



ATTITUDE OF FARMERS TOWARDS THE ACTIVITIES OF PRIMARY AGRICULTURAL CO-OPERATIVE CREDIT SOCIETIES IN KOTTAYAM DISTRICT OF KERALA

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ABSTRACT: PACS were introduced in India to meet the credit needs of farmers. The study has been conducted to find out the attitude of beneficiaries and non- beneficiaries towards the working of PACS and to find out the association between socio-economic profile and attitude of respondents. A non- random sampling procedure has been used to draw a sample of 120 respondents of which 60 were beneficiaries and 60 were non-beneficiaries, from changanassery taluk of Kottayam district, Kerala. The study revealed that more than two fifth of beneficiaries (41.67%) were having medium level of attitude followed by low (36.67%) to high level (21.67 %). Among the non- beneficiaries majority (58.33%) were having low level of attitude followed by medium (31.67%) to high level (10%). It clearly shows that most of the farmers are not satisfied with the working of PACS. Hence the officials should take immediate actions to improve the performance of PACS.

Keywords: PACS, Attitude, Association

INTRODUCTION

PACS provide short and medium term loans to farmers thereby meeting the financial needs of farmers. However, PACS which has played an important role in the spread of agricultural credit and the growth of agriculture, has lost its potential in recent years. Agricultural loans issued by cooperative banks in Kerala account for just 10 percent of total loans. Farmers now prefer other banks for credit needs rather than PACS. Creating the right attitude and mindset with the farmers is essential for successful working of PACS. Attitude is the degree of positive or negative effect associated with psychological objects. In this research an analysis of the attitude of beneficiary and non – beneficiary farmers towards PACS was conducted .The study also identified the socio-economic profile of beneficiary and non- beneficiary farmers and the relationship between socio-economic profile and attitude of beneficiaries and non- beneficiaries were derived.



METHODOLOGY

The study was conducted in Changanassery taluk of Kottayam district, Kerala. The data collection was done through structured interview schedule. 60 beneficiaries and 60 non-beneficiaries were selected randomly for the present study. The attitude of beneficiary and non-beneficiary farmers which is the dependent variable was measured by a list of questions that sought the attitude of the farmers towards PACS. Independent variable used in the research work is socio-economic characteristics such as age, level of education, occupation, size of land holding, annual income, social participation, extension contact, progressiveness and risk bearing. Data analysis was done using frequency counts, percentages and chi square test.

RESULTS & DISCUSSION

Table.1 Distribution of overall socio-economic profile of respondents

S no	Category	Beneficiaries	Non-beneficiaries	Total
1	Low (31-39)	19 (31.67%)	25 (41.67%)	44 (36.67%)
2	Medium (40-47)	31 (51.67%)	22 (36.67%)	53 (44.16%)
3	High (48-55)	10 (16.66%)	13 (21.66%)	23 (19.17%)
TOTAL		60 (100%)	60 (100%)	120 (100%)

The data shows that highest number beneficiaries (51.67 %) possessed medium level socio-economic profile followed by 31.67 per cent belonging to low and 17 per cent belonged to high level. Whereas in the case of non- beneficiaries the highest number of people (41.67 %) belonged to low level of socio-economic profile followed by 36.67 per cent in the medium level and 21.66 per cent belonging to high level.

Table 2. Attitude of the respondents towards activities of Primary Agricultural Co-operative Credit Societies

Sno	Statements	Beneficiaries			Non-beneficiaries		
		agree	undecided	disagree	agree	undecided	disagree
1	PACS provide loans to small and marginal farmers	46 (76.67%)	10 (16.67%)	4 (6.66%)	36 (60%)	9 (15%)	15 (25%)
2	Taking loans from PACS is a complex process	4 (6.66%)	13 (21.67%)	43 (71.67%)	12 (20%)	26 (43.33%)	22 (36.67%)
3	Only those farmers who have close relationship with officials can get agricultural loan from PACS	4 (6.67%)	14 (23.33%)	42 (70%)	24 (40%)	20 (33.33%)	16 (26.67%)



4	Information given by the PACS staff is not sufficient	2 (3.33%)	22 (36.67%)	36 (60%)	17 (28.33%)	14 (23.33%)	29 (48.34%)
5	It is better to take loan from village moneylenders or other banks than from PACS	32 (53.33%)	6 (10%)	22 (36.67%)	41 (68.33%)	14 (23.33%)	5 (8.34%)
6	PACS do not play any role in the marketing of farm produce	49 (81.67%)	2 (3.33%)	9 (15%)	44 (73.33%)	15 (25%)	1 (1.67%)
7	PACS play a major role in increasing agricultural production	30 (50%)	6 (10%)	24 (40%)	9 (15%)	15 (25%)	36 (60%)
8	PACS doesn't provide the loan in time	8 (13.33%)	15 (25%)	37 (61.67%)	9 (15%)	26 (43.33%)	25 (41.67%)
9	The rate of interest charged by PACS is lower than by other private credit services.	8 (13.33%)	19 (31.67%)	33 (55%)	5 (8.33%)	12 (20%)	43 (71.67%)
10	PACS are interested only in increasing their profit.	17 (28.33%)	16 (26.67%)	27 (45%)	26 (43.33%)	21 (35%)	13 (21.67%)
11	PACS is playing an important role in transferring technology in agriculture to its members	43 (71.67%)	15 (25%)	2 (3.33%)	5 (8.33%)	40 (66.67%)	15 (25%)
12	It is easy to take agriculture loans from PACS and use that for other purposes	46 (76.67%)	12 (20%)	2 (3.33%)	36 (60%)	18 (30%)	6 (10%)
13	PACS assist farmers in agriculture by providing agricultural implements on rent	22 (36.67%)	9 (15%)	29 (48.33%)	5 (8.33%)	10 (16.67%)	36 (60%)
14	PACS helps in increasing the assets	21 (35%)	26 (43.33%)	13 (21.67%)	14 (23.33%)	11 (18.33%)	35 (58.34%)
15	PACS helps in meeting all the financial requirements of agriculture	29 (48.33%)	18 (30%)	13 (21.67%)	19 (31.67%)	9 (15%)	32 (53.33%)
16	PACS helps in increasing the annual income	20 (33.33%)	33 (55%)	7 (11.67%)	6 (10%)	14 (23.33%)	40 (66.67%)



From the above table it is evident that majority of the respondents marked their disagreement to the following statements: that PACS provides loans at lower interest rate than other private credit services, that they provide agricultural implements on rent and that they help in marketing of agricultural produce. Majority of respondents agreed to the statement that it is easy to take agriculture loans from PACS and use it for other purposes.

Table.3 Overall attitude of respondents towards activities of Primary Agricultural Co-operative Credit Societies

S no	Category	Beneficiaries	Non-beneficiaries	Total
1	Low (20-29)	22 (36.67%)	35 (58.33%)	57 (47.5%)
2	Medium (30-38)	25 (41.67%)	19 (31.67%)	44 (36.67%)
3	High (39-47)	13 (21.67%)	6 (10%)	19 (15.83%)
TOTAL		60 (100%)	60 (100%)	120 (100%)

Table shows that majority of the beneficiaries (41.67 %) were having medium level of attitude followed by 36.67 per cent having low and 21.67 per cent having high level of attitude. Among the non- beneficiaries highest number of people (58.33%) were having low attitude followed by 31.67 per cent having medium and 10 per cent having high attitude. These results are in line with the research findings of **Jisha (2016)**.

Figure 1. Overall attitude of respondents among the 2 categories

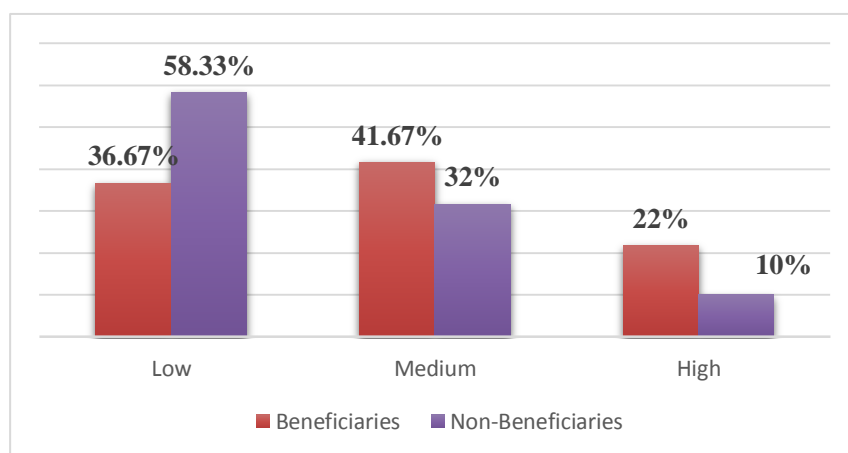




Table 4 Association between socio- economic profile of beneficiaries and their attitude about PACS

S.NO	Category	S.E.P	Knowledge	Total(Row)	Calculated value of Chi square
1.	Low	19(a) (20.5) = Ea	22(b) (20.5) = Eb	41 R1 (a + b)	1.24
2.	Medium	31(c) (28) = Ec	25(d) (28) = Ed	56 R2 (c + d)	
3.	High	10(e) (11.5) = Ee	13(f) (11.5) = Ef	23 R3(e + f)	
4.	Column total	60	60	120=N	
Tabulated Value					5.99

$\chi^2_{2(5\%)} (Tabulated\ value) = 5.99$, $\chi^2 (Calculated\ value) = 1.24$, d.f = 2 degree of freedom at 5% level.

Since the calculated value of Chi square test is less than the tabulated value at 2 degree of freedom at 5% probability level, so the null hypothesis is accepted. Therefore it is concluded that there is no significant relationship between socio-economic profile and attitude of beneficiaries.

Table 5 Association between socio- economic profile of Non-beneficiaries and their attitude about PACS

S.No	Category	S.E.P	Knowledge	Total(Row)	calculated value of Chi square
1.	Low	25(a) (30) = Ea	35(b) (30) = Eb	60 R1 (a + b)	4.46
2.	Medium	22(c) (20.5) = Ec	19(d) (20.5) = Ed	41 R2 (c + d)	
3.	High	13(e) (9.5) = E e	6(f) (9.5) = Ef	19 R3(e + f)	
4.	Column total	60	60	120=N	
Tabulated value					5.99

$\chi^2_{2(5\%)} (Tabulated\ value) = 5.99$, $\chi^2 (Calculated\ value) = 4.46$, d.f = 2 degree of freedom at 5% level.

Since the calculated value of Chi square test is less than the tabulated value at 2 degree of freedom at 5% probability level, so the null hypothesis is accepted. Therefore it is concluded that



there is no significant relationship between socio-economic profile and attitude of the non-beneficiaries.

CONCLUSION

The study shows that most of beneficiaries were having medium level of attitude about PACS followed by low level and high level of attitude. Among the non- beneficiaries majority were having low level of attitude followed by medium and high level of attitude. It clearly shows that most of the farmers are not satisfied with the working of PACS. It is because of the poor assistance provided by PACS in agricultural activities and the higher interest rate levied by them on loans. Further association between socio-economic profile and attitude of beneficiaries and non-beneficiaries came out to be non-significant.

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