

Research Paper

# Analysis of Socio-economic Profile of the Members and Dynamics of Grapes Growers Association in Theni District of Tamil Nadu

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## ABSTRACT

The grape is one of the most valued conventional fruits worldwide. Although most of the parts of the grapevine are useful, primarily, the grape is considered a source of unique natural products not only for the development of valuable medicines against a number of diseases but also for manufacturing various industrial products. Since the crop requires huge manpower for harvesting and other operations, only small farmers cultivate the crop. Farmers Producers Organization is an organization of farmer-producers that provides support to small farmers with end-to-end services covering almost all aspects of cultivation, from inputs and technical services to processing and marketing. Hence, the present study was undertaken with the following objective to study the socio-economic profile of the members and dynamics of Grape Growers Association in the Cumbum block of Theni district with a sample size of 60 farmers registered in GGA. The respondents were selected based on the purposive random sampling method. The data were collected from each respondent through a pre-tested interview schedule. The results of the study revealed that to adopt innovation farmer mostly prefer joint decision made by member of association of 58.00%, for marketing produce decision made by the member of the association of 75.00%, group activities promote cooperation among farmer, and group activity improved the knowledge of farmer due to contact with extension officer and another farmer these agreed by 75.00% and 83.30% of members respectively.

## HIGHLIGHTS

- Farmer Producer Organizations.
- Export orientation.
- Members progressiveness.
- Decision-making behaviour.
- Grape Grower Association.

**Keywords:** Grapes Growers Association

Farmer Producer Organizations is that farmers, who are the producers of agricultural products, can form groups and register themselves under the Indian Companies Act. The main aim of the Farmer Producer Organization is to ensure a better income for the producers through an organization of their own. Small producers do not

have the volume individually to benefit from economies of scale. In agricultural marketing, there is a chain of

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intermediaries who often work non-transparently, leading to the situation where the producer receives only a tiny part of the value, which the ultimate consumer pays. This will be eliminated through accumulation as the primary producers can benefit from the economies of scale. Farmer Producers have better bargaining power in the form of bulk buyers of produce and bulk suppliers of inputs (Kanika, 2021).

The basic purpose envisioned for the FPOs is to collectivize small farmers for backward linkage for inputs like seeds, fertilizers, credit, insurance, knowledge and extension service, and forward linkages such as collective marketing, processing, and market-led agricultural production (Mondal, 2010). In India, the Grapes or 'Angoor' as they are popularly known, needs no introduction. Grapes are juicy berries with a sweet-tart flavor that grows on deciduous woody vines. Coming in a wide range of colors and flavors, grapes are also healthy, being rich in fiber, vitamins A, C, B6, and minerals. Hence, the present study was undertaken with the following objectives to study the socio-economic profile of the members and dynamics of Grape Growers Association .

### METHODOLOGY

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, Bodinayakkanur, Chinnamanur, Cumbum, Periyakulam, Theni, Utthamapalayam, Kadamalaikundu Myladumparai. Out of which Cumbum block was selected for our study, as this block is famous for its grapes. In the Cumbum block, the export of grapes to all parts of India and overseas was done. In this block, out of 3 Grape grower's associations, the association in kamayakoundanpatti is purposively selected for its more 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 a specific objective was designed after a detailed study of the available literature on the topic and the situation reviewed. The interview schedule was

pretested before it's finalization. The 60 grape growers selected randomly from GGA were contacted personally and interviewed. Qualitative data information was converted into quantitative form, and computation was done.

### FINDINGS AND DISCUSSION

**Table 1: Socio-economic profile of grape growers**

Sl. No.	Characteristics	Category	Number	Percent
1	Age	Young (up to 35 years)	15	25.00
		Middle (36 to 50 years)	36	60.00
		Old (above 50 years)	9	15.00
2	Education	Illiterate	2	3.00
		Middle school	9	15.00
		High school	37	62.00
		Graduate	12	20.00
3	Landholding	Marginal (< 2.5 acres)	7	12.00
		Small (2.5-5acres)	30	50.00
		Big (>5acres)	23	38.00
4	Mass media exposure	Low	9	15.00
		Medium	30	50.00
		High	21	35.00
5	Extension Agency Contact	Low	18	30.00
		Medium	32	53.00
		High	10	17.00

From Table 1, it is found that the age of the respondents shows maturity and thinking ability. (60.00%) of the respondents belonged to the middle age group, followed by the young (25.00%) and old age (15.00%) groups. Usually, middle-aged farmers are more enthusiastic, have a great amount of responsibility, and are more efficient compared to old and young farmers. Results about the education level of GGA members depicted that almost (62.00%) of them had a high school education, followed by graduates (20.00%). The results show that awareness about GGA will have a more significant

impact in understanding the level of the farmers. Nearly half (50.00%) of the respondents were small farmers, followed by big (38.00%) and marginal (12.00%) farmers. 50.00 percent of the GGA members had a medium level of mass media exposure followed by high (35.00 %) and low level (15.00 %) of mass media exposure. Mass media plays a major role in disseminating information effectively. Farmers who are members of the GGA are more accessible to the mass media, which helps them to get updates on the latest developments which is a good sign for the interest of farmers. (53.00%) of the GGA members had medium level of extension contact, followed by 30.00 per cent having low level and 17.00 per cent of them having high level of extension contact and thus the GGA members frequently contacts various departmental officials to seek more information.

The meetings are conducted in regular intervals, every 10th of every month, and the members participate in organizational meetings regularly. The present financial position of the association is good.

These findings are similar to those of Pooja, H.K. Pankaja, and B. Krishnamurthy 2022 found that a little more than half (52.80 %) of the FPO members had a medium level of organizational participation, followed by 24.80 percent

of the respondents with high level. Farmers having a participative approach in various organizations such as FPOs helps them attain practical knowledge regarding their crop production aspects; farmers participate in various activities conducted by FPOs such as training programs, informative group meetings, and field visits, which help them to gain technological and informative aspects of today's world.

By analyzing the decision-making behavior, to adopt innovation farmers mostly prefer joint decisions made by a member of the association of 58.00%, borrowing credit decision made by a family member of 50.00%, for marketing produce decisions made by a member of the association of 75.00%, participation regarding GGA activities are take up independently, by the member and by family members too of 34.00% and finally regarding the participation in farming activities is taken by equally by a member of the association as well as by the family member of 42.00%.

Analyzing the decision-making ability, the farmer generally agrees to seek advice from other people before making any decision of 50.00%, the farmer can not avoid many of his worries and troubles if advice from his friends and neighbors response is undecided

**Table 2:** Dynamics of Grape Grower Association

Sl. No.	Statement	Total No. of farmer agreed	%	Total No. of farmer disagreed	%
(a)	All members have equal rights in the affairs of the association	46	76.60	14	23.40
(b)	The leaders are dynamic	48	80.00	12	20.00
(c)	The leaders are credible	46	76.60	14	23.40
(d)	Registers are maintained in Association	60	100.00	0	00.00
(e)	Proceedings of meetings are registered	58	96.60	2	03.40

**Table 3:** Participation of members in Grape grower association

Sl. No.	Statement	Total No. of farmer agreed	%	Total No. of farmer disagreed	%
(a)	Are you a active members in GGA?	50	83.30	10	16.60
(b)	Extent of participation in various activities of GGA's?	46	76.60	14	23.30
(c)	Do you convey the messages received from GGA to others?	52	86.60	8	13.30

**Table 4:** Decision-making behaviour Areas of Decision-making

Sl. No.	Particulars	Independent Decision Made	%	Joint Decision by Members	%	Joint decision with family members	%
1	To adopt innovation	10	16.00	35	58.00	15	25.00
2	For borrowing credit	5	08.00	25	42.00	30	50.00
3	For marketing produce	0	0.00	45	75.00	15	25.00
4	Participation in GGA activities	20	33.00	20	33.00	21	34.00
5	Participation in farming activities	10	16.00	25	42.00	25	42.00

**Table 5:** Decision-making ability

Sl. No.	Particulars	Response categories					
		Agree	%	Un decided	%	Disagree	%
1	It is necessary to seek other people’s advice before taking decisions	30	50.00	10	16.00	20	34.00
2	One can not avoid much of his worries and troubles if he seeks the advice of his friends and neighbours	5	08.00	35	59.00	20	33.00
3	One who believes in others advice does his work much better	30	50.00	10	16.00	20	34.00
4	To do any work with the advice of others is a sign of weakness	2	04.00	50	83.00	8	13.00

**Table 6:** Export orientation

Sl. No.	Statement	Response			
		Agree	%	Disagree	%
1	A farmer should go for exporting his produce to evade from risk involved in marketing	35	58.30	25	41.60
2	A farmer should take more of a chance of exporting his produce to make huge profit than to be content with domestic market	35	58.30	25	41.60
3	A Farmer who is willing to export than an average farmer, usually does better financially	33	55.00	27	45.00
4	It is good for a farmer to export his produce when he knows his chance of success is fairly high	34	56.60	26	43.30
5	It is better for a farmer not to go for exporting his produce unless most other farmers found it as a profitable venture	40	66.60	20	33.40
6	Trying to export the produce by a farmer involves risk but it is worth	35	58.30	25	41.60

59.00%, farmers agree if he believes in others advice does his work much better and to do any work with the advice of the others is a sign of weakness this statement is undecided by the farmer of 83.00%.

Farmers agree to exporting by following these factors like better for a farmer not to go for exporting his produce unless most other farmers find it a profitable venture; farmer goes for exporting when he knows his

chance of success is relatively high, the farmer would be going for exporting if the chance of exporting his produce had made a massive profit than to be content with a domestic market of 66.60%, 56.60% and 58.30% respectively agrees for the above factors.

No obstacle can stop them from achieving their final goals, they are generally confident of their own ability, and they find themselves working on something /

**Table 7: Self-confidence**

Sl. No.	Statement	Response			
		Agree	%	Disagree	%
1	I feel no obstacle can stop me from achieving my final goal	50	83.30	10	16.70
2	I am generally confident of my own ability	48	80.00	12	20.00
3	I am bothered by inferiority feelings	25	41.70	35	58.30
4	I do not have initiative	34	56.70	26	43.30
5	I usually work out things for myself rather than get someone share me	15	25.00	45	75.00
6	I get discouraged easily	15	25.00	45	75.00
7	Life is a strain for me in much of time	15	25.00	45	75.00
8	I find myself working about something (or) other	40	66.70	20	33.30

**Table 8: Attitude of farmers towards group activity**

Sl. No.	Particulars	Agree	%	Disagree	%
1	Group activity has made significant improvement in the economic condition of farmers.	40	66.70	20	33.30
2	The group should be immediately dissolved as no good work is actually done.	35	58.30	25	41.70
3	Group activity can solve many field / crop problems of farmers.	40	66.70	20	33.30
4	Group activity promotes mutual cooperation among farmers.	45	75.00	15	25.00
5	Group activity has improved the knowledge of farmers due to better contact with extension officers and other farmers.	50	83.30	10	16.70

**Table 9: Role expectation of leader**

Sl. No.	Role expected	Response			
		Yes	%	No	%
1	To motivate the members towards collective thinking and action	50	83.30	10	16.70
2	Disseminate information to members about government development and welfare scheme and guide them in securing the same	50	83.30	10	16.70
3	Ensure participation of members in all group activity	55	91.70	5	8.30
4	Allocate responsibilities to every members in order to make every member responsive	44	73.40	16	26.60
5	Create awareness of present social position	39	65.00	21	35.00
6	Helping farmers in profitable marketing of their produce	42	70.00	18	30.00
7	Assisting farmers in getting credit through money credit agencies	46	76.70	14	23.30
8	Voicing farmer's difficulties if any, before higher authorities	51	85.00	9	15.00
9	Working for improvement of socio-economic higher authorities	46	76.70	14	23.30
10	Arbitrates disputes	36	60.00	24	40.00

other these are agreed by 83.30%, 80.00%, and 66.70% of members, respectively. They usually work out things for themselves rather than to get someone to share, and they get discouraged easily. These are disagreed by 75.00% and 75.00% of members, respectively.

The reason for joining the association are as follow group activities promotes mutual cooperation among farmer, and group activity has improved the knowledge of farmer due to contact with the extension officer and another farmer. These agreed by 75.00% and 83.30% of

**Table 10:** Members progressiveness

Sl. No.	Particulars	Yes	%	No	%
(i)	Do you know about recently developed scientific practices?	45	75.00	15	25.00
(ii)	Do you try to follow the improved recommended practices?	48	80.00	12	16.67
(iii)	Do you accept new technologies when they are recommended	38	63.33	22	26.67
(iv)	Do you tell the other farmers about the benefit of new technologies?	48	80.00	12	20.00
(v)	Do you tell the other farmer to follow the improved practices?	50	83.33	10	16.67
(vi)	Have you approached the extension worker to get their advice?	48	80.00	12	20.00

members, respectively. The important role of the leader are as follow ensuring participation of members in group activities, voicing farmer difficulties disseminating information regarding government scheme and welfare scheme, and guiding them toward security. These are agreed by 91.70%, 85.00%, and 83.30% of association members respectively.

By analyzing the following table, member progressiveness is concluded as follow; members tell another farmer to follow the improved practices; this statement is agreed by 83.33%; approach toward extension workers and informing new technologies to other farmers are agreed upon by 80.00% of members.

**CONCLUSION**

It was concluded that to adopt innovation, farmers mostly prefer joint decisions made by a member of the association of 58.00%, for marketing produce decisions made by a member of the association of 75.00%; the

reason for joining the association are as follow group activities promotes cooperation among farmer and group activity has improved the knowledge of farmer due to contact with extension officer and another farmer these agreed by 75.00% and 83.30% of members respectively. Members tell another farmer to follow the improved practices. This statement is agreed by 83.33%, approach toward extension workers and informing new technologies to other farmers are agreed upon by 80.00% of members.

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