

**Role of Private Extension Services in Community Development in
selected areas of Coimbatore District**

Jyotihati Boruah

(13PEX001)

Thesis Submitted to

**Avinashilingam Institute for Home Science and Higher Education for Women,
Coimbatore-641043.**

**In Partial Fulfilment of the Requirements for the
Degree of Master of Science in Extension and Communication**

March 2015

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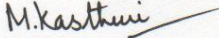
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**Signature of the
Head of the Department (I/C)**


**Signature of the
Guide**

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INTRODUCTION

“The best way to find yourself is to lose yourself in the service of others.”

- Mahatma Gandhi

The 20th century witnessed radical developments in Science and Technology. These developments had an impact on the social and economic changes that took place in the world. Such changes gradually influence the day to day life of people at the grassroots levels. Agriculture related science and technology had a major impact. Agricultural extension has been geared to harness the modern science and technology for higher productivity and production. After the close of the World Bank supported National Agricultural Extension Project (NAEP), the central support to the state extension services dried up and many state governments initiated different extension approaches. Many of the states have been encouraging NGOs to participate in extension activities and have been contracting out some extension activities to them, particularly in the far flung areas where public extension is comparatively weak. In several states, various approaches for organising farmers groups as Self Help Groups are being tried mainly as part of external technical assistance to governments/NGOs. The need for making the system broad based, demand driven, and farmer accountable has been widely recognised. The need for linkages between other extension providers, prioritising public interventions, cost-recovery, contracting out services, higher use of mass media and Information Technology etc. are also gaining acceptance.

Extension Services in India

Extension services provided are general in nature rather than specific and intensive. The extension worker farmer ratio is very wide in India. The primary reason behind the agricultural extension privatization was found to be the declining trend in government expenditure for extension in several countries over the last decade. Financial burden have forced governments to make sharp reduction in the budget of public extension programmes. Commodity based farmers organizations are operating; focusing not only on

production but also processing and marketing. Farmers need information on a wide range of topics and their demand for agricultural information is not uniform across producers or regions. Advice from a privatized system may be more effective because the farmers can select an advisor who is best able to help. Sometimes big farmers often bypass extension agents in preference for direct contact with research scientists. By charging they will come to know the value of extension worker. Privatization of agricultural extension services has the disadvantage that it may hamper the free flow of information. Unlike public extension the private sectors' services are primarily interested in sales of its agricultural inputs including seeds, agro-chemicals, etc. at higher rates which increase the cost of production. There is a need for the collaboration of public and private extension efforts to serve the diverse target population of the farmers.

Extension service has been an important input for agricultural development in most developing countries including India, where agriculture remains the only source of revenue for millions of rural poor. In most of these countries, agricultural extension is public funded. Increasing financial difficulties have made these countries to think of ways to reduce support services to agriculture. Privatisation represents one of several alternatives to activate the inefficient or budget starved public extension services (Gowda, 2001).

Agricultural extension services are supposed to fulfil many aims, from reducing rural poverty and improved livelihoods for rural households to increasing the overall production and contributing to foreign exchange earnings from export. This is especially so in the Indian context. Agricultural extension should not at all be regarded as a system on input distribution. Extension is about development of knowledge and human resources; accordingly agricultural development is much more than the supply of seed and fertilizer (Haug,1999). A decision on how far India should pursue privatizing its agricultural extension services would essentially depend upon the type and quality of services made available by different agencies (especially private), information needs of farmers and also farmer's willingness to pay for extension services (Sulaiman, 2000).

Agricultural extension services can potentially be provided by three main sources: the public sector, the private non-profit sector, and the private for-profit sector. The public sector includes ministries and departments of agriculture and agricultural research centers. The private non-profit sector includes local and international non-governmental organizations (NGOs), foundations, and community boards and associations, bilateral and multilateral aid projects, and other non-commercial associations. The private for-profit sector consists of commercial production and marketing firms (such as input manufacturers and distributors), commercial farmers or farmer group-operated enterprises where farmers are users and providers of agricultural information, agro-marketing and processing firms, trade association, and private consulting and media companies (www.syngentafoundation.org.com).

New approaches to agricultural extension addressing new and growing challenges in agriculture requires extension to play an expanded role with diverse objectives. New approaches to extension need to emphasize three elements: strategies to develop Agricultural innovation system, pluralism of services providers, and extension services should be demand-driven. With the changing environment of agricultural extension, institutional pluralism and bottom up participatory approaches are essential. The public sector will still need to play an important role in providing agricultural extension services due to the services public good nature, but its role needs to change in the face of the increasing role of the private and NGO sectors and new and additional responsibilities of extension services. Entry of actors such as the private sector and NGOs in the delivery of such services needs to be relaxed and the creation of innovative public-private partnerships in extension needs to be facilitated and promoted.

Privatization of Extension Services

Private extension is the services rendered in the area of agriculture and allied aspects by extension personnel or organization as supplementary or alternative to public extension service on payment basis (Sanjeev, 2008). Privatization is the act of reducing the role of government or increasing the role of private sector in an activity or in the ownership of assets (Savas, 1987). The extension services are mainly funded and delivered by

Government in Indian context. But, there are private players, who also fund and deliver extension services. This process of funding and delivering the extension services by private individual or organization is called private extension (Shekara, 2001).

Private extension mostly concentrates on big farmers, farmers growing commercial crops, areas having favourable environment like high fertile soil, irrigated area. They will not be interested in investing small, marginal and resource poor farmers, because private agencies are more concerned about their profits. Farmers of rain fed area; farmers with less per capita income in subsistence agriculture may not allow them to pay for the extension service. Private organization has more flexible functional structure. Their focus is on development of usable technologies and there are strong linkages between technology development and dissemination. In most of the cases, research, commercial production and marketing are vertically integrated. Usually, there is a tie up between research organization and marketing firms. Under these organizational structures there is tendency to quickly respond to client's needs. Production of proprietary materials and appropriation of research benefits mainly govern the strategic response of private organization to changing market force.

Privatization of extension services does not aim at substituting private sector for public extension service. It essentially aims at a reduction in the role of public sector to pave way for an enhanced role of private initiatives in the agricultural extension service. As a strategy of privatization, if the public sector extension has to be restricted, it could be done only in crops and areas where farmers' associations or producer's co-operatives exist. There is considerable scope for initiating paid extension services in agriculture for high value crops and resource-rich farmers. However, there are technical, legal and institutional changes that are needed for promoting privatization of extension services. (Prasad, 2001)

Private extension services are provided through farmers' unions and organisations, NGOs and through input supply and marketing companies. Many extension organisations have a narrow view of extension and they see it as a process of supplying information to farmers on demand, and of

introducing technical changes in agriculture, which they consider to be desirable, rather than one of promoting farmers' development and independence (van den Ban and Hawkins, 1998). But the role of extension is much wider as extension needs to teach farmers management and decision making skills, help rural people develop leadership and organisational skills enabling them to organise better, operate and or participate in co-operative credit societies and other support organisations, as well as to participate more fully in the development of their local communities (Swanson and Clarr, 1984). Over the last few decades, there has been an increasing realisation of the importance of tasks such as community mobilisation, conflict management, problem solving, education and human development and the need for extension staff to acquire social science skills to perform these tasks (van Beek, 1997; Farrington *et al*, 1998; Sulaiman and van den Ban, 2000). Apart from advice and information on production technologies, farmers need a wide range of services, with improved access to markets, research, credit, infrastructure and business development services, and extension has to engage with these emerging demands (Sulaiman and Hall, 2002; Katz, 2002).

Private extension services have played a significant role in maintaining and improving the production of certain specialised crops, particularly those with export potential, but there is no clear line of distinction between the areas where private extension services can work and those covered by the public extension services. Input supply and marketing companies have recruited personnel from the government, and this has weakened the public system. However, even while it provides a valuable extension alternative, the private extension system has been criticised for: creating monopolies because sponsoring/ member companies advertise their products; and threatening to reverse the extension system to the pre-independence era when there were two parallel extension systems.

Privatization of agricultural extension system should not be seen as an alternative to public extension system. It can get a greater success in the areas of hi-tech and commercial aspects. The infrastructure and the extension already available should be strategically deployed to improve the efficiency of the public extension system. Private extension systems should play a

complementary role so that all farmers get required support at right time in the right form. Due attention needs to be given to the challenges that have been mentioned for reaping the results of privatization of agricultural extension. Privatization should not be recommended for all the extension services and practices (Kaur, 2014).

Privatised extension can take many forms and it has become clear that it does not represent a simple, undifferentiated alternative to the monolithic public extension system it is often expected to replace. By examining a number of experiences around the world it is clear that extension services vary considerably by the degree to which they have adopted privatised extension mechanisms. For this reason it is less useful to talk of a 'model' of privatised extension that can be adopted wholesale than to consider what aspects of privatised extension offer genuine options under which circumstances. In this way policy makers will be able to choose from a range of privatised extension mechanisms to achieve the most equitable and efficient extension service with the resources available.

Privatisation of extension is increasingly being seen as a profitable resources having commercial value. Thus, there is growing tendency in developed nations towards making agricultural extension into a profitable enterprise. It is believed that clients should pay partially to fully for self-financing of extension work with resources crunch and financial crisis being encountered by many national governments there is probably need to generate funds. Many large scale farmers and agribusiness organisations can willingly pay for the advice and assistance received from extension organisations. In Britain the main goal of its extension services is to be leading consultancy to farmers and agribusiness to provide quality service. Off late Government of Rajasthan has decided to involve private sector voluntary agency to undertake extension at the grassroots level and gradually minimise government's role in extension work. This new trend is giving rise to misperception that public funded extension services is biased towards those who can afford the high praise. With increasing emphasis on profit the attention would now turn to physically well-endowed regions, cash crops and

big farmers. Further the public organisation would be weakened in comparisons to private organisation (Kumar, 2000).

Privatization is emerging as an important factor to cut down Government expenses, to get rid of embarrassment to extension education and to increase efficiency for large scale recognition of extension system in many countries of the world. In the last few decades, the agricultural situation in the country has undergone a qualitative change. Hence, privatization of extension is imminent for agricultural production and productivity especially in the light of introduction of liberalization and establishment of World Trade Organization (WTO). At the same time, the extension services of co-operatives, commercial consultants and suppliers are rapidly expanding. So under private extension ownership management incentive structural changes demand for modernization of working methods.

Further, private extension professionals should be capable of training and motivating farmers for best use of resource available to them. To achieve this, under the present circumstances there is need for development of professional competency in private extension professional. Communication of private extension system in a democratic society necessarily means two way process i.e., message dissemination and feedback, to assume a positive role in development policies. Hence, it should emerge as a policy instrument to integrate technical advice, production inputs, credit, marketing service and specialized services. Private extension system for agricultural development should be a tailor made programme specially designed for the situation, time, place and audience. It means careful selection of media, techniques and type of people to be involved and actions to be taken at different stages of the programme. However, it should help to increase production, productivity, and income and to have higher-level participation of farmers. A desired consequence of privatization is the expected increase of influence of farmers in the extension organization. It is expected that farmers will be more selective in looking for advice and that they will be more motivated to use the information brought by private extension. The wave of privatization is swapping across the country. The human resources are assuming increasing significance in private organizations. Extension private organizations are no

exception. It is also a fact that for private extension organization, productivity and profit seeking behaviour is associated with the nature of human resources and this calls for an urgent need for developing them. To meet the requirements of changing scenario with efficiency, there is need for development of professional involved in private extension system. Private extension organizations have the noble responsibility of providing capable, committed professional, who are not only knowledgeable but also have the right attitudes and values that match objectives of the organization. Development is an individual's responsibility. Private extension organization should play a vital role in bringing in the realization for development and then providing opportunities for development.

Private extension organization helps the professional learn new skills, so as to enable them to perform better. It has been confirmed that private organization with more progressive people oriented policies, have excelled leaving the competition behind. In the process of understanding one's role and the expectations of one's superiors, peer group and subordinates, an interactive process of judgment takes place. Generally, this process is understood as the establishment of working equations and the relative ease of difficulty in getting along with others. Usually, the process of judgment is based on ones perception of people, events and surroundings. Each one has a different frame of reference, different conditioning process that one has been subjected to, thus leading to different perceptions. This invariably leads to misunderstanding, communication gaps and a host of other interpersonal problems. Maturity and effectiveness demand that one understands these problems and honour the unique of each individual. The ability to interact effectively with people is the key to peak performance both at work and in one's personal life. Hence, a new approach for use of modern agricultural technologies becomes critical here. Therefore, use of modern agriculture technology strategies need to be more focused. When private extension organization invests in professional's development training in turn they get higher skill and greater competence, which help to improve morale and productivity (Swamy, 2008).

Extension Services and Community Development

Community development is a process of developing active and sustainable communities based on social justice and mutual respect. It is about influencing power structures to remove the barriers that prevent people from participating in the issues that affect their lives. Community workers facilitate the participation of people in this process. Community development expresses values of fairness, equality, accountability, opportunity, choice, participation, mutuality, reciprocity and continuous learning. Educating, enabling and empowering are at the core of community development (Federation of Community Development Learning, 2002).

Community development (CD) refers to initiatives undertaken by community with partnership with external organizations or corporation to empower individuals and groups of people by providing these groups with the skills they need to effect change in their own communities. These skills are often concentrated around making use of local resources and building political power through the formation of large social groups working for a common agenda. Community developers must understand both how to work with individuals and how to affect communities' positions within the context of larger social institutions (Ismail, 2009). As India has the largest population of poor people, community development has assumed high priority. Initially community development aimed at upliftment of the rural poor, covered agriculture, animal husbandry, roads, and health, education, housing, and employment, social and cultural activities. However, food security being the main cause of concern, agriculture received significant attention. Thus extension services, private and public, would lead to agricultural development and finally paves way for community development. Community Development was the method and Rural Extension the agency through which the first few Five Year Plans initiated the process of transformation of the social and economic life of the villages.

Need of the Study

Looking to the present scenario in India, the private extension services are essential because (1) the extension worker: farmer ratio is very wide in

India, (2) educational background and professional expertise of village level extension worker, (3) at present the role of VLW is confined to providing advisory to the process of production, (4) busy schedule of extension workers, (5) financial burden on government and (6) commercialization of agriculture. "Extension is being forced to embrace a broadened mandate or reaffirm a broad mandate that has long existed. International organisations are shifting from an agricultural to a rural focus in programmes, recognising that agricultural productivity may not always be the best way to improve rural livelihoods. A broader rural livelihoods approach requires extension services to deliver information on: local organisation development, micro-enterprises, environmental issues, rural infrastructure, social programmes, rural health and education, and other non-agricultural issues" (Alex *et al.*, 2002). So there is presently the need of shifting the focus of private extension services from only agricultural development to a broader perspective of community development.

Hence the present study on "Role of Private Extension Services in Community Development in selected areas of Coimbatore District" was undertaken with the following objectives: To

- Study the socio-economic background of the respondents
- Identify the areas of private extension services felt beneficial to the respondents
- Study the advantages of private extension services as perceived by the respondents
- Find out constraints faced by the respondent in obtaining private extension services and seek suggestions to overcome such problems

II. REVIEW OF LITERATURE

The review of literature pertaining to the present study on **“Role of Private Extension Services in Community Development in selected area of Coimbatore District”** is presented under the following heads:

- A. Concept of private extension services
- B. Private extension services in India and World wide
- C. Related studies

A. Concept of private extension services

According to Lawrence (1967), the privatisation of agricultural extension services is happening as an organisational response to pressures from an increasingly complex and rapidly changing environment.

Bloom (1993) opined that private extension involves personnel in the private sector that delivers advisory services in the area of agriculture and is seen as an alternative to public extension.

World Bank Report (1994) revealed that privatisation is based on the assumption that there is relevant technology to disseminate because if there happens not to be any, a change in service provider can do nothing to increase the effectiveness of extension. Agricultural information has an economic value and is therefore an input in agricultural production. ‘Relevant advice’ has an attractive cost-benefit ratio and therefore should be saleable, in some shape or form.

Rivera (1997) stated that the term privatization is used in a broader sense of introducing or increasing private sector participation, which does not necessarily imply a transfer of designated state-owned asset to private sector. In its pure sense, privatization implies full transfer of ownership (usually by way of sale) from government to private entity, with that entity meeting all costs and receiving any profits.

According to World Bank (1997) the private sector has the incentive to provide private and toll-good information to ‘better off commercial farmers and members of private associations for whom extension service delivery is

profitable. In areas dominated by commercial farming and farmers with marketable output, it makes sense to mobilize the private sector to provide investment capital and services.

Swanson *et al.*, (1998) reported that privatization is used in the broader sense of introducing or increasing private sector participation, which does not necessarily imply a transfer of designated state-owned assets to the private sector. In fact, various cost recovery, commercialization, and other so-called privatization alternatives have been adopted to improve agricultural extension.

Saravanan (1999) operationalized privatization in the following manner, "Privatization of agricultural extension service refers to the services rendered in the area of agriculture and allied aspects by extension personnel working in private agencies or organizations for which farmers are expected to pay a fee and it can be viewed as supplementary or alternative to public extension services".

According to Hancinal *et al.*, (2001) privatization of extension refers to services provided by extension workers in the private organization for farmers supposed to pay the service and also considered as a complement to alternative or the governmental extension services.

Shekara (2001) opined that private extension and privatization are viewed similarly. Private Extension is solely the act of private individuals or organizations where the decision of privatization solely rests with government implemented in liaison with Private Extension Service Provider. Hence, both are different. And also, Private Extension and privatization need not have cost recovery or charging fee based. Because, NGOs being Private Extension Service Provider's provide extension service free of cost and involving NGOs in the process of privatization need not end in cost recovery always. He also reported that privatization of agricultural extension is necessary to decrease the amount of money spent by the government, to increase the efficiency of extension services, to decentralize and increase the extender's auditing and the competency of research system.

According to Swamy (2001) privatization is emerging as an important factor to cut down Government expenses, to get rid of embarrassment to

extension education and to increase efficiency for large scale recognition of extension system in many countries of the world. In the last few decades, the agricultural situation in the country has undergone a qualitative change. At the same time, the extension services of co-operatives, commercial consultants and suppliers are rapidly expanding. So under private extension ownership management incentive structural changes demand for modernization of working methods. Further, private extension professionals should be capable of training and motivating farmers for best use of resource available to them. To achieve this, under the present circumstances there is need for development of professional competency in private Extension professional. Communication of private extension system in a democratic society necessarily means two way process i.e., message dissemination and feedback, to assume a positive role in development policies. Private extension system for agricultural development should be a tailor made programme specially designed for the situation, time, place and audience. It means careful selection of media, techniques and type of people to be involved and actions to be taken at different stages of the programme.

According to Sulaiman (2003) privatisation broadly refers to a process by which the government reduces its role in an activity and encourages private sector to take up these roles. Privatisation can take place broadly in two ways. One is dismantling, as the word indicates, staffs are released and structures are abandoned. The other is controlled privatisation, which is the conscious and managed transformation of public organisations into, or their targeted replacement by private organisations.

Amungwa (2009) reported that privatisation of agricultural extension services has brought with it greater involvement with private companies and non-governmental organisations, and greater collaboration among them in delivering extension services to farmer clients. This increases the effectiveness and sustainability of the information systems available to farmers.

Klerkx (2010) the privatization has also led to the appearance of demand-driven pluralistic agricultural extension systems with different types of private advisors in the context of a knowledge market.

Lashgarara (2011) stated that privatization of extension; not necessarily reassigning the duties and roles of the private sector, on the country is a more participation of private sector. In fact, a wide range of activities such as costs retrieval, commercialization and alternative techniques were carried out for improving agricultural extension.

Dinpanah *et al.*,(2012) private extension refers to the presented services in the area of agriculture and its related aspects which are introduced by extension employees in public or private organizations and they ask farmers to pay the charges for the presented services. In addition, these services can be regarded as a complementary tool or a substitute for public extension services.

B. Private Extension services in India and World wide

Roling (1982) reported that in the recent past, many private extension agencies, NGOs are entering in the agricultural sector to influence different categories of farmers. This existing climate will change the elements of extension process such as; objectives, target group, offerings, organization, methods and also redefines the roles of public and private extension system.

Umali (1994) revealed that presently worldwide, the agricultural sector is faced with several serious challenges such as heavy demand for food; declining cultivated area due to population pressure; declining agricultural productivity due to natural resource degradation; and increased competition in international markets. The fundamental element in meeting these challenges is increasing production per unit area by adopting of improved agricultural production technologies and marketing techniques by farmers and other concerned entrepreneurs. This transition from 'resource based' to 'technology based' system of agriculture, however, places greater responsibility on the Agricultural Extension sector, since it is a vital channel of new agricultural information and technologies to farmers as well as vital channel back to researchers and policy makers concerned with farmers problems and needs.

Beynon (1996) reported that current privatization models vary from a complete withdrawal of state interventions, to a commercialization and cost - recovery approach (via levies, user charges and contracting public sector

services), to an increased involvement of the public services in income generating activities, which includes the sale of seeds, surplus land and produce as well as the sale of publications and other materials. There are no detailed schemes as to which method is appropriate for a particular situation, but these have to be developed Based on specific requirements, abilities and resources available at our disposal.

Mishra (1996) opined that privatization is a process that reduces the involvement of state of public sector and brings in divestiture, i. e. sole by the state of the whole or part of its holding of the equity share of government owned enterprises to private sector. As the production levels in the irrigated regions have reached plateaus, it has necessitated looking with more concern to rouse the productivity to meet the increasing population. Effective transfer of farm technology, good with innovations, would surely help rouse the productivity.

Swaminathan (1999) stated that private agencies can sustain in field only if they are successful in terms of increasing income to farmers through their services - mainly information about technological advancements. Developments in IT enable them to access the latest, information, decode it to suitable form and deliver without much delay. The information support given to a farmer at crisis situations is more valued than anything else is. Agricultural extension workers using information technology will play an increasingly important role in crop production and natural resource management. Precision farming methods based on scientific land and water use planning requires concurrent attention to natural capital stock and natural resources. This is possible as the information and communication revolution allows for systematic assimilation and dissemination of relevant and timely information.

According to Haug (1999) agricultural extension services are supposed to fulfil many aims, from reducing rural poverty and improved livelihoods for rural households to increasing the overall production and contributing to foreign exchange earnings from export. This is especially so in the Indian context. Agricultural extension should not at all be regarded as a system on input distribution. Extension is about development of knowledge and human

resources; accordingly agricultural development is much more than the supply of seed and fertilizer.

Gowda (2000) studied the attitude of agricultural scientists towards private extension services and reported that good number of scientists (50 percent) had favourable and 22.5 per cent had most favourable attitude towards privatization. The favourable attitude of higher proportion of scientists is attributed mainly to the following positive aspects of privatization. Scientists felt that going privatization is expected to ease the financial burden of government, enhance the overall efficiency of agricultural extension system, provides need based advisory services and farmers are more committed to the services.

According to Leeuwis (2000) privatized and private extension-type service companies have mostly focused on agricultural production. A number of studies or arguments have emphasized the issue of privatization of agricultural extension and advisory services, which has had different impacts on agricultural innovation effectiveness. For example, in the context of the Dutch agricultural knowledge network, argues that market-oriented knowledge policies in agriculture, such as privatisation of research and extension institutions poses a number of threats to the joint learning processes of constructing new innovations.

Perumal (2001) reported that the term agricultural extension can mean different things to different people with different situations. Extension may be described as the process of assisting farmers to become aware of, and adopt improved techniques, from any source to increase their production efficiency, income, in other words all round development of life situation. It is easy to say and define but there lies the complexity of the process that involves changing farmer behaviour and most often, institutional behaviour. Paramount amongst these is the principle that extension recommendations must be relevant to the conditions of the client, regardless of the extension method used. This in turn, necessitates that extension must understand the characteristics of the targeted farming systems and the factors which impinge on these systems and must be underpinned by an effective technology generation adaptation capacity.

According to Praveen (2001) private extension services are required to guide the farmers for adopting the farming methods according to the market needs and reduce the losses occurring in marketing. The availability of appropriate and effective marketing extension service is essential for developing farming as it provides signals for their intensification improvement and diversification. This service is being provided in different forms and magnitudes in different countries of the world. Private marketing extension should help farmers to supply the produce at right time, right place, right ways, right quantity and right quality looking to the demands of markets. Unless farmers are able to achieve these, they will be encountering innumerable marketing problems. We should evolve solutions to solve the problems of marketing extension like conceptual constraints, organizational constraints, and implementation constraints so that the emerging challenge can be met. There should be provision for market opportunity information, including price information, technology transfer, forward and backward linkages for increasing market access to farmers and institutional set up for marketing extension. Marketing is crucial for ensuring balanced and continuing development of sustainable agriculture. Though the government and the private sector have made substantial investments in the development of infrastructure and facilities for marketing of agricultural produce, the development of the agricultural marketing system is far below the desired level. Therefore, the need of a private institution to take care of the variety specialized and needs of marketing was realized which would carry out economic and technical feasibility studies and cost benefit analysis in respect of investment made by government and public in agricultural marketing. Private extension should develop a well-trained and equipped force of marketing personnel to generate and disseminate knowledge through promotion of applied research on various aspects of agricultural marketing management and policy formulation.

Alex *et al.*, (2002) reported that there are a great many private agencies which, while not always formally identified as extension services, nevertheless provide advisory and other support services to farmers. These include: input agencies, farmers' organisations, producers' cooperatives, a

group processing companies, non-governmental agencies (NGOs), agribusiness houses, individual consultants and consultancy firms, financial institutions, and media and internet services. However, it is anticipated that private extension provision is generally skewed towards well-endowed regions and high-value crops, although there are only a few well-documented empirical cases. Conversely it is anticipated that remote areas and poor producers (especially those growing low-value crops with little marketable surplus) are poorly served by both the private and public sectors, which rarely meet their needs. To improve their livelihoods poor households need a broader kind of support, this includes but goes beyond agricultural production. Many analysts have reflected that private extension is clearly not a substitute for public extension and it is likely that there will be a need for significant public funding for extension in the years to come.

Elliott (2006) opined that the privatization of agricultural extension services was the consequence of this policy supported by international and national organizations. It was assumed that the privatization can improve the function and structure of agricultural innovation systems, especially the research-extension linkage and providing information to rural communities.

According to Ajieh *et al.*, (2008) privatization and commercialization of agricultural extension services found that the constraints and their mean perception scores included fear job in security among extension programme and high risk and uncertainty in agricultural.

Vasu (2009) reported that privatization as applicable in the irrigation sector in particular and macro-economic reform in general. In the case of India and other developing countries, privatization means essentially a reduction in the role of government bureaucracy to pare the way for an enhanced role for market forces and private initiatives in economic management. In this sense privatization through in minimises the role of bureaucracy does not eliminate the role of state altogether.

C. Related Studies

Bebbington *et al.*, (1993) stated that agricultural extension performs an important function worldwide in enhancing agricultural productivity. However,

during the 1990s, economic and structural adjustment policies triggered government cut-backs in many countries that have led to a general crisis in public agricultural extension. Many local NGOs have tried to fill the gap; scarce resources however challenge the effectiveness of their work. It is important therefore that extension practitioners meet this challenge by inviting and retaining private sector interest in the funding and delivery of extension services. Information and advice are important inputs in the achievement of rural development policies. Information and advice can be distinguished by the degree to which the providers express a preference for a specific course of action to be taken by the client or recipient. At one extreme is disinterested reporting of facts or research results; further along the continuum is advice to all or a broad category of farmers. At the other extreme is advice tailored to the needs of an individual farmer. The practical implication of this distinction is that tailored advice is inherently more information intensive, requiring an input of information about the farm before advice can be formulated. The procedures, methods, staffing and professional expertise needed to provide farm specific advice are different from those needed for making useful information available to farmers. This is an area of distinction to which private sector entrants need to focus in the provision of extension service.

Van den Ban (1996) stated that growing tendency towards privatization of government extension service is because of budget deficit in public sector. Moreover, by making extension agents accountable to farmers, extension service will become more efficient. In view of emerging technological developments in the wake of economic liberalization and globalization there is growing emphasis on high-tech export oriented agriculture, knowledge based agricultural enterprises and science led development. Privatisation of agriculture extension service seems to be the natural choice to provide demand-driven information and service with speed and efficiency. However, concerns are being expressed about the profit motive of private organisations and plight of farmers if services are not assured as promised.

Pandya (1998) indicated that slightly more than three-fifth (66.00 per cent) of the farmers had medium level of favourable attitude towards privatization of extension services.

Saravanan *et al.*, (1999) reported that 50.00 per cent of farmers who were utilizing private extension services had most favourable attitude towards privatization of extension services, followed by 46.67 and 03.33 per cent of farmers had medium level and low level of attitude towards privatization of extension services, respectively.

According to Bahal (2004) the human and financial resources available to agricultural extension are the two major key elements for the success of agricultural extension organizations in their endeavour. The success of agricultural development in general and agricultural extension in particular depends largely upon the quality and quantity of human and financial resources available within the organization. Presently, no state government can provide required number of field level workers, because of the limitations of budget. Therefore, in the government sector there is a problem of providing sufficient and well trained manpower, allocating required funds for the development purpose, lack of specialization to guide the farmers in some of the entrepreneurial activities such as seed production, mushroom cultivation, floriculture, vermi-compost, off-season vegetables, dairy & many others. This has created more opportunities for private sector. The process of functioning and delivering the extension services by private individuals or organizations is called private extension.

Sinkaiye (2005) reported that agricultural extension brings about changes through education and communication in farmers attitude, knowledge and skills. The role of agricultural extension involves dissemination of information; building capacity of farmers through the use of a variety of communication methods and help farmers make informed decisions. The extension services can play a crucial role in providing information on sustainable agricultural which shows the actors, people and institutions, their interactions and communication networks between these actors to coordinate the information related processes (Demiryurek, 1999). The focus on the farmers' skills and education in any Agricultural Extension Services is the most important role for extension systems for accomplishment of dimensions and policies of Sustainable agricultural development. The development and implementation of sustainable agricultural practices require active

involvement, by research centres and Private sector organizations and agricultural organizations and agricultural extension management in Extension Methods for creating awareness among the farmers about improved agricultural technologies. Agricultural extension was once known as the application of scientific research and new knowledge to agricultural practices through farmer education. The field of extension now encompasses a wider range of communication and learning activities organized by professionals from different disciplines (Saville, 1965). Many factors contribute towards the development of agriculture, including extension as an institutional input. Agricultural technologies and techniques are constantly changing and farmers need to be made aware of and know how to use agricultural innovations for the exploitation of inherent yield potentials. Worldwide the public sector plays a dominant role in the provision of agricultural extension and services (Axinn and Thorat 1972; Lees, 1991; Swanson *et al.*, 1997).

Jiyawan *et al.*, (2008) studied that advantages of private extension services as perceived by the farmers and observed that majority (72.00 per cent) of large farmers felt that private extension services are good, followed by horticultural farmers (65.00 per cent) and commercial farmers (47.00 per cent).

Singh *et al.* (2008) reported that availability of infrastructure services from private extension services were adequate, followed by advisory services, input supply and diagnostic services.

Mercy (2008) reported that major advantages of private extension services as perceived by the farmers were: more commitment to specific services along with more market and exports orientation (97.50 per cent), client orientated services (92.50 per cent), increases the voice of farmers in the problem definition & resource allocation (88.75 per cent), provides demand driven extension service (86.20 per cent), complements and supplements the efforts of public extension and have access to finance (83.78 per cent), avail specialized services to specific clientele groups (80.00 per cent) and more cost effective with efficient and quality service (78.70 per cent).

Mercy (2008) revealed that 60.50 per cent of the farmers had most favourable attitude towards privatization of extension services, followed by 26.50 and 12.90 per cent had favourable and least favourable attitude towards privatization of extension services, respectively.

III. METHODOLOGY

The methodology for the study entitled “**Role of Private Extension Services in Community Development in selected areas of Coimbatore District**” are presented under the following:

- A. Selection of the area
- B. Selection of the sample
- C. Selection of the methods and tools
- D. Operationalization and measurement of variables
- E. Obtaining ethical clearance of the study
- F. Collection of data
- G. Analysis and interpretation of the data

A. Selection of the area

The present study is basically designed to analyse and study the role of private extension services in community development in selected areas of Coimbatore District, Tamil Nadu. For the study four villages of Thondamuthur Block, Coimbatore District was selected. Thondamuthur block is a revenue block of Coimbatore district, consisting of 10 panchayat villages namely Devarayapuram, IkkaraiBoluvampatti, Jagirnaickenpalayam, Madampatti, Madvarayapuram, Narasipuram, P.C. Palayam, Theethipalayam, Thennamanallur and Vellimalaipatinam. Thondamuthur has a population of 1,86,620.

The investigator selected four villages under the Thondamuthur Block namely Devarayapuram, Theethipalayam, Madampatti and Madvarayapuram. These villages are situated at the distance of 40-60 kms. Accessibility through public transport, co-operation extended by the beneficiaries and availability of respondents engaged in farming activities were the reason for selecting the area for study (Figure 1).

Coimbatore : Thondamuthur Block
Panchayat Villages



(Map Not to Scale)
Digital Map Source : TWAD Board, Chennai
Web Design: NIC, TNSC

LOCATION OF THE STUDY

FIGURE 1

B. Selection of the sample

A sample is a subset of population units. Sampling is simply the process of learning about the population on the basis of a sample drawn from it (Gupta, 2000). Sampling enables us to draw a sample which can be used for making statistical inference about population parameters (Hooda, 2000).

A random sample is one where each item in the universe has an equal chance of known opportunity of being selected. According to Harper, a random sample is a sample selected in such a way that every item in the population has an equal chance of being included (Pillai *et al.*, 2012).

A sample of 60 respondents with farming as at least one of the occupations has been selected through random sampling method from the four village panchayats in Thondamuthur Block. The details about the sample are given in Table 1.

Table 1: Selection of Sample

S. No.	Name of the village	Number of respondents
1.	Devarayapuram	20
2.	Theethipalayam	15
3.	Madvarayapuram	12
4.	Madampatti	13
	Total	60



INTERVIEW WITH THE RESPONDENTS

PLATE I

C. Selection of the methods and tools

Survey is a method to take a general and comprehensive view of or appraisal of situation and area of study. Interview is the methods of collecting data which involves presentation of oral-verbal stimuli and reply in terms of oral-verbal response (Kothari, 2011).

A schedule is the name usually applied to asset of question which are asked and filled in a face contact with another person (Gupta, 2004).The interview schedule was prepared by keeping in the view the problem to study and the appropriate question was constructed depends on the nature of information sought, the sampled respondents and the kind of analysis intended. The questions constructed were closed ended questions which were made in sequence and drafted.

The method chosen for the study was direct personal interview combined with observation. This method was selected as the tools for collection of data, as this is considered to have close contact on a personal level to scale the desired interpretation.

D. Operationalization and measurement of variables

1. Sex

The respondents were grouped as male or female.

2. Age

Age of the respondents was operationalized as the number of completed years at the time of interview. The respondents were classified into three group's viz., young age (up to 35 years), middle age (35 to 55 years) and old age (above 55 years).

3. Educational Qualification

Education was operationalized as the number of years of formal education attained by the respondents. The respondents were classified into four categories.

4. Religion:

The respondents were grouped into three viz., Hindu, Muslim or Christian

5. Community

The respondents were grouped into four viz., SC, ST, BC and MBC.

6. Marital Status

The respondents were grouped into Single or Married.

7. Type of Family

The respondents were classified into Nuclear family or Joint family.

8. Annual Family Income

Annual income refers to the gross annual earning of the family of the respondent from all sources and they were classified into three groups viz., Upto Rs.1,00,000, Rs.1,00,000 to Rs.2,00,000 and Above Rs.2,00,000.

9. Occupation

It refers to the number of occupations in which respondents were involved as a source of income. The respondents were classified into two viz., farming and farming + any other occupation.

10. Mass Media Exposure

Mass media exposure referred to the frequency of reading newspaper, magazine as well as use of radio, television and internet. These variables were quantified by assigning score as follows:

S. No.	Frequency of using mass media by farmers	Score
1.	Frequently	2
2.	Occasionally	1
3.	Never	0

On the basis of mean and standard deviation, the respondents were categorized into following three groups,

S. No.	Mass media exposure	Range
1.	Low	Below Mean – S.D.
2.	Medium	In between Mean \pm S.D.
3.	High	Above Mean + S.D.

11. Social Participation

Social participation in the study was operationalized as the degree of involvement of respondents in formal organizations either as a member or holding position in an organization. To measure social participation of respondents, structured schedule was developed. The scoring of the items was as follows:

S. No.	Category	Score
1.	Member	1
2.	Position holder	2

On the basis of mean and standard deviation, the respondents were categorized into following three groups,

S.No.	Social participation	Range
1.	Low	Below Mean – S.D.
2.	Medium	In between Mean \pm S.D.
3.	High	Above Mean + S.D.

12. Extension Contact

It refers to the contacts made by the respondents with extension agencies or extension workers whether locally or outside the village. It was measured considering the frequency of contact of farmers with different public and private extension agencies. The scoring system followed was as given:

S. No.	Frequency of Extension contact	Score
1.	Regularly (once in a week)	2
2.	Occasionally (once in a month)	1
3.	Never	0

The pooled score expressed the degree of contact of the respondents with the extension agency. On the basis of mean and standard deviation, the respondents were categorized into three groups viz., low (below Mean – S.D.), medium (in between Mean \pm S.D.) and high (above Mean + S.D.).

13. Innovativeness

It refers to the degree to which an individual farmer is relatively earlier to adopt new ideas than other members of society. To measure the innovativeness of respondents, the scale developed by Singh (1977) was used. The scale consisted of three statements and respondents were asked to choose any one statement. Accordingly, the specified score of the statement was the score for innovativeness of the respondent. The respondents were classified in to three groups viz., low, medium and high.

E. Obtaining ethical clearance of the study

The application form explaining the design and the protocols used in the research study was subjected to the Institutional Human Ethics Committee and Ethical Clearance was obtained. (Annexure II).

F. Collection of data

Primary data is one which is collected by the investigator himself for the purpose of a specific inquiry or study. Such data is original in character and is generated by individuals or research institution. (Bhattacharyya, 2009)

The investigator got the permission from the village authorities to conduct the survey in the selected four different villages. The investigator first met the Panchayat president and got the permission for the collection of data. After gathering the permission from the president from each village, the investigator fixed the time and date for collecting the data. Then investigator met the people, had an interaction and briefed about her research topic on "Role of Private Extension Services in Community Development in selected areas of Coimbatore District".

G. Analysis and interpretation of the data

The data after collection has to be processed and analysed in accordance with the outline laid down for the purpose at the time of development of research plan. The term analysis refers to the computation of certain measures along with searching for patterns of relationship that exist among data groups (Kothari, 2011).

The data thus collected were coded, tabulated and analysed using the statistical tools discussed below and findings emerged from the analysis of the data were suitably discussed and interpreted and necessary conclusions and inferences as were drawn in the following chapters.

Frequency and percentage

The frequency distribution of the respondents were worked out and expressed in terms of percentages. Simple comparisons were made on the basis of frequency and percentage.

Arithmetic mean

The arithmetic mean is the result of sum of the entire items in a series, divided by number of items. Arithmetic mean was used to classify the respondents into different categories.

$$\bar{X} = \frac{\sum_{i=1}^n X_i}{n}$$

Where,

\bar{X} = Arithmetic mean

$\sum X_i$ = Total score

n = Number of respondents

Standard deviation (SD)

This technique was used for classification of respondents into different categories. It was obtained by the square root of the average of the square deviation from mean

$$S.D. = \sqrt{\frac{\sum_{i=1}^n (X_i - \bar{X})^2}{n-1}}$$

Where,

S.D. = Standard deviation

Σ = Summation

X_i = Individual score

\bar{X} = Mean of the sample

n = Total number of respondents

IV. RESULT AND DISCUSSION

The result pertaining to the study entitled “**Role of Private Extension Services in Community Development in selected areas of Coimbatore District**” is discussed in this chapter. Keeping in view the objectives of the study, information was collected from the respondents, classified, tabulated, analysed and presented in a systematic way as per the following heads

1. Profile of the respondents
2. Areas of private extension services felt beneficial to the respondents
3. Advantages of private extension services as perceived by the respondents
4. Constraints faced by the respondent in obtaining private extension services and suggestions to overcome such problems.

I. PROFILE OF THE RESPONDENTS

To study the various socio-economic, psychological and communicational characteristics of the respondents in selected areas of Coimbatore District was one of the objectives of the present study. On the basis of review of literature, some of the important characteristics were selected and information was collected. The findings regarding this have been presented here.

TABLE 2: SOCIO ECONOMIC PROFILE OF THE RESPONDENTS

(n=60)

S. No.	Characteristics	Frequency	Per cent
1.	Sex		
	Female	30	50
	Male	30	50
2.	Age group		
	Young age (up to 35)	10	17
	Middle age (35 – 55)	41	68
	Old age (above 55)	09	15
3.	Education		
	Not educated	24	40
	Up to Primary level	24	20
	Up to Secondary level	12	40
4.	Religion		
	Hindu	60	100
5.	Community		
	BC	44	73
	MBC	16	27
6.	Marital status		
	Married	51	85
	Single	09	15
7.	Type of family		
	Nuclear	29	48
	Joint	31	52
8.	Occupation		
	Farming	44	73
	Farming + Any other occupation	16	27
9.	Annual Income		
	Up to Rs.1,00,000	11	18
	Rs.1,00,000 – Rs. 2,00,000	33	55
	Above Rs. 2,00,000	16	27

It is evident from Table 1 that 50 per cent of the respondents were female and another 50 per cent constituted of male respondents.

Majority (68 per cent) of the respondents belonged to middle aged group, followed by 17 per cent in young age group and rest 15 per cent were old aged.

Majority (40 per cent) of the respondents were not educated, 40 per cent had education up to secondary level and rest 20 per cent had education up to primary level.

All the respondents were Hindus. A vast majority (73 per cent) belonged to Backward Caste community and the rest (27 per cent) belonged to Mostly Backward Caste.

It is revealed from the above table that 85 per cent of the respondents were married and only 15 per cent were unmarried.

It is also evident from the above table that slightly more than half (52 per cent) of the respondents belonged to joint families whereas 48 per cent of the respondents were from nuclear families.

Nearly three-fourth (73 per cent) of the respondents had farming as their only occupation whereas 27 per cent of the respondents undertook other self-employment along with farming.

Majority (55 per cent) of the respondents had annual income of Rs.1,00,000 – 2,00,000. 27 per cent of the employees had annual income of above Rs. 2,00,00 and 18 per cent had annual income up to Rs.1,00,000.

MASS MEDIA EXPOSURE

As a part of this study, mass media exposure of the respondents was studied and presented in Table 3.

TABLE 3: MASS MEDIA EXPOSURE OF THE RESPONDENTS

(n=60)

S. No.	Level of Mass Media Exposure	Frequency	Per cent
1.	Low	2	03
2.	Medium	49	82
3.	High	9	15

Mean =4.15

SD = 1.45

It is observed from the table that 82 per cent of the respondents had medium level of mass media exposure followed by 15 per cent of the respondents having high level of mass media exposure and 3 per cent with low level of mass media exposure. The reason for the majority of the respondents to have medium level of mass media exposure may be because of the importance given by various mass media on problems of the rural society and the increased reach of various newspapers, magazines and television in the rural areas.

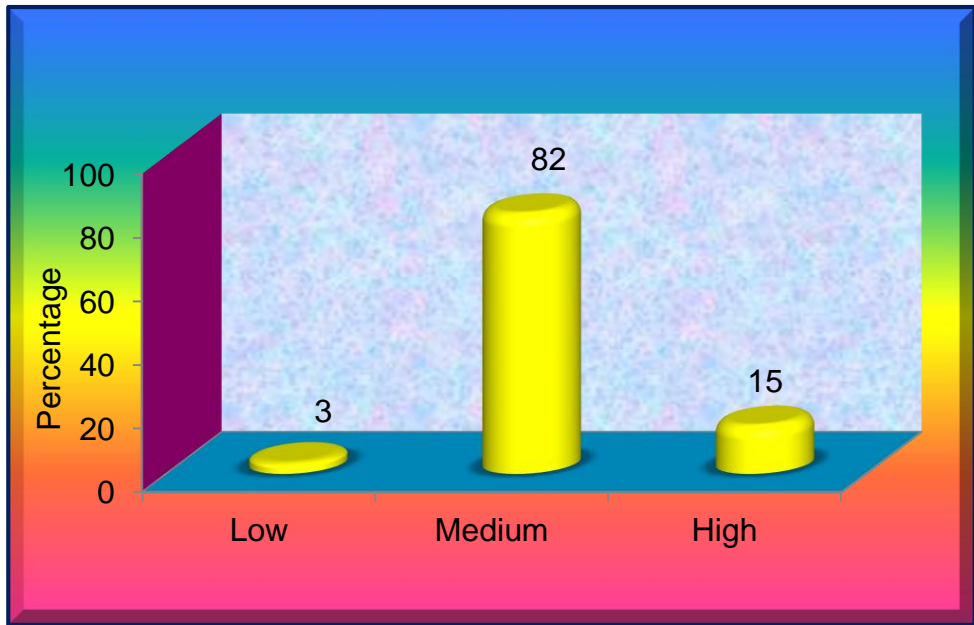


Figure 2: Mass Media Exposure

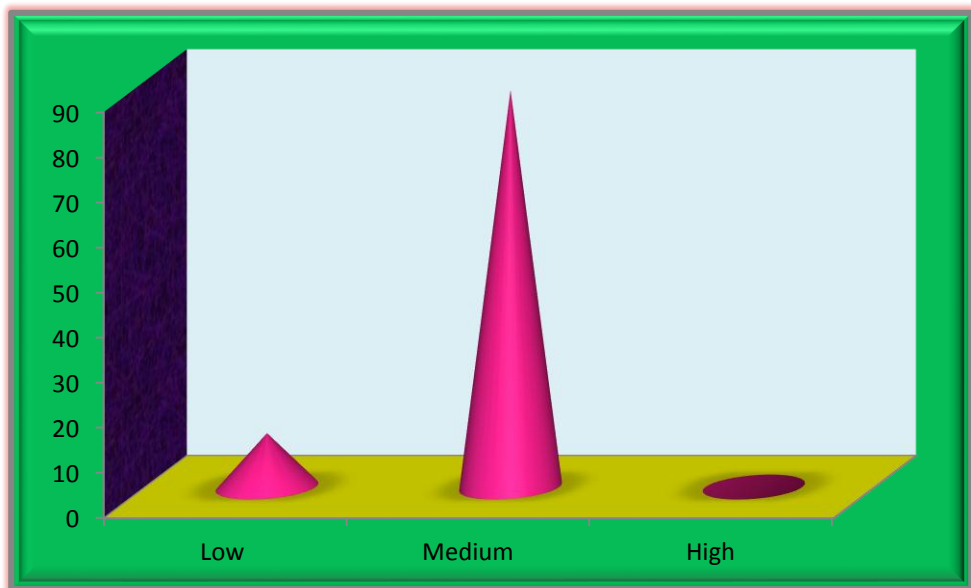


Figure 3: Social Participation

SOCIAL PARTICIPATION

As a part of this study, social participation of the respondents was studied and presented in Table 4.

TABLE 4: SOCIAL PARTICIPATION OF THE RESPONDENTS

(n=60)

S. No.	Level of Social Participation	Frequency	Per cent
1.	Low	7	12
2.	Medium	53	88

Mean =6.38

SD = 1.69

It is clear from the above table that a vast majority (88 per cent) of the respondents had medium level of social participation whereas 12 per cent of the respondents had low level of social participation and none of the respondents had high level of social participation. Since the respondents had farming as one of their occupation, they were active in social organizations like Panchayat, cooperative society, self-help groups, farmer's organization and NGOs. This would be the reason for the medium level of social participation for majority of the respondents.

EXTENSION CONTACT

As a part of this study, extension contact of the respondents was studied and presented in Table 5.

TABLE 5: EXTENSION CONTACT OF THE RESPONDENTS

(n=60)

S. No.	Level of Extension Contact	Frequency	Per cent
1.	Low	5	8
2.	Medium	47	78
3.	High	8	14

Mean =10.87

SD = 2.74

It is revealed from the above table that 78 per cent of the respondents had medium level of extension contact, 14 per cent of the respondents had high level of extension contact and 8 per cent of the respondents had low level of extension contact. The reason for the majority of the respondents to have medium to high level of extension contact may be due the increased interest shown by public and private extension agencies to deliver their services to the rural areas. It might also be due to the increased awareness among the rural folks regarding the availability of extension services.

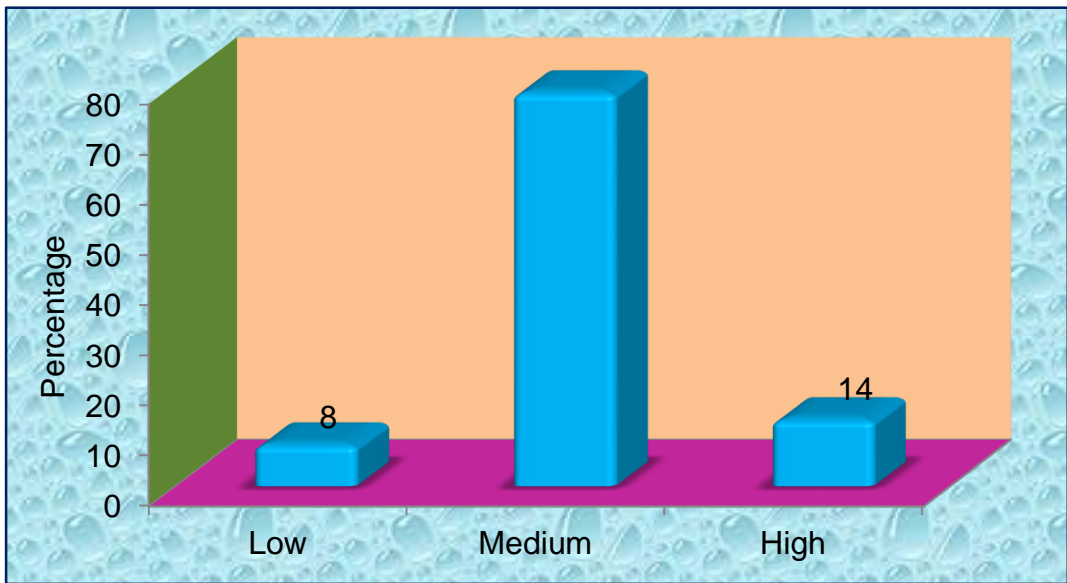


Figure 4: Extension Contact

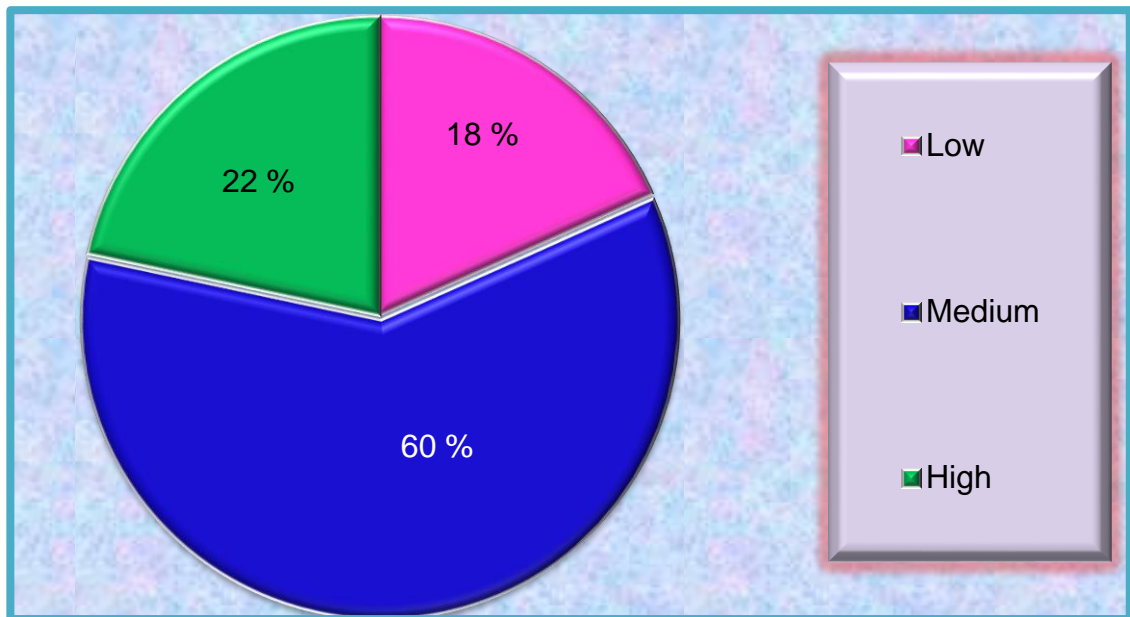


Figure 5: Innovativeness

INNOVATIVENESS

As a part of this study, innovativeness of the respondents was studied and presented in Table 6.

TABLE 6: INNOVATIVENESS OF THE RESPONDENTS

(n=60)

S. No.	Level of Innovativeness	Frequency	Per cent
1.	Low	11	18
2.	Medium	36	60
3.	High	13	22

It is evident from the above table that majority (60 per cent) of the respondents had medium level of innovativeness followed by 22 percent of the respondents with high level of innovativeness and 18 percent of the respondents had low level of the innovativeness. The findings can be substantiated on the basis of adopter categories in the particular group of respondents. Majority of them belonged to early adopters to early majority category.

II. AREAS OF PRIVATE EXTENSION SERVICES FELT BENEFICIAL TO THE RESPONDENTS

To find out the areas of private extension services beneficial to respondents was one of the objectives of the present study. The findings regarding this have been presented here.

TABLE 7: AREAS OF PRIVATE EXTENSION SERVICES

Areas of private extension services	Frequency		Per cent	
	Free	Paid	Free	Paid
Obtaining seeds ,fertilizers, pesticides	18	42	30	70
Obtaining loans	22	38	37	63
Crop advisory services	24	36	40	60
Pest management and diagnostic services	20	40	33	67
Marketing services	10	50	17	83
Training on new technologies	43	17	72	28
Training on new equipment's	21	39	35	65
Liasoning with Govt. Depts.	50	10	83	17

It is evident from table 7 that majority of the respondents had paid for the private extension services like obtaining seed and inputs (70 per cent), crop loans (63 per cent), crop advisory services (60 per cent), pest management and diagnostic services (67 per cent), marketing services (83 per cent) and training on new equipment's (65 per cent). 72 percent and 65 percent of the respondents obtained free services for marketing and training on new equipment's respectively from private extension service providers. Majority of the private extension services charge for their services which is obvious from the above results.

III. ADVANTAGES OF PRIVATE EXTENSION SERVICES AS PERCEIVED BY THE RESPONDENTS

As a part of this study, the need was realized to identify the advantages of private extension services from the perception of the respondents. The advantages as perceived by the respondents are presented in Table 8.

TABLE 8: ADVANTAGES OF PRIVATE EXTENSION SERVICES

S. No.	Advantages	Frequency	Per cent
1.	Timely availability of required information	56	93
2.	Professional approach in services	52	87
3.	Provides timely solution of problems	52	87
4.	Educated and well trained field staff	49	82
5.	Provides complete and reliable information	47	78
6.	Services available at doorstep	46	77
7.	Courteousness and respect to the clients	45	75
8.	Better awareness creation than Govt. Services	42	70
9.	Provides infrastructure and diagnosis services at proper time	41	68
10.	New information can be obtained speedily	34	57
11.	Availability of funds for most of the services	28	47
12.	Provides complementary services	17	28

A vast majority (93 percent) of the respondents perceived timely availability of required information as the important advantage of private extension services followed by professional approach in private extension services (87 percent) and timely solution of problems (87 percent). Some other advantages were educated and well trained field staff, complete and reliable information, availability of services at doorstep, courteousness and respect to the clients, better awareness creation than Govt. Services, infrastructure and diagnosis services at proper time, speedy availability of new information, availability of funds for most of the services and provision of complementary services.

IV. CONSTRAINTS FACED BY THE RESPONDENT IN OBTAINING PRIVATE EXTENSION SERVICES AND SUGGESTIONS TO OVERCOME THEM

The constraints faced by the respondents in adopting private extension services was collected and presented in table 9.

TABLE 9: CONSTRAINTS FACED IN OBTAINING PRIVATE EXTENSION SERVICES

S. No.	Constraints	Per cent
1.	Lack of government regulations on private extension service providers	93
2.	Preference given by private extension service providers to large farmers	87
3.	Main aim of private extension service providers is marketing	84
4.	Reliability of information from private extension service providers	80
5.	Lack of supervision by government officials	68
6.	Lack of popularity of private extension services	64
7.	Non-coverage of remote/rural area by private extension servicers	61
8.	Lack of motivation to utilize private extension services	54

It is evident from the table that majority (93 per cent) of the respondents faced lack of governments regulations on private extension services as the most important constraints followed by preference given by private extension service providers to large farmers (87 per cent) and preference given by private extension service providers for marketing(84 per cent).Some other constraints were less reliability of information from private extension service providers, lack of supervision by government officials, lack of popularity of private extension services, non-coverage of remote rural area by private extension services and lack of motivation to utilize private extension services.

The suggestions by the respondents for better implementation of private extension services was collected and presented in Table 10.

TABLE 10: SUGGESTIONS TO OVERCOME THE CONSTRAINTS

S. No.	Suggestions	Percent
1.	Government should fix the fees for private extension services.	97
2.	Provision of regular supervision of government on private extension service providers.	89
3.	Timely technical guidance should be provided to farmers.	86
4.	Collaboration of Government with private extension services needs to be improved.	84
5.	Private extension service providers should focus on areas other than agriculture.	79
6.	More awareness to be created in rural areas about private extension services.	74

Majority (97 per cent) of the respondents suggested that government should fix the fees for private extension services, regularly supervise the private extension service providers (89 per cent) and timely technical guidance should be provided to farmers (86 per cent). Some other suggestion were collaboration of government with private extension services need to be improved, private extension service providers should focus on areas other than agriculture and more awareness to be created in rural areas about private extension services.

V. SUMMARY AND CONCLUSION

The study on “**Role of Private Extension Services in Community Development in selected areas of Coimbatore District**” was under taken with the following objectives: To

- Study the socio-economic background of the respondents
- Identify the areas of private extension services felt beneficial to the respondents
- Study the advantages of private extension services as perceived by the respondents
- Find out constraints faced by the respondent in obtaining private extension services and seek suggestions to overcome such problems

A sample of 60 respondents with farming as at least one of the occupations has been selected through random sampling method from the four village panchayats in Thondamuthur Block.

Socio-economic profile of the respondents

- ✚ Fifty per cent of the respondents were female and 50 per cent of the respondent's male.
- ✚ Regarding the age group 68 per cent of the respondents belonged to middle aged group, 17 per cent in young age group and rest 15 per cent were old aged.
- ✚ 40 per cent of the respondents were not educated, 40 per cent had education up to secondary level and rest 20 per cent had education up to primary level.
- ✚ All the respondents were Hindus.
- ✚ Seventy three per cent belonged to Backward Caste community and the rest 27 per cent belonged to Mostly Backward Caste.
- ✚ 85 per cent of the respondents were married and only 15 per cent were unmarried.

- ✚ Fifty two per cent of the respondents belonged to joint families whereas 48 per cent of the respondents were from nuclear families.
- ✚ 73 per cent of the respondents had farming as their only occupation whereas 27 per cent of the respondents undertook other self-employment along with farming.
- ✚ 55 per cent of the respondents had annual income of Rs. 1,00,000 – Rs. 2,00,000. 27 per cent of the employees had annual income of above Rs. 2,00,00 and 18 per cent had annual income up to Rs. 1,00,000
- ✚ 82 per cent of the respondents had medium level of mass media exposure followed by 15 per cent of the respondents having high level of mass media exposure and 3 per cent with low level of mass media exposure.
- ✚ Majority(88 per cent) of the respondents had medium level of social participation whereas 12 per cent of the respondents had low level of social participation and none of the respondents had high level of social participation.
- ✚ 78 per cent of the respondents had medium level of extension contact, 14 per cent of the respondents had high level of extension contact and 8 per cent of the respondents had low level of extension contact.
- ✚ Majority (60 per cent) of the respondents had medium level of innovativeness followed by 22 per cent of the respondents with high level of innovativeness and 18 per cent of the respondents had low level of the innovativeness.

Areas of private extension services felt beneficial to the respondents

- ✚ Majority of the respondents had paid for the private extension services like obtaining seed and inputs (70 per cent), crop loans (63 per cent), crop advisory services (60 per cent), pest management and diagnostic services (67 per cent), marketing services (83 per cent) and training on new equipment's (65 per cent). 72 percent and 65 percent of the

respondents obtained free services for marketing and training on new equipment's respectively from private extension service providers. Majority of the private extension services charge for their services which is obvious from the above results.

- ✚ Majority (93 per cent) of the respondents perceived timely availability of required information as the important advantage of private extension services followed by professional approach in private extension services (87 per cent) and timely solution of problems (87 per cent). Some other advantages were educated and well trained field staff, complete and reliable information, availability of services at doorstep, courteousness and respect to the clients, better awareness creation than Govt. Services, infrastructure and diagnosis services at proper time, speedy availability of new information, availability of funds for most of the services and provision of complementary services.

Constraints faced by the respondent in obtaining private extension services and suggestions to overcome them

- ✚ Majority(93 per cent) of the respondents faced lack of governments regulations on private extension services as the most important constraints followed by preference given by private extension service providers to large farmers (87 per cent) and preference given by private extension service providers for marketing(84 per cent).Some other constraints were less reliability of information from private extension service providers, lack of supervision by government officials, lack of popularity of private extension services, non-coverage of remote rural area by private extension services and lack of motivation to utilize private extension services.
- ✚ Majority (97 per cent) of the respondents suggested that government should fix the fees for private extension services, regularly supervise the private extension service providers (89 per cent) and timely technical guidance should be provided to farmers (86 per cent). Some other suggestion were collaboration of government with private extension services need to be improved, private extension service

providers should focus on areas other than agriculture and more awareness to be created in rural areas about private extension services.

Conclusion

The present study titled “Role of Private Extension Services in Community Development in selected areas of Coimbatore District” was undertaken to bring light to the implication new approaches like private services in extension. The study revealed that private extension services were perceived as beneficial to most of the farmer respondents in spite of the less popularity of these services in the rural areas.

The study also aimed at finding out the role of private extension services in holistic community development rather than focussing on agricultural development. But it was very well evident from the results that the idea of private extension is not still popular in fields other than agriculture. Thus the study points out the conclusion that private extension services focuses only on large farmers and remunerative crops and suggests for popularization of private extension service providers in the area of community development.

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ANNEXURE I

AN INTERVIEW SCHEDULE TO ELICIT INFORMATION ON THE ROLE OF PRIVATE EXTENSION SERVICES IN COMMUNITY DEVELOPMENT IN SELECTED AREAS OF COIMBATORE DISTRICT

I. General Information

A. Personal information of the respondents

1. Name of the respondents:

2. Address:

3. Sex: Male Female

4. Age:

5. Educational Qualification: Not educated Up to primary level

Up to secondary level Graduate and above

B. Socio economic information of the respondents

1. Religion: Hindu Christian

Muslim Others

2. Community: Schedule caste (SC) Schedule Tribe (ST)

Backward caste (BC) Most Backward class (MBC)

3. Marital Status: Single Married

4. Type of family: Nuclear Joint

5. Annual family income

6. Occupation: Farming SelfEmployed Other (Specify)

7. Family Background:

Sl. No	Name of the family member	Sex	Age	Relationship to the family	Education	Occupation	Monthly Income (Rs)

C. Psychological and Communicational information

1. Mass Media Exposure

S.No	Types of exposure	Frequently	Occasionally	Never
1.	Radio			
2.	Television			
3.	Magazine			
4.	Newspaper			
5.	Internet			

2. Social Participation

Please indicate your response by putting tick (√) mark against which organization you have membership/ position held

S.No	Organization	Member	Position Holder
1	Panchayat		
2	Cooperative Society		
3	Self-Help Group		
4	Farmers organization		
5.	Non-government Organization		

3. Extension Contact

S. No.	Name of Sources	Contact		
		Regular	Occasionally	Never
A	Government / Public extension agencies			
I	Village Level Worker			
ii	Extension Officer			
iii	Scientist of University/ Institutes			
iv	Rural development officers			
V	Public Sector Banks			
Vi	Agricultural Officer			
vii	KrishiVigyan Kendra			
B	Private extension agencies			
I	Co-operative society			
ii	Officers of private company			
iii	Farmers organization/ Progressive Farmers			
iv	Non-governmental organizations			
V	Private Bank Officials			

4. Innovativeness

S.No	Statement	Remark
1.	As soon as it is come to my knowledge I have utilized private extension services in my day today life.	
2.	After I having seen that other have utilized it successfully, I also used private extension services in my day today life.	
3.	I prefer to wait and take my own time to utilise private extension services in my day today life.	

II. Role of private extension services

A. Areas of private extension advisory services felt beneficial to the respondents

Areas of private extension services	Type of advisory services	
	Free	Paid
Obtaining seeds, fertilisers, pesticides		
Obtaining loans		
Crop advisory services		
Pest management and diagnostic services		
Marketing services		
Training on new technologies		
Training on new equipment's		
Liasoning with Govt.Depts.		

B. Advantages of private extension services as perceived by the respondents

S. No	Advantages of private extension services	Yes	No
1.	Timely availability of required information.		
2.	Professional approach in services.		
3.	Provides timely solution of problems		
4.	Educated and well trained field staff		
5.	Provides complete and reliable information		
6.	Services available at doorstep		
7.	Courteousness and respect to the clients		

8.	Better awareness creation than Govt. services		
9.	Provides infrastructure and diagnosis services at proper time		
10.	New information can be obtained speedily		
11.	Availability of funds for most of the services		
12.	Provides complementary services		

C. Constraints faced by the respondents in obtaining private extension Services

S.No	Constraints	Yes	No
1.	Lack of government regulations on private extension service providers.		
2.	Preference given by private extension service providers to large farmers.		
3	Main aim of private extension service providers is marketing.		
4	Reliability of information from private extension service providers		
5	Lack of supervision by government officials.		
6	Lack of popularity of private extension services.		
7	Non-coverage of remote/rural area by private extension servicers.		
8	Lack of motivation to utilize private extension services		

D. Suggestions by the respondents to overcome the constraints

S.No.	Suggestions	Yes	No
1.	Government should fix the fees for private extension services.		
2.	Provision of regular supervision of government on private extension service providers.		
3.	Timely technical guidance should be provided to farmers		
4.	Collaboration of Governmentwith private extension services needs to be improved.		
5.	Private extension service providers should focus on areas other than agriculture.		
6.	More awareness to be created in rural areas about private extension services.		

APPENDIX II

ETHICAL COMMITTEE CERTIFICATE

INSTITUTIONAL HUMAN ETHICS COMMITTEE



Avinashilingam

Institute for Home Science and Higher Education for Women

University

(Estd. u/s 3 of UGC Act 1956)

Chairman

Dr. S. Ramalingam
Principal, PSG Institute
of Medical Sciences
& Research, Coimbatore

Member Secretary

Dr. P. R. Padma
Professor, Department of
Biochemistry, Biotechnology and
Bioinformatics

Members

Dr. S. Premakumari
Mr. C. G. Kumar (Legal Expert)
Dr. A. Saraswathy
Mrs. V. Mangayarkarasi
Dr. S. Kowsalya
Dr. N.S. Rohini
Dr. Subhashini K. Sripathi
Mrs. S. Radha Devi
Mrs. Judith Justin

9th March 2015

To
Ms. Jyoti Hatiboruah
Department of Extension
Avinashilingam Institute for Home Science and
Higher Education for Women
Coimbatore – 641 043


Dear Madam,

Ref : Your proposal No. IHEC/14-15/HSE/08 entitled "Role of private extension services in community development in selected areas of Coimbatore district" submitted for approval of the IHEC on 3rd January 2015.

The Institutional Human Ethics Committee of our University hereby grants approval to your research proposal No. IHEC/14-15/HSE/08 entitled "Role of private extension services in community development in selected areas of Coimbatore district" submitted by you. The Approval number for the same is AUW/IHEC-14-15/XMT-64.

We wish you all the best in your research endeavours.

Regards,


Dr.P.R.Padma
Member Secretary

