



Extent of Dependency of Mushroom Grower on Multi-Agencies Efforts for Enterprise Promotion

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ABSTRACT

During last few years Mushroom enterprise is emerging as a major off farm livelihood option for farm families of Odisha. For promotion of mushroom as an enterprise, in the state of odisha, a number of agencies, research organizations, development departments and private entities have been identified to play crucial role. In the present investigation the level of dependency and usefulness of different organizations and agencies in promotion of mushroom enterprise was studied with a sample size of 300 mushroom growers. This study revealed that, in supply of inputs, farmer promoters secured rank-I followed by private spawn producers and middle men. In supply of technology, the respondents have given maximum value to Horticulture department followed by farmer promoters, KVKs and CTMRT. The dependency of respondents in supply of finances was found to be maximum with co-operative Society followed by Gramin Bank and Nationalized Bank. In overall usefulness the study revealed that farmer promoters had put extra efforts in promotion of the enterprise focusing both on spread and intensity.

Key Words: Dependency, Multi agencies efforts, Mushroom enterprise, Promotion, Usefulness

INTRODUCTION

In the changing scenario of agricultural development, farmers are facing multifaceted problems with regards to availability of input, appropriate technology, suitable production practices, market support and even the challenge imposed by climate change. Added to this, continuous and critical changes are also being observed not only in the technology front, but also in the management of same. Development and promotion of any enterprise for that matter, requires not only conscious and meticulous use of resources, technologies and appropriate management of inputs, but also a quantum of effort from the supporting organizations, which are being mandated to do so. Pradhan et al. (2017) reported that sources of getting straw, feeding material, polythene and chemicals had large impact on the management of inputs for mushroom enterprise. The number of entrepreneurs alongwith production volume decide

the chain appropriate for a specific area. Like any other enterprise, technological development has become very important to enhance and sustain productivity and profitability. Equally important ones are, making available the technologies, inputs, finance as well as marketing support to the farming community along with creating large scale awareness for further expansion of the enterprise.

In the state of Odisha, a number of agencies, research organizations, development departments and private organizations/agencies have played crucial role in the promotion of mushroom enterprise. During the course of investigation, deliberate attempt was made (i) to assess the extent of dependency of respondents on agency efforts in supply of inputs, technology, finance, and marketing and (ii) to assess the extent of their usefulness.

MATERIALS AND METHODS

The research design adopted for this study was

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Table 1. Extent of dependency for supply of Inputs.**(n=300)**

Sr. No.	Name of the organization	Score	Mean Score	Rank
1	Farmer promoters	877	2.92	I
2	Private spawn producer	826	2.75	II
3	Middleman/ Business man	755	2.51	III
4	Krishi Vigyan Kendra	489	1.63	IV
5	Farmers' association/ youth club	437	1.45	V
6	CTMRT	423	1.42	VI
7	Horticulture Department	391	1.3	VII
8	Agriculture Department	371	1.23	VIII
9	ATMA	327	1.09	IX
10	Private/ NGOs (Specify)	328	1.09	IX
11	DRWA	300	1	X
12	DRDA	300	1	X

ex-post facto in nature. The study was undertaken in three districts (Bhadrak, Dhenkanal & Puri) purposively selected considering the spread and intensity of the enterprise. A stratified multistage sampling procedure was followed to select the samples for the study. A total of 300 respondents were selected covering six blocks an 18 gram panchayat. The data was collected through a brief interview schedule, personal discussion and focus group discussion. The data was tabulated and analyzed statistically.

RESULTS AND DISCUSSION

Input supply has been identified as a business venture to be undertaken by private entities. Private

spawn producers, organizations like farmers' association, and individuals like farmer promoter, middle men were taking lead in supply of inputs (Table 1). Even though organizations like CTMRT and KVKs produce quality spawn but outreach was not very extensive. However, the existing suppliers of the required inputs for mushroom cultivation do render services in the potential areas of the said enterprise.

As indicated in table 2, the respondents have given maximum value to horticulture department for supply of technology as it had more access to farm families through block and village level functionaries. Farmer promoters were placed at a rank II, because of their linkage and accessibility.

Table 2. Extent of dependency for supply of Technology**(n=300)**

Sr. No.	Name of the organization	Score	Mean Score	Rank
1	Horticulture Department	660	2.2	I
2	Farmer Promoter	659	2.19	II
3	Krishi Vigyan Kendra	655	2.18	III
4	Agriculture Department	503	1.67	IV
5	CTMRT	523	1.74	V
6	ATMA	363	1.21	VI
7	DRDA	314	1.04	VII
8	DRWA	300	1	VIII

Dependency of Mushroom Grower

Table 3. Extent of dependency for supply of Finance.

(n=300)

Sr. No.	Name of the organization	Score	Mean Score	Rank
1	Cooperative society	691	2.3	I
2	Gramin Bank	668	2.22	II
3	Nationalized bank	601	2	III
4	Farmer Promoter	485	1.61	IV
5	Private Money Lender	357	1.19	V
6	NGOs	300	1	VI

Even though they were not technically competent like scientists of research organizations and functionaries of development departments, they were valued high because of their role in effectively mediating the technology transfer process. Relatively lower level of dependency was placed with ATMA, DRDA, and DRWA indicating poor outreach of these organizations in providing technical supports on promotion of mushroom enterprise.

The data presented in table 3 revealed that, the dependency of respondents in getting financial assistance was highest with co-operative societies because co-operative societies were largely devoted to provide financial support mostly in agriculture and allied activities and also transact commodity for input supply. Their outreach was found to be more than any other organizations or banking institution because of their physical proximity and mandate to support finance and inputs to the farmers. Farmer promoters, private money lenders and NGOs were ranked low in the scale.

In mushroom value chain there exist a number of entities and agencies in providing market support.

Table 4 revealed that middle man mediating market linkages secured rank-I followed by farmer promoter, farmers association, NGOs; whereas, rest of the organizations (DRDA, ORMAS & NABARD) were perceived as least useful in linking to market.

Consolidation of the information in table-5 indicated that, the respondents perceived farmer promoter (Rank-I) as the most useful entity closely followed by middlemen (Rank-II). Moderate level of usefulness had been expressed for the organizations and agencies like Cooperative society (Rank-III), KVKs (Rank-IV). Comparatively low and very low level of usefulness had been expressed for the organizations like ATMA, farmer association, NABARD and NGOs. Even though farmer promoters and middlemen operate informally without any organizational affiliation, their usefulness was found to be very high because of their accessibility at the time of need and multifarious activities they undertake in different activities including technology, input, marketing and finance.

Table 4. Extent of dependency for marketing.

(n=300)

Sr. No.	Name of the organization	Score	Mean Score	Rank
1	Middleman / Businessman	660	2.2	I
2	Farmers promoter	576	1.92	II
3	Farmers association /Youth club	459	1.53	III
4	NGOs	156	0.52	IV
5	NABARD	375	1.25	V
6	DRDA	300	1	VI

Table 5. Usefulness of different organization.**(n=300)**

Sr. No.	Name of the organization	Overall Usefulness	
		Mean score	Rank
1	Farmer promoters	34.77	I
2	Middleman / Businessman	23.55	II
3	Cooperative society	10.9	III
4	Krishi Vigyan Kendra	10.81	IV
5	Gramin Bank	10.37	V
6	Nationalized bank	9.95	VI
7	Horticulture Department	9.2	VII
8	CTMRT	5.1	VIII
9	Agriculture Department	4.49	IX
10	ATMA	2.34	X
11	Farmers association /Youth club	2.06	XI
12	NABARD	2	XII
13	NGOs	1.29	XIII
14	DRWA	0	-
15	DRDA	0	-

CONCLUSION

The study clearly indicated that farmer promoters endeavor in supplying of critical inputs like spawn, feeding materials and chemicals, sharing technically knowhow over and above marketing which was very important for the success of any enterprise has made him the most dependable among the farming community. Many a times the middle man is opined to be the threat for marketing of the produce & they take more shares of profit in supply chain. But their voluntary emergence in the marketing chain supports a great deal of business and creates scope for assessing bigger markets with a aggregated quantum of produce thereby creates much dependency from the farmers.

At the same time apex technological and financial institution played a major role in development of the technology, its spread and need based hand holding support to farmers and grassroot level operators in promotion of the enterprise. The efforts of all the stake holders need to be strengthened and focus need to be given on developing, strengthening and formalizing the entities like farmer promoters, middlemen in the mushroom value chain.

REFERENCE

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