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Title: A STUDY ON ASSESSMENT OF PRODUCER GROUP QUALITY WITH REFERENCE TO HIGH VALUE AGRICULTURE (HVA), FISHERIES AND LIVESTOCK DEVELOPMENT

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Abstract: The concept of producer companies in India is a very recent development. These are just like cooperatives, but they are registered as companies. No non-producer can be a member of the company. They get together; they combine their share capital, register as a company, employ a professional to run the company and do value addition, whatever is possible. In this context, it is felt necessary to probe into the organizational structure, capacity building, internal controls and forward linkages of the farmer producer companies. The present study entitled "Assessment of Producer Group quality with reference to High Value Agriculture (HVA), Fisheries and Livestock Development" was undertaken in five blocks viz. Chanho, Bero, Angara, Gola and Kisko of Ranchi, Ramgarh and Lohardaga district of Jharkhand with the aim to assess the quality of producer group on the basis of institutional readiness and availability of credit, to analyze the problems that affecting credit, production and marketing, to assess the capacity of producer group to transform into micro or small enterprise. A detailed questionnaire was prepared to collect raw information about various aspects of HVA development, Fisheries development and Livestock development from the Producer Group of the district and the data were subjected to analyse using various parameters as per objective of the study. Statistical tools adopted for interpretation of data includes frequency, percentage, average etc. The sample size was 168 and selected randomly from the target villages. The findings indicated that the farmers were young age, marginal and small and had agriculture and labour as primary occupation. Annual income of the majority of the respondents were found to be above 60000. Mobile and Television were found to be the media most often used by majority of farmers. The majority for institutional readiness are found in the villages of Gola block of Ramgarh district (primary activity HVA). A two stage purposive and random sampling technique was adopted to select the ultimate sample. Ranchi, Ramgarh and Lohardaga districts of Jharkhand were purposively selected to study the PGs. There were totally 3400 PGs in 12 districts of Jharkhand promoted by JOHAR (Jharkhand opportunity for harnessing rural growth) under JSLPS, an NGO of govt of Jharkhand engaged in rural development. Among these 15 PGs in Bero block (fisheries), 7 PGs in Chanho block (fisheries), 10 PGs in Angara block of Ranchi district, in Ramgarh district 23 PGs in Gola block (HVA) and in Lohardaga district 1 PG in Kisko block (Livestock) were randomly selected. JOHAR is playing an important role in terms of training given on latest technology of Aquaculture and provide inputs at minimum price for HVA and provide marketing facility to the farmers of PGs. Establishment of storage facility and irrigation facility by JOHAR is also a boon for the farmers. After analyzing the data collected from the different respondent from the target area it was found that: In most the enterprises, the pricing of produce are not appropriately done by respondents. Pricing should be either cost-based or price what the market can bear. Importantly, low prices are not necessarily the best and will not necessarily lead to higher sales. Prices must reflect value to the consumers and must also align with the enterprise's brand. Majority of the members of Producer Group submitted membership fees in the Gola block of Ramgarh district i.e. 1168 (70%) followed by Angara block of Ranchi district i.e. 218 (13%), in Chanho block 147 (8.86%). The least number of members submitted their membership fees in Bero and Kisko block i.e. 51 (4%). Communication gaps between bank employees and respondents are also a major concern in availing credit from banks.

Description: A STUDY ON ASSESSMENT OF PRODUCER GROUP QUALITY WITH REFERENCE TO HIGH VALUE AGRICULTURE (HVA), FISHERIES AND LIVESTOCK DEVELOPMENT

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