

Suggestions to overcome constraints in availing the benefits of Village Adoption Programme

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ABSTRACT

The Village Adoption Programme is an important government initiative aimed at providing various benefits and support to farmers in rural areas. However, many beneficiary farmers have faced challenges in accessing these benefits effectively. To address these constraints, a study was conducted to gather suggestions from beneficiary farmers who adopted Village Adoption Programme by MPUAT, Udaipur, Rajasthan. For this study, 90 beneficiaries were selected from the three adopted villages. The findings of the study ranked the suggestions based on their Mean Percent Score (MPS). The top-ranked suggestions include providing subsidies for farm machinery, organizing training programs for public representatives and recruiting extension personnel at the village level. These suggestions offer valuable insights into the specific needs and desires of farmers, emphasizing the importance of financial support, knowledge enhancement and effective guidance in improving agricultural practices.

Key words: Village adoption, Village development, Model village, Suggestions

Introduction

The Village Adoption Programme is a government initiative aimed at fostering a strong connection between academic institutions, especially universities and rural communities. Under this program, universities adopt villages and actively engage with them to address their developmental challenges and improve their overall quality of life. The primary goal is to encourage sustainable development and bridge the urban-rural divide by leveraging the knowledge, expertise and resources available in universities. Thus, this programme has been instrumental in providing support and benefits to farmers in rural areas. However, several beneficiary farmers have faced challenges in accessing these benefits effi-

ciently. This research paper aims to address these constraints by presenting suggestions provided by beneficiary farmers to overcome the difficulties they face in availing of the benefits offered under the programme.

Research Methodology

This study is conducted in Udaipur District of Rajasthan. As the Government initiated the Village Adoption programme for the development of rural areas, Maharana Pratap University of Agriculture and Technology, Udaipur also adopted three villages to make them model villages so the schemes of the Central and State Governments are effectively implemented and dovetailed with innovative projects. For the selection of beneficiary farmers, all

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three adopted villages *i.e.*, Chhali, Undithal and Kerachavas which fall under Chhali gram panchayat were selected. From each village 30 beneficiary farmers were selected. Thus, 90 beneficiary farmers were chosen to get the suggestions to overcome constraints in availing the benefits of the Village Adoption Programme.

Through an inquiry among beneficiary farmers who were specifically asked to provide suggestions for overcoming the constraints, they encountered in accessing Village Adoption Programme benefits. The responses were collected and analyzed and ranked based on their Mean Percent Score (MPS) to identify the most valuable recommendations.

Results and Discussion

Findings presented in Table 1 demonstrated valuable suggestions provided by beneficiary farmers to overcome constraints they faced in accessing benefits offered under Village Adoption Programme. Among all suggestions, "Subsidy should be provided for the purchase of farm machinery" received the highest rank with 95.92 MPS. This suggestion highlights farmers' desire for financial support to acquire essential farm machinery, emphasizing its significance in improving agricultural practices. "Organize training programmes for public representatives to enhance their understanding of government schemes and programmes" was the second most suggestion with 94.44 MPS. It showed the importance of enhancing the knowledge and aware-

ness of public representatives regarding government initiatives, enabling them to better serve and support the farming community.

The "Recruit extension personnel at the village level" suggestion obtained the third rank with 93.33 MPS. This proposal emphasized the need for strengthening extension services by appointing qualified personnel who can provide effective guidance and support to farmers at the grassroots level. Ranked fourth with 88.88 MPS was the suggestion of "Impart more training to respondents." This highlighted farmers' desire for continuous training and skill development opportunities to enhance their understanding of modern agricultural techniques and technologies.

"Arrange exposure visits to new technologies" suggestion received the fifth rank with 84.81 MPS. This proposal emphasized the importance of providing farmers with firsthand exposure and experiences with innovative transferred technologies to encourage their adoption and implementation. Ranked sixth suggestion was "Traders should bear the transportation cost," observed with 82.59 MPS. This suggested the need for financial support to reduce the burden of transportation costs on farmers when selling their agricultural produce.

The "Eliminate middlemen from the marketing of agricultural produce" suggestion obtained seventh rank with 81.84 MPS. This proposal highlighted farmers' desire for a more direct and transparent marketing system that enabled them to receive fair prices for their products. Eighth-ranked suggestion

Table 1. Suggestion given by the beneficiary farmers to overcome constraints in availing the benefits of the Village Adoption Programme

Sr. No.	Statements	Beneficiaries (n=90)	
		MPS	Rank
1	Subsidy should be provided for the purchase of farm machinery	95.92	I
2	Training programmes be organized for public representatives for better exposure of Govt. the scheme and programmes	94.44	II
3	Recruit extension personnel at the village level	93.33	III
4	More training should be imparted to respondents	88.88	IV
5	Need exposure visit to new technology	84.81	V
6	Transportation costs should bare by traders	82.59	VI
7	Remove the middle man in the marketing of agricultural produce	81.48	VII
8	The educational institute in village-like schools is strengthened with digital learning and other facilities.	79.62	VIII
9	Marketing channels and structure should be established by the government	75.18	IX
10	Develop infrastructure to provide critical inputs in time	74.44	X
11	Organize extension activities at each gram panchayat in rotation	72.96	XI
12	Encourage respondents club and producer commodity group	71.11	XII

with 79.62 MPS was “Strengthen educational institutes in the village with digital learning and other facilities” observed, this showed the importance of improving educational infrastructure in rural areas to enhance the knowledge and skills of farmers and youth in the agricultural sector.

“Establish marketing channels and structures by the government” received ninth rank with 75.18 MPS. This proposal emphasized the need for government support in creating efficient and reliable marketing channels to ensure farmers have access to fair and competitive markets. Ranked tenth suggestion was “Develop infrastructure to provide critical inputs in a timely manner,” observed with 74.44 MPS. This recommendation highlighted farmers’ need for improved infrastructure to ensure the timely availability of essential agricultural inputs, such as seeds, fertilizers and pesticides.

“Organize extension activities at each gram panchayat in rotation” suggestion obtained eleventh rank with 72.96 MPS. This suggestion emphasized the importance of regular extension activities conducted at the gram panchayat level to ensure the effective dissemination of information and knowledge to farmers. Lastly, suggestions to “Promote respondents club and producer commodity groups” received twelfth rank with 71.11 MPS. This suggestion underscores the importance of fostering collaboration and collective action among farmers through the formation of groups to promote their interests and enhance their bargaining power.

Conclusion

The findings of this research paper demonstrate the valuable suggestions provided by beneficiary farmers to overcome constraints in accessing benefits

under the Village Adoption Programme. The top-ranked suggestions, including subsidies for farm machinery, training programs for public representatives, and recruitment of extension personnel, offer crucial insights into addressing the specific needs and desires of farmers. Implementing these suggestions can enhance the effectiveness of the Village Adoption Programme, leading to improved agricultural practices, increased productivity and overall growth in the agricultural sector.

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