farm opinion. | 36 | 60.00 | 24 | 40.00 |
| 4 | Increased outside contact and become more cosmopolite. | 46 | 76.60 | 14 | 23.40 |
| 5 | Became early adopters in adoption of agricultural technologies. | 41 | 68.30 | 19 | 31.70 |

| SN | Items | Response | | | |
|----|--|----------|-------|----------|-------|
| | | Agree | % | Disagree | % |
| 1 | Latest technologies are increasingly being practiced in field condition. | 41 | 68.30 | 19 | 31.70 |
| 2 | Timely package of practices is adopted directly from various sources. | 44 | 73.30 | 16 | 26.70 |
| 3 | Group interaction is utilized to gather shared experience of fellow farmers. | 45 | 75.00 | 15 | 25.00 |
| 4 | Interpersonal contacts are increasingly utilized to gather information on various benefits to farmers. | 50 | 83.30 | 10 | 16.70 |
| 5 | More time is developed to listen agriculture related programme through electronic media. | 49 | 81.60 | 11 | 18.40 |
| 6 | Subscription to agricultural publication have increased | 46 | 76.60 | 14 | 23.40 |

| SN | Items | Response | | | |
|----|---|----------|-------|----------|-------|
| | | Agree | % | Disagree | % |
| 1 | Institutional credit started getting in simple terms. | 46 | 76.70 | 14 | 23.30 |
| 2 | Required amount is obtained as credit. | 35 | 58.30 | 25 | 41.70 |
| 3 | Credit is utilized after judicious planning. | 40 | 66.70 | 20 | 33.30 |
| 4 | Peer pressure is ensuring proper utilization of credit. | 25 | 41.60 | 35 | 58.40 |
| 5 | Repayment of credit is made in time. | 46 | 76.70 | 14 | 23.30 |
| 6 | Farmers are not becoming indebted after repayment. | 42 | 70.00 | 18 | 30.00 |

| SN | Items | Response | | | |
|----|--|----------|-------|----------|-------|
| | | Agree | % | Disagree | % |
| 1 | Through collective bargaining farmers are getting better price | 43 | 71.60 | 17 | 28.40 |
| 2 | Transportation cost of produce has reduced very much | 48 | 80.00 | 12 | 20.00 |
| 3 | Timely marketing of produce is made possible | 39 | 65.00 | 21 | 35.00 |
| 4 | Payment of sold produce is made in time % | 37 | 61.60 | 23 | 38.40 |
| 5 | Exploitation from middleman is checked very much | 52 | 86.60 | 8 | 13.40 |
| 6 | For group production and marketing | 52 | 86.60 | 8 | 13.40 |
| 7 | Have access to technical and marketing information | 50 | 83.30 | 10 | 16.70 |
| 8 | To Improve buying and selling power | 50 | 83.30 | 10 | 16.70 |
| 9 | To address production and marketing issues | 49 | 81.60 | 11 | 18.40 |

Peer pressure is ensuring proper utilization of credit this is disagreed by 58.40% of members. By this Credit facilities it easy for the member of association to get credits/bank loans easily.

Impact on Production and Marketing of Produce

Indicate the extent of change you perceive in the time, cost and quality dimensions with respect to various marketing activities after becoming a member of association.

It was found from the table that, exploration from middle man is very much checked, association facilitate group production and marketing and it's also access to technical & marketing information these are agreed by 86.60%,86.60% and 83.30% members of the association respectively.

Gummalomath, *et al.*, (2021) [1] conducted a study on Impact Assessment of Farmer Producer Companies. According to that a Producer company is a collective of farmers (and non-farmers) who are the primary producers of a product either an agricultural produce or a manufactured product. All primary producers residing in the relevant geography, and producing the same or similar produce, for which the PC has been formed, can become member of the PC. Membership is voluntary. It, therefore, can work as a platform to facilitate better access to government services, like public distribution system, MNREGA, Scholarships and Pensions, etc.

Vedasri and Mishra (2021) [2] conducted a study on Impact of FPO Results of the model confirm a statistically significant and positive effect on group membership on producer's farm income. Inverse mills ratio corrects the possible selection bias and yields consistent estimates in the income model. Inverse mills Ratio was insignificant and showing that there was no selection bias. By participating in farmers group farmers could significantly increase the income from turmeric production. Group membership on average, was able to increase the participants farming income. Another important factor that influences farmer income was share of crop sold, farmers try to maximize their income by increasing the share of crop sold. Share of crop sold and price of crop are proportional to each other and statistically significant as the price of crop increases share of crop sold increases by having better yields. Dash and Mazhar (2021) [3] conducted a study on the impact of FPO. According to that the absence of adequate marketing infrastructure, presence of middleman, lack of collectivization effort leads to grab less marketing opportunities and earnings. To overcome his situation, the concept of farmer producer organization (FPO) was developed and implemented. This study found remarkable impact of FPO on its members with respect to technical and economic development enhancing annual income with a better facilitation of marketing of produce. The members have harnessed the opportunities in conglomeration of a number of farmers in reducing their input and transport cost and capacity building on innovation technologies for better production.

Conclusion

It was found from the table that, increasing consultations among the fellow farmers and for increasing the opportunities for developing activities, improve decision making capacity 75.00%, 70.00% and 70.00% member respectively has agreed. increased outside contact became more cosmopolite and became early adopter in adoption of agricultural technologies the following are agreed by 76.60% and 68.30% of member respectively. Interpersonal contact has increased which has benefited the farmer, more time has developed to listen agriculture related program in electronic device and subscription toward agricultural publication has increased, these are agreed by 83.30%, 81.60% and 76.60% members respectively. By this Credit facilities it's easy for the member of association to get credits/bank loans easily. Exploration from middle man is very much checked, association facilitate group production and marketing and it's also access to technical & marketing information theses are agreed by 86.60%, 86.60% and 83.30% members of the association respectively.

Application of research: The aim is to enhance farmers' competitiveness and increase their advantage in emerging market opportunities. Hence, the present study was undertaken with the following objective to study the impact of Grape Growers Association

Research Category: Agricultural Extension

Abbreviations: GGA - Grapes Growers Association

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University: Tamil Nadu Agricultural University, Coimbatore, 641003, India
Research project name or number: Research station study

Author Contributions: Sole author

Author statement: Author read, reviewed, agreed and approved the final manuscript. Note-Author agreed that- Written informed consent was obtained from all participants prior to publish / enrolment

Study area / Sample Collection: Cumbum block, Theni district, Tamil Nadu

Cultivar / Variety / Breed name:

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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