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Perception of farmers towards farmer producer organisations

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Abstract

The present study was carried out during 2025 to analyse the perception of farmers towards farmer producer organisations. One hundred farmers from five farmer producer organizations in Mandya district of Karnataka state were interviewed using a pre-tested schedule. The results revealed that a vast majority of farmers (80.00%) had good to better perception towards farmer producer organizations, whereas 20.00 per cent of farmers had poor perception towards farmer producer organisations. Further, the results revealed that all the seven independent variables *viz.*, Age, education, farming experience, management orientation, mass media participation, extension agency contact and extension participation together contributed 61.44 per cent of the variation in developing better perception among farmers towards farmer producer organizations.

Keywords: Perception, farmer producer organizations, stepwise regression

1. Introduction

Farmer Producer Organizations (FPOs) play a crucial role in empowering farmers, promoting collective action, and enhancing the sustainability and profitability of the agricultural sector. FPOs are formed and managed by farmers themselves, with the aim of collectively undertaking farming activities, improving access to inputs, enhancing bargaining power, and accessing markets. These collective entities operate based on democratic decision-making, inclusivity, and farmer empowerment, allowing farmers to overcome individual limitations and pool their resources, knowledge, and expertise to achieve common goals. FPOs provide a platform for farmers to come together, discuss common issues, share experiences, and learn from one another. They facilitate knowledge exchange, training programs, and capacity-building activities that equip farmers with the necessary skills and information to adopt improved agricultural practices, enhance productivity, and mitigate risks. The members of FPOs are smallholder farmers who organize themselves with the objective of improving farm income through improved production, marketing, and local processing activities (Khan *et al.*, 2020) [2].

In recent years, Farmer Producer Organisations (FPOs) have become significant instruments for farmer empowerment by strengthening market linkages, enhancing value addition, and promoting collective marketing approaches. They serve as vital platforms for knowledge exchange, skill development, and technology dissemination through training programs, demonstrations, and capacity-building activities. Additionally, FPOs play a pivotal role in advancing climate-resilient agriculture and ensuring the sustainable management of natural resources by encouraging organic farming, efficient input utilization, and environmentally sustainable cultivation practices (Pardhi and Bisen, 2021) [7].

Government support and policy frameworks are crucial for the establishment and functioning of FPOs. Governments at different levels can provide financial assistance, technical support, and capacity-building programs to promote FPO development. Favorable policies, such as facilitating access to credit, offering tax incentives, and creating a conducive business environment, can further support the success of FPOs. Overall, FPOs serve as catalysts for transforming the agricultural landscape by empowering farmers, improving their livelihoods, and promoting sustainable farming practices. FPO is a means to bring together the small and marginal farmers and other small producers to build their own business enterprise that will be managed by professionals (Krishna *et al.*, 2018) [3]. Through collective

action and collaboration, FPOs have the potential to address challenges faced by smallholder farmers, strengthen their market participation, and contribute to agricultural development and rural prosperity (Arindam Ghosh and Ananya Ghosh, 2023) [1].

Despite extensive policy support and government interventions, the success of FPOs primarily relies on farmers' perceptions, participation, and trust in these organizations. Challenges such as limited awareness, managerial constraints, and socio-economic barriers often affect farmers' willingness to join and actively engage in collective efforts. Hence, understanding farmers' perceptions of FPOs is essential for assessing their acceptance, enhancing organizational performance, and ensuring the long-term sustainability of these institutions. In this backdrop, the present study was carried with the following specific objectives:

1. To analyse the perception of farmers towards farmer producer organisations
2. To find out the relative importance of selected characteristics/variables of farmers in explaining the development of better perception towards farmer producer organizations

2. Methodology

Perception of farmers towards farmer producer organizations: It is operationally defined as the extent of mental awareness of farmers towards the functioning and benefits of farmers producer organization. Ten perception statements developed Sharma (2023) [11] was used to assess the perception of farmer towards farmers producer organizations. The responses was collected on a five point continuum namely, strongly agree, agree, undecided, disagree and strongly disagree with assigned score of 5,4,3,2 and 1, respectively. The perception score of statements was calculated by adding up the scores obtained by him/her on all the ten statements. The perception score ranges from a minimum score of 10 to a maximum score of 50. Based on the mean (40.30) and standard deviation (6.04), the respondents were categorised into three groups *viz.*,poor, good and better perception.

Perception category	Criteria
Poor	< (Mean-Standard deviation)
Good	(Mean ± Standard deviation)
Better	> (Mean+Standard deviation)

Information regarding age (X1), education (X2), farmer experience (X3), management orientation (X4), mass media participation (X5), extension agency contact (X6) and extension participation (X7) was collected using suitable scales (Vishwanatha *et al.*, 2015) [17]. In the present study the perception of farmers towards farmer producer organizations is considered as dependent variable, while the age, education, farming experience, management orientation, mass media participation, extension agency contact and extension participation of farmers were considered as independent variables for the research study.

Stepwise regression analysis technique was applied to select the best regression equation and to identify the best characteristics variables for predicting the maximum variation contributing for developing better perception towards farmer producer organizations.

3. Results and Discussion

3.1. Socio-personal and Communication attributes of the farmers

The socio-personal traits and communication attributes of the participants are illustrated in Table 1. The analysis reveals significant differences among farmers relating to their age, education, farming experience, management style, exposure to media, and contact with extension services, all of which play a role in their agricultural practices and the adoption of new technologies.

3.1.1 Age

The findings indicate that a substantial segment of farmers (38.00%) falls into the older age category (>50 years), with 32.00% in the younger group (<35 years) and 30.00% in the middle-age bracket (36-50 years). These results suggest that agriculture in the area is predominantly overseen by older individuals, likely because younger people are transitioning to non-agricultural jobs. Comparable patterns have been observed by Shivashankar *et al.* (2023) [12], emphasizing the necessity for policies aimed at the youth to guarantee enduring sustainability in agriculture.

3.1.2 Education

In terms of educational attainment, 40.00% of participants fell into the medium education category, 32.00% had high education levels, and 28.00% were categorized as having low education. The relatively high levels of literacy indicate that farmers are in a good position to comprehend advanced agricultural practices and extension services. These findings align with those of Sanketh, *et al.* (2020) [9], who noted that greater educational levels increase farmers' willingness to embrace innovative technologies.

3.1.3 Farming Experience

In terms of farming experience, 38.00% of farmers possessed a high level of expertise (over 20 years), while 31.00% and 29.00% had low and moderate experience, respectively. The prevalence of seasoned farmers indicates that traditional knowledge still significantly influences decision-making. However, research by Shivani Dechamma *et al.* (2020) [13] has highlighted that highly experienced farmers may sometimes be resistant to adopting modern techniques, emphasizing the need for targeted training and awareness initiatives.

3.1.4 Management Orientation

Among the respondents, 40.00% exhibited a high level of management orientation, 32.00% showed a moderate level, and 28.00% had a low level. This indicates that a considerable number of farmers possessed stronger skills in planning, organizing, and making decisions regarding their farm operations. These findings align with the Suresh, *et al.* (2025) [15].

3.1.5 Mass Media Exposure

A significant proportion of respondents (42.00%) reported high exposure to mass media, followed by 36.00% with moderate exposure and 22.00% with low exposure. This implies that farmers are increasingly utilizing diverse

sources such as newspapers, television, radio, and online platforms to access agricultural information. These results are consistent with the observations of Sanketh, *et al.* (2019) [10], who highlighted that greater access to mass media accelerates the dissemination of information and enhances farmers' awareness of government schemes, weather forecasts, and scientific farming practices.

3.1.6 Extension Agency Contact and Participation

Regarding interaction with extension agencies, 41.00% of respondents reported high contact, 39.00% had moderate contact, and 20.00% had low contact. Similarly, participation in extension activities was high among 40.00% of farmers, moderate among 35.00%, and low among 25.00%. These findings indicate that a substantial proportion of farmers are actively involved in training programs, demonstrations, and capacity-building initiatives organized by extension agencies. As stated by Preethi *et al.* (2017) [8], frequent engagement with extension personnel significantly enhances farmers' knowledge and facilitates the adoption of improved agricultural practices and technologies.

The overall results suggest that farmers in the study area possess moderate to high levels of literacy, managerial skills, media exposure, and extension linkages, creating favourable conditions for the adoption of modern technologies. However, the predominance of elderly farmers presents potential challenges, including reduced youth participation, knowledge transfer constraints, and labour shortages. Therefore, strategies such as encouraging youth involvement in agriculture, strengthening ICT-based extension services, and enhancing farmer training programs are crucial for promoting sustainable agricultural growth.

Table 1: Socio-personal and Communication attributes of the farmers (n=100)

Sl. No	Profile characteristics	Farmers	
		No.	%
X1	**Age**		
	Young (>35years)	32	32.00
	Middle (36-50years)	30	30.00
	Old (>50years)	38	38.00
X2	**Education**		
	Low	28	28.00
	Medium	40	40.00
	High	32	32.00
X3	**Farming experience**		
	Less	31	31.00
	Moderate	29	29.00
	More	38	38.00
X4	**Management Orientation**		
	Low	28	28.00
	Medium	32	32.00
	High	40	40.00
X5	**Mass media participation**		
	Low	22	22.00
	Medium	36	36.00
	High	42	42.00
X6	**Extension agency contact**		
	Low	20	20.00
	Medium	39	39.00
	High	41	41.00
X7	**Extension participation**		
	Low	25	25.00
	Medium	35	35.00
	High	40	40.00

3.2. Statement-wise perception of farmers towards Farmers Producer Organisation

The result in Table 2 reveals that among the 12 perception statements, the statement 'FPO helps in enhancing the knowledge about the good agricultural practices' obtained a mean perception score of 4.97 and was accorded the first rank, while the statement 'FPO helps in increasing the self-confidence of farmers' was ranked second with mean perception score of 4.96. The statement 'Male and female members are given equal chance of participation and control over resources in FPO' obtained a mean perception score of 4.91 and was ranked third by the farmers, whereas the statement 'Effective utilization of available resources is highly possible through FPO' was ranked fourth with a mean perception score of 4.89. The statement 'FPO helps in reducing the input cost' secured a mean perception score of 4.87 and was ranked fifth, while the statement 'FPO helps in building good rapport with the extension personnel' obtained a mean perception score of 4.85 and was ranked sixth.

The statement 'FPO ensures timely availability of credit and assess to inputs to the farmers' obtained a mean perception score 4.80 and was ranked seventh, whereas the statement 'FPO enhances decision making power of its members' was ranked eighth with a mean perception score of 4.79. The remaining two statements, namely, 'FPO helps to enhance

the socio-economic status of farmers' and 'FPO improves access to reliable market information and management skills of farmers' were ranked ninth (4.70 score) and tenth (4.52 score) rank, respectively. It could be inferred from the above results that farmers possess good perception towards farmers' producer organizations. These results are consistent with the observations of Mukharjee, *et al.* (2018) [5] and Shivani *et al.* (2022) [14].

Table 2: Statement- wise perception of farmers towards Farmer Producer Organisation (FPO's) (n=100)

Sl. No	Statements	Farmers	
		Mean Score	Rank
1	FPO helps in enhancing the knowledge about the good agricultural practices	4.97	I
2	FPO helps in increasing the self-confidence of farmers	4.96	II
3	Male and female members are given equal chance of participation and control over resources in FPO	4.91	III
4	Effective utilization of available resources is highly possible through FPO	4.89	IV
5	FPO helps in reducing the input cost	4.87	V
6	FPO helps in building good rapport with the extension personnel	4.85	VI
7	FPO ensures timely availability of credit and assess to inputs to the farmers	4.80	VII
8	FPO enhances decision making power of its members	4.79	VIII
9	FPO helps to enhance the socio-economic status of farmers	4.70	IX
10	FPO improves access to reliable market information and management skills of farmers	4.52	X

3.3. Overall perception of farmers towards Farmer Producer Organisations

The results in Table 3 reveal that 42.00 per cent of farmers had better perception towards farmer producer organizations, whereas 38.00 and 20.00 per cent of farmers had good and poor perception towards farmer producer organizations. It could be inferred that a vast majority of farmers (80.00%) had good to better perception towards farmer producer organizations. Being a member of farmer producer organization the farmers will: (a) enhance knowledge about good agricultural products, (b) helps in building capacity, (c) ensures timely availability of agricultural inputs at reduced price, (d) improves the access to market information and (e) overcome production and marketing risks. Because of the above benefits majority of farmers (80.00%) had good to better perception towards farmer producer organizations and similar kind of results are in line with the Vaibhav Bansilal Derle and Sayed Tabrez Hasan (2022) [16].

Table 3: Overall perception of farmers towards Farmer Producer Organisations (n=100)

Sl. No	Perception Category	Farmers	
		No.	%
1	Poor (Less than 34.26 score)	20	20.00
2	Good (34.26 to 46.34 score)	38	38.00
3	Better (More than 46.34 score)	42	42.00
Total		100	100.00

Mean= 40.30; Standard deviation = 6.04

3.4. Stepwise regression analysis showing the significant steps predicting the percentage contribution of selected independent variables in developing perception towards farmers' producer organization

Table 4 reveals that out of seven independent variables all the seven variables entered the final stage of stepwise regression. A single factor in the first step is the extension participation (X7) contributes 39.03 per cent of the variation in developing better perception towards farmers' producer organization. The percentage of variation as expressed by regression equation (R2) is shown in Table 3. All the seven variables together contributed 61.44 per cent of the variation in developing better perception towards farmers' producer organizations. The results are in concordance with the Nishitha *et al.*, (2017) [6].

Table 4: Stepwise regression analysis showing the significant steps predicting the percentage contribution of selected independent variables in developing perception towards farmers' producer organization (n=100)

Step No.	Variables entering regression	Degrees of freedom	't' value	Percentage of variation explained by regression (R2)
1	X7	98	33.11	39.03
2	X7, X6	91	32.22	43.33
3	X7,X6,X5	96	31.22	4.99
4	X7,X6,X5,X4	95	30.99	62.22
5	X7,X6,X5,X4,X2	94	29.98	59.99
6	X7,X6,X5,X4,X2,X3	93	28.22	60.09
7	X7,X6,X5,X4,X2,X3,X1	92	25.33	61.44

R^2=0.6144; F=24.16 (Significant at 1% level)

3.5. Stepwise regression analysis showing the significant steps predicting the percentage contribution of selected independent variables in developing perception towards farmers producer organizations

A bird eye view of Table 5 reveals the analysis of regression co-efficient, standard error and 't' values. The 'F' value (24.16) was highly significant of regression equation in predicting the perception of farmers towards farmer producer organizations. Variables like extension participation (X7), extension agency contact (X6), mass media participation (X5), management orientation (X4), education (X2), farming experience (X3) and age (X1) were found significantly contributing for developing better perception towards farmer producer organizations in the final stepwise regression analysis. It can be concluded that frequent exposure of farmers to the extension activities (demonstrations, farmers' field school, meetings, discussion, krishi mela, *etc.*,) and frequent contacts with the formal extension personal will help the farmers for developing better perception towards farmers producer organizations. The results are in concordance with the Nishitha *et al.*, (2017) [6].

Table 5: Stepwise regression analysis showing the final step with all the significant independent variables included in developing perception towards farmers' producer organization (n=100)

Variable No.	Independent Variables	Regression Co-efficient	Standard error or regression Co-efficient	't' Value
X7	Extension Participation	0.1459	0.0391	5.28
X6	Extension agency contact	0.3112	0.1052	2.83
X5	Mass media participation	0.5283	0.1920	4.01
X4	Management orientation	0.6193	0.1149	6.11
X2	Education	0.7189	0.1890	2.83
X3	Farming exposure	0.7891	0.1920	5.09
X1	Age	0.3009	0.1061	2.99

F=24.16 (significant at 1% level)

4. Conclusion

It can be concluded that frequent exposure of farmers to the extension activities (demonstrations, farmers field school, meetings, discussion, krishimela *etc.*,) and frequent contacts with the formal extension personnel will help the farmer for developing better perception towards farmers producer organizations, leading to gaining better benefits from farmer producer organizations.

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