

PRIVATISATION OF EXTENSION SERVICES : OPINION ANALYSIS

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ABSTRACT

To have a clear picture regarding privatization of extension services prevailing in south Gujarat through a scientific method, this study was conducted. The study was confined to the 200 respondents consisted of researchers, extension workers and farmers. The availability of agricultural inputs and information at the right time were the key issues led to privatization of extension services for rose production. The risk orientation, economic orientation, achievement motivation and management orientation of the researchers, management orientation of the extension workers and land holding, social participation, risk orientation, economic orientation, value orientation, management orientation and decision making ability of the farmers were found positively and significantly correlated with their opinion regarding privatization of extension services.

INTRODUCTION

Perception initiates external or internal movements, which produce consequences. If the consequences can satisfy, one may review the situation, reinterpret it and try once again. Trial and adjustment continue until one is satisfied. This satisfaction may enforce the change in attitude as we know that attitude is a relatively stable, learned, emotionalized predisposition to respond in some consistent way towards an object or situation when one passes consciously from this sequence he may be able to opine regarding an object or fact. Opinion is a formal expression of an individual about an object. In other words, opinion implies a conclusion or set of interrelated conclusion not necessarily formulated by the individual but often constituting a dogma, doctrine or proposition already formulated prior to the individual acceptance or adoption of it.

In the present era of globalization and liberalization the shift taking place in the agriculture sector from mere subsistence to the more commercial level, it is the bounded responsibility of the extension workers to moot the diverse needs and expectation of

the farmers. The backbone of the agricultural extension endeavors is transfer of agricultural information/ technologies to enhance the productive capacity of farmers. The government funding for public extension services has not been increased at a pace of its requirements. As a result of that public sector extension has been criticized for not doing enough, not doing it well as well in proper direction and for not being relevant. The alternative ways of agricultural extension services have therefore, considered and enacted. The present situation and future developments will demand for privatisation of extension services. It is therefore considered worth to analyze the new mode of privatization of extension services before using it on a larger scale. Keeping this in view, the present investigation was purposely designed with following objectives:

1. To identify the technologies amicable for privatisation as opined by researchers, extension workers and farmers of rose.
2. To analyze the personal profile of the researchers, extension workers and

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farmers and their opinion regarding privatisation of extension services.

METHODOLOGY

Ex post facto research design with two stage simple random sampling was employed to select the village and farmers where majority had adopted paddy, chiku, rose, dairying and inland fishing as a farming enterprise. Five villages were randomly selected for paddy, chiku and dairying and seven villages for rose and inland fishing. The list of researchers and extension workers who are directly engaged in selected enterprise were obtained from the Gujarat Agricultural University and line Departments of Gujarat. Ten researchers, ten extension workers and twenty farmers were selected for each enterprise, making the sample size of 200 for the study.

Eleven variables of the respondents were measured through respective scales with due modification. Education was measured with the help of scale developed by Trivedi(1963), land holding and social participation with the help of scale developed by Venkataramaiah (1983), innovativeness was measured through the scale developed by Singh (1977), risk orientation and economic orientation were measured through scale developed by Supe (1969), management orientation was measured by the scale developed by Samanta (1977), achievement motivation was measured with the help of the scale developed by Vishweshwaran (1979), value orientation was measured through the scale developed by Achanta (1983) while a structured schedule was prepared to measure to the age and decision making ability. An interview schedule was specially constructed to identify the amicable rose technologies for privatisation of extension services. However, to measure the opinion,

a teacher's made scale was developed in context to this study. Scoring procedure were followed in both the cases on the collected responses and lastly analyzed by using percentage, mean, standard deviation, and correlation coefficient.

RESULTS AND DISCUSSION

Personal profile of the researchers, extension workers and farmers

The present study was appropriate for this area where there is large scope of privatisation of extension services, hence it was felt necessary that common inflective characteristics of researchers, extension workers and farmers of selected enterprises viz; age, education, land holding, social participation, economic orientation, risk orientation, achievement motivation, management orientation, innovativeness, value orientation and decision making ability should be studied first. The data in regards is presented and discussed as under.

- 1. Age:** The information presented in table 1 revealed that majority of the researchers (64 %), extension workers (70%) and more than two fifth of the farmers (43%) were in the range of 35 to 50. years, *i.e.* middle age group, followed by, 22.0, 22.0 and 40.0 % of researchers, extension workers and farmers belonged to old age group, respectively.
- 2. Education:** It is evident from the table that all the researchers (100 %) and extension workers (96 %) had college level of education however, more than two fifth of the farmers (48 %) had secondary level of education.
- 3. Land holding:** The data presented in the said table that the majority of the researchers and extension workers (52 and 64 %) belonged to small holding and farmers

**Table: 1 Distribution of personal profile of the researchers, extension workers and farmers
N=200**

Characteristics	Researchers		Extn. Workers		Farmers		Pooled	
	No.	%	No.	%	No.	%	No.	%
AGE								
Young age (Up to 35 yrs.)	7	14.0	4	8.0	17	17.0	28	14.0
Middle age (36 to 50 yrs.)	32	64.0	35	70.0	43	43.0	110	55.0
Old age (above 50 yrs.)	11	22.0	11	22.0	40	40.0	62	31.0
EDUCATION								
Primary education	0	0.0	0	0.0	9	9.0	9	9.0
Secondary education	0	0.0	2	4.0	48	48.0	50	25.0
College and above	50	100	48	96.0	43	43.0	141	70.5
LAND HOLDING								
Small holding	26	52.0	32	64.0	32	32.0	90	45.0
Medium holding	8	16.0	9	18.0	50	50.0	67	33.5
Large holding	6	12.0	9	18.0	18	18.0	43	21.5
SOCIAL PARTICIPATION								
Membership in one organization	44	88.0	48	96.0	18	18.0	110	55.0
Membership in more than one organization	2	4.0	2	4.0	36	36.0	40	20.0
Membership in organization with position	4	8.0	0	0.0	46	46.0	50	25.0
INNOVATIVENESS								
Low innovativeness (1 score)	5	10.0	7	14.0	2	2.0	14	7.0
Medium innovativeness (2 score)	20	40.0	20	40.0	51	51.0	91	45.5
High Innovativeness (3 score)	25	50.0	23	46.0	47	47.0	95	47.5
RISK ORIENTATION								
Low risk orientation (> 10.27 score)	9	18.0	7	14.0	19	19.0	35	17.5
Medium risk orientation (10.28 to 13.96 score)	29	58.0	30	60.0	55	55.0	114	57.0
High risk orientation (< 13.96 score)	12	24.0	13	26.0	26	26.0	51	25.5
ECONOMIC ORIENTATION								
Low economic orientation (> 11.19 score)	10	20.0	10	20.0	17	17.0	37	18.5
Medium economic orient, (11.20 to 15.89 score)	23	46.0	26	52.0	59	59.0	108	54.0
High economic orientation (< 15.89 score)	17	34.0	14	28.0	24	24.0	55	27.5
ACHIEVEMENT MOTIVATION								
Low achievement orientation (> 15.19 score)	16	32.0	14	28.0	5	5.0	35	17.5
Medium achievement orientation (15.20 to 21.03 score)	26	52.0	28	56.0	71	71.0	125	62.5
High achievement orientation (< 21.03 score)	8	16.0	8	16.0	24	24.0	40	20.0
VALUE ORIENTATION								
Low value orientation (> 20.93 score)	5	10.0	12	24.0	22	22.0	39	19.5
Medium value orientation (20.94 to 26.15 score)	27	54.0	33	66.0	66	66.0	126	63.0
High value orientation (< 26.15 score)	18	36.0	5	10.0	12	12.0	35	17.5
MANAGEMENT ORIENTATION								
Low management orientation (> 15.19 score)	5	10.0	9	18.0	34	34.0	48	24.0
Medium management orientation (15.20 to 21.30 score)	32	64.0	30	60.0	55	55.0	117	58.5
High management orientation (< 21.03 score)	13	26.0	11	22.0	11	11.0	35	17.5
DECISION MAKING ABILITY								
Low decision making ability (> 11.78 score)	5	10.0	9	18.0	34	34.0	48	24.0
Medium decision making ability (11.79 to 17.62 score)	32	64.0	30	60.0	55	55.0	117	58.5
High decision making ability (< 17.62 score)	13	26.0	11	22.0	11	11.0	35	17.5

(50%) belonged to medium land holding category, in the same way 32 and 18 % of them belonged to medium holding. Among the farmers (32%) belonged to small land holding category.

4. Social participation: It is apparent from the table 1, that a great majority of the researchers as well as extension workers (88 and 96 %) had membership in one organisation, where as, more than two fifth (46 %) of the farmers had membership in

organisation with specific position in respective organisation.

5. Innovativeness: The data mentioned in the table indicated that majority of the researchers (30%) and farmers (51%) belonged to high and medium innovativeness categories. However, more than two fifth of the extension workers (46%) belonged to high innovativeness category followed by 40 % each of the

Table : 2 Distribution of responses regarding amicable rose technologies

N=200

Sr.	Extension services for rose cultivation	Government extension services		Private extension services					
		Available	Possibility	Available	Possibility	Available		Satisfaction	Dissatisfaction
						As in information	As in kind		
1	General information on rose cultivation	95.0	05.0	10.0	90.0	100.0	00.0	00.0	10.0
2	Information on preparatory tillage/planking/ pits at specified distance	100.0	00.0	62.5	37.5	100.0	00.0	52.5	10.0
3	Availability of tillage/planking/ pits implements	00.0	00.0	100.0	00.0	00.0	100.0	100.0	00.0
4	Information on selection of grafted plant	92.5	07.5	100.0	00.0	100.0	00.0	80.0	20.0
5	Information on time/ method of planting	92.5	07.5	75.0	25.0	100.0	00.0	37.5	37.5
6	Availability of FYM/chemical fertilizers	00.0	00.0	100.0	00.0	00.0	100.0	100.0	00.0
7	Information on time/ method of fertilizer doses	90.0	10.0	25.0	75.0	100.0	00.0	00.0	25.0
8	Availability of irrigation water	50.0	50.0	100.0	00.0	00.0	100.0	62.5	37.5
9	Information on time/ method of irrigation	80.0	20.0	52.5	47.5	100.0	00.0	22.5	30.0
10	Information of inter-culturing	75.0	25.0	00.0	00.0	00.0	00.0	00.0	00.0
11	Information on integrated pest management	100.0	00.0	35.0	65.0	100.0	00.0	22.5	12.5
12	Availability of pesticides/ pest protection equipment	00.0	00.0	100.0	00.0	00.0	100.0	95.0	05.0
13	Information on time/ method of rose pruning	100.0	00.0	95.0	05.0	100.0	00.0	95.0	00.0
14	Information on selling/ packing/ transportation	100.0	00.0	100.0	00.0	100.0	00.0	90.0	10.0

researchers and extension workers belonged to medium innovativeness category, while 47 % farmers belonged to high innovativeness category, respectively.

6. Risk orientation: It is evident from the said table that the majority (58 %), extension worker (60 %) and farmers (55 %)• belonged to medium risk orientation category followed by 24, 26 and 26% in the high risk orientation, respectively.

7. Economic orientation: It can be seen from the table that more number of researchers, extension workers and farmers (46,53 and 59 %) had medium level of economic orientation followed by, 34, 28 and 24 % of them had higher level of economic orientation, respectively.

8. Achievement motivation: It is obvious from the table that the majority of the researchers (52%), extension workers (56%) and farmers (71%) belonged to medium achievement category followed by, 32,28 and 24 % of them had low, low and high achievement motivation, respectively.

9. Value orientation: The information presented in the table 1 revealed that majority of the researchers (54%), extension

workers (66%) and farmers had medium value orientation followed by, 36, 24 and 22% of them had high, low and low value orientation, respectively.

10. Management orientation: It was revealed from the above table that majority of the researchers (50%), extension workers (80%) and farmers (66%) possessed medium management orientation and 40, 16 and 24% of them had possessed low, high and high management orientation, respectively.

11. Decision making ability: It is obvious from the table 1 that majority of the researchers (64%), extension workers (60%) and farmers (55%) had medium decision making ability followed by, 26, 22 and 34% of them had high, high and low decision making ability, respectively.

Amicable rose technologies for privatisation of extension services

Srinivasan and Srinivasan (1995) stated that if, we take the Indian context today, agricultural and allied sectors are transferring it self in to a commercial activity with a few selected areas. Hence, the identification of certain client, crops and

Table: 3 Relationship between personal profile and opinion regarding privatization of extension services ('r' value)

Sr.	Personal profiles	Researchers (N=50)	Extension workers (N=50)	Farmers (N=100)
1	Age	-0.02800	-0.19040	-0.04042
2	Education	-	-0.26458	0.05281
3	Land holding	-0.06975	-0.17800	0.45949*
4	Social participation	0.01307	0.03750	0.43917*
5	Innovativeness	0.00001	-0.06549	-0.15392
6	Risk orientation	0.72815*	0.09731	0.31976*
7	Economic orientation	0.35799*	0.08140	0.46300*
8	Achievement motivation	0.27848*	0.01431	0.11110
9	Value orientation	-0.02056	0.08671	0.34108*
10	Management orientation	0.38099*	0.29691	0.27475*
11	Decision making ability	0.20090	0.02478	0.41575*

areas are very important in formulation of extension strategies for coming years. To know the constituted rose technologies which are amicable for privatisation, the responses were collected from the researchers, extension workers and farmers. The collected responses against technologies were totaled and classified. The amicable technologies were classified on the scores gained as; (i) most amicable (above 30 score), (ii) some what amicable (between 21 to 30 score) and (iii) never amicable (below 21 score).

The information presented in table 2 explore that out of 14 selected extension services for rose cultivation, 6 were found fully served by government, extension system *viz*; general information on rose cultivation, information on preparatory tillage/planking/pits at specified distance, information on time/method of fertilizer doses, information on tirhe/ method of irrigation, information on interculturing and information on integrated post management how ever other 6 services were observed effectively served by private extension services *viz*; availability of tillage/planking/pits implements, information on selection of grafted plant, availability of farm yard manure/chemical fertilizers, availability of pesticides/ plant protection equipment, information on time/ method of rose pruning and information on selling/packing/transporting while, remaining 2 were presented their fifty-fifty participation in extending the services to rose growers.

Relationship between personal profile and opinion regarding privatisation of extension services

The coefficients of correlation were computed to find out the existence of relationship between the personal profile of the researchers, extension workers and

farmers with their opinion regarding privatisation of extension services.

The data manifested in the table 3 revealed that the variables like risk orientation, economic orientation, achievement motivation and management orientation of the researchers were found positively and significantly correlated with their opinion regarding privatisation of extension services.

However, management orientation of the extension workers was only found

positively and significantly correlated with their opinion regarding privatisation of extension services.

Where as, in the case of farmers, land holding, social participation, risk orientation, economic orientation, value orientation, management orientation and decision making ability were found positive!}' and significantly correlated with their opinion regarding privatisation of extension services.

CONCLUSION

1. Majority of the researchers, extension workers and farmers were from the middle to old age group, having education between secondary to college level, small to medium size land holding, had membership in one organisation, high to medium innovativeness, having medium to high risk orientation, economic orientation, achievement motivation, management orientation, had medium to low level of value orientation and decision making ability.

2. The availability of tillage/planking/pit implements, information on selection of grafted plant, availability of farm yard manure/ comical fertilisers, availability of pesticides/ plant protection equipment, information on time/method of rose pruning and information on selling/packing/

transportation were amicable rose technologies for privatisation of extension services.

3. The risk orientation, economic orientation, achievement motivation and management orientation of the researchers, management orientation of the extension workers and land holding, social participation, risk orientation, economic orientation, value orientation, management orientation and decision making ability of the farmers were found positively and significantly correlated with their opinion regarding privatisation of extension services.

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