

International Journal of Agriculture Extension and Social Development

Volume 9; Issue 8; August 2026; Page No. 887-890

Received: 11-06-2026
Accepted: 15-07-2026

Indexed Journal
Peer Reviewed Journal

Farmers' attitude towards farmer producer organizations: An ex-post-facto study in Uttar Pradesh

¹Ankit Singh, ²Adesh Kumar Verma, ³Pramod Kumar Singh, ⁴Anushka Singh, ⁵Manoj Kumar Singh, ⁶Abhinav Singh and ⁷Ritesh Singh

¹Research Scholar, PRSU, Prayagraj, Uttar Pradesh, India

²Assistant Professor, Kulbhaskar Ashram PG College, Prayagraj, Uttar Pradesh, India

³SMS (Horticulture), K.V.K., Amethi, ANDUA&T, Ayodhya, Uttar Pradesh, India

⁴M.Sc. Scholar, Department of Extension Education, C S Azad University of Ag. And Tech., Kanpur, Uttar Pradesh, India

⁵SMS (Horticulture), K.V.K., Mankapur, ANDUA&T, Ayodhya, Uttar Pradesh, India

⁶SMS, K.V.K., Sant Kabir Nagar, ANDUA&T, Ayodhya, Uttar Pradesh, India

⁷Guest Faculty, ANDUAT, Kumarganj, Ayodhya, Uttar Pradesh, India

DOI: <https://www.doi.org/10.33545/26180723.2026.v9.i8l.4110>

Corresponding Author: Ankit Singh

Abstract

Farmer Producer Organizations (FPOs) are increasingly being promoted as collective institutional mechanisms for improving farmers' access to inputs, technology, markets, financial support and other agricultural services. The success and sustainability of FPOs, however, depend not only on their organizational structure but also on the attitude of their farmer members towards collective action and the functioning of the organization. The present study was undertaken to assess farmers' attitude towards Farmer Producer Organizations in Jaunpur and Ghazipur districts of Uttar Pradesh. An ex-post-facto research design was adopted for the study. The two districts were purposively selected based on the concentration of FPO activities. A multistage sampling procedure was followed, involving purposive selection of blocks, random selection of two FPOs from each selected block and selection of 60 farmers from each FPO. Thus, a total of 480 farmers constituted the sample. Data were collected using a structured interview schedule comprising 16 positively and negatively worded attitude statements. Responses were recorded on a five-point continuum ranging from strongly agree to strongly disagree, with appropriate reverse scoring for negative statements. The results revealed that the overall mean attitude score was 47.67 out of 64, corresponding to an attitude index of 74.48 per cent, indicating a favourable orientation towards FPOs. Farmers expressed favourable perceptions regarding convenient input procurement, coordination with the Agricultural Department, processing and storage, collective marketing, profitability, technological access, transparency and government support. A relatively high proportion of respondents also disagreed with negative statements concerning unequal treatment of members, outdated scientific information, lack of financial transparency and exclusion from decision-making. However, a considerable proportion of respondents remained undecided regarding the broader developmental role of FPOs. The findings emphasize the importance of strengthening the functional performance, transparency, communication and member participation of FPOs to sustain favourable farmer attitudes.

Keywords: Farmer producer organizations, farmers, attitude, collective action, FPO services, agricultural development, Uttar Pradesh

Introduction

Farmer Producer Organizations (FPOs) have emerged as an important institutional mechanism for strengthening collective action among farmers and improving the economic position of small and marginal producers. The fragmentation of agricultural production, limited individual marketable surplus, high transaction costs and weak bargaining power often constrain the ability of small farmers to participate effectively in competitive agricultural markets. Collective organizations can help address these constraints by aggregating produce, facilitating collective input purchase, improving access to markets and services, and strengthening farmers' negotiating position (Nikam *et al.*, 2019) ^[4]. The role of FPOs extends beyond collective marketing. Producer organizations can provide backward and forward

linkages, facilitate access to technology and advisory services, improve market opportunities and contribute to reductions in transaction costs. Evidence from India suggests that participation in producer organizations can improve access to farm services and strengthen market access and bargaining power (Cherukuri & Reddy, 2014) ^[1]. More recent evidence from Uttar Pradesh has also examined associations between FPO membership and household-level outcomes, highlighting the increasing importance of FPOs within the state's agricultural development landscape.

The Government of India has promoted FPOs as a mechanism for organizing farmers and strengthening their participation in agricultural value chains. The Central Sector Scheme for Formation and Promotion of 10,000 FPOs provides institutional and financial support for the

development of FPOs, including support for formation, promotion, capacity building and convergence with relevant schemes.

However, the mere existence or membership of an FPO does not necessarily ensure effective participation or organizational sustainability. Farmers' attitudes towards the organization can influence their willingness to participate, cooperate with other members, use services, accept collective decisions and contribute to organizational activities. A favourable attitude may facilitate participation and strengthen the social and economic functioning of an FPO, whereas unfavourable perceptions regarding transparency, equality, decision-making or government support may weaken members' involvement.

Attitude is therefore an important behavioural construct for understanding farmers' relationship with FPOs. Recent extension research has specifically recognized the importance of measuring attitude towards farmer producer companies and has developed standardized scales incorporating dimensions such as organizational performance, role, potential and organizational climate (Mukherjee *et al.*, 2023) [3]. This demonstrates the relevance of systematically assessing farmers' attitudes towards producer organizations.

In this context, the present study was undertaken to assess farmers' attitude towards FPOs in Jaunpur and Ghazipur districts of Uttar Pradesh. The attitude statements covered economic, organizational, technological, marketing, governance and developmental dimensions of FPO functioning. Particular attention was given to farmers' perceptions regarding input procurement, coordination with agricultural departments, processing and storage, marketing, profitability, transparency, participation in decision-making, disaster management and the developmental role of FPOs.

Research Methodology

The study followed an ex-post-facto research design, as specified in the approved synopsis. The design was appropriate because the characteristics and experiences associated with farmers' participation in FPOs had already occurred and were not manipulated by the researcher.

The study was conducted in Jaunpur and Ghazipur districts of Uttar Pradesh. Uttar Pradesh was purposively selected, followed by purposive selection of the two districts based on the concentration of FPO activities. According to the approved synopsis, Jaunpur had 92 FPOs, whereas Ghazipur had 68 FPOs.

A multistage sampling procedure was adopted. Blocks were selected purposively, followed by random selection of two FPOs from each selected block. From each selected FPO, 60 farmers were selected, giving a total sample size of 480 respondents.

Primary data were collected using a structured interview schedule developed according to the objectives of the study. Farmers' attitude towards FPOs was measured using 16 statements comprising both positively and negatively worded statements. The statements covered the perceived benefits, services, functioning, governance and developmental role of FPOs. Responses were recorded on a five-point continuum consisting of Strongly Agree (SA), Agree (A), Undecided (UD), Disagree (DA) and Strongly Disagree (SDA).

For positively worded statements, the scoring procedure was SA = 4, A = 3, UD = 2, DA = 1 and SDA = 0, whereas negative statements were reverse scored as SA = 0, A = 1, UD = 2, DA = 3 and SDA = 4. Thus, a higher score represented a more favourable attitude towards FPOs. The data were analyzed using frequency and percentage for statement-wise assessment.

Results and Discussion

Table 1: Statement wise distribution of respondents

S. N.	Attitude statement	SDA		DA		UD		A	
		f	%	f	%	f	%	f	%
1	Small and marginal farmers get encouragement for doing farming as a professional business due to the FPO. (+)	14	2.9	14	2.9	71	14.8	381	79.4
2	Farmers can purchase inputs conveniently due to FPO. (+)	00	00	41	8.5	72	15.0	367	76.5
3	The Board of Directors does not treat all the farmer members with equality. (-)	43	9.0	410	85.4	27	5.6	00	00
4	The co-ordination between the farmers and Agricultural Department has increased due to FPOs. (+)	00	00	43	9.0	56	11.7	381	79.4
5	Scientific information provided by the FPO is not up to date. (-)	419	87.3	29	6.0	29	6.0	00	00
6	Processing and storage of agricultural produce of farmer members of FPO is done neatly. (+)	13	2.7	28	5.8	42	8.8	397	82.7
7	Farmers face difficulties in use of improved scientific technology in spite of their participation in FPO. (-)	409	85.2	44	9.2	13	2.7	14	2.9
8	The capacity of the farmers to sell agricultural produce has increased due to FPO. (+)	00	00	41	8.5	368	76.7	71	14.8
9	Loan and subsidies are not provided by the Government to the FPOs in appropriate quantities. (-)	424	88.3	42	8.8	14	2.9	00	00
10	Farmers receive good profits due to common sale of their agricultural produce by FPOs. (+)	13	2.7	58	12.1	42	8.8	367	76.5
11	Financial transactions of FPO lack transparency. (-)	409	85.2	71	14.8	00	00	00	00
12	Participation in FPO saves labour, time and money of farmers. (+)	13	2.7	57	11.9	58	12.1	352	73.3
13	Some farmers from FPO are deprived from the process of decision making. (-)	81	16.9	341	71.0	58	12.1	00	00
14	FPOs prove useful in agricultural disaster management. (+)	00	00	41	8.5	99	20.6	340	70.8
15	FPO scheme initiated by the government is just namesake. (-)	353	73.5	85	17.7	42	8.8	00	00
16	FPO is a good concept for the development of small and marginal farmers. (+)	13	2.7	42	8.8	341	71.0	84	17.5

The statement-wise distribution of farmers' responses revealed a generally favourable orientation towards several economic and functional aspects of FPOs, while responses to certain organizational and marketing statements showed greater variation.

For the positive statement that small and marginal farmers get encouragement for doing farming as a professional business due to FPOs, 381 respondents (79.4%) agreed, while 71 respondents (14.8%) were undecided. Only 14 respondents each (2.9%) disagreed and strongly disagreed. This indicates

a favourable perception regarding the role of FPOs in encouraging small and marginal farmers to consider farming as a professional economic activity.

Similarly, 76.5 per cent of respondents (367 farmers) agreed that farmers could purchase inputs conveniently due to FPOs. Another 72 respondents (15.0%) were undecided, while 41 (8.5%) disagreed. The finding suggests that collective input procurement is perceived as an important advantage of FPO membership.

Regarding coordination with government institutions, 381 respondents (79.4%) agreed that coordination between farmers and the Agricultural Department had increased due to FPOs. Only 43 respondents (9.0%) disagreed, while 56 (11.7%) remained undecided. This favourable response is consistent with the recognized extension and advisory role of producer organizations in connecting farmers with external institutions and services (Nikam *et al.*, 2019) ^[4].

A particularly favourable response was observed for the statement concerning processing and storage of agricultural produce. As many as 397 respondents (82.7%) agreed that processing and storage were done neatly through the FPO, while 42 (8.8%) were undecided and 28 (5.8%) disagreed. This suggests that respondents perceived post-harvest management as one of the important functional benefits associated with FPO participation.

Similarly, 367 respondents (76.5%) agreed that farmers received good profits through the common sale of agricultural produce by FPOs. This reflects a favourable perception of collective marketing and its potential to improve farmers' economic returns. The role of collective marketing in strengthening market access and bargaining power has also been documented in previous research on producer organizations in India (Cherukuri & Reddy, 2014; Trebbin, 2014) ^[1, 5].

A favourable attitude was also observed regarding the statement that participation in FPOs saves labour, time and money. A total of 352 respondents (73.3%) agreed with this statement, while 58 (12.1%) were undecided and 57 (11.9%) disagreed. Further, 340 respondents (70.8%) agreed that FPOs prove useful in agricultural disaster management, although 99 respondents (20.6%) were undecided. This indicates that farmers recognized several practical and developmental functions of FPOs beyond marketing.

The statement that FPO is a good concept for the development of small and marginal farmers received a comparatively different response pattern. Only 84 respondents (17.5%) agreed, while 341 respondents (71.0%) were undecided and 42 (8.8%) disagreed. The large undecided proportion suggests that, although farmers may recognize specific benefits of FPOs, many respondents had not yet formed a clear opinion regarding their broader developmental significance.

The negatively worded statements also revealed several favourable responses after considering the reverse scoring. For example, 410 respondents (85.4%) disagreed with the statement that the Board of Directors does not treat all farmer members equally, while 43 (9.0%) strongly disagreed. This indicates that most respondents did not perceive substantial inequality in the treatment of members.

Similarly, 419 respondents (87.3%) disagreed with the statement that scientific information provided by FPOs is not up to date, while 29 (6.0%) agreed and 29 (6.0%) were

undecided. This indicates that the majority of farmers did not perceive the scientific information supplied through FPOs as outdated.

A highly favourable response was observed for the statement that farmers face difficulties in using improved scientific technology despite their participation in FPOs. As many as 409 respondents (85.2%) strongly disagreed and 44 (9.2%) disagreed. The response suggests that most farmers did not perceive FPO participation as failing to facilitate access to improved technology.

Similarly, 424 respondents (88.3%) strongly disagreed with the statement that government loans and subsidies are not provided to FPOs in appropriate quantities, while 42 (8.8%) disagreed. This indicates a generally favourable perception regarding government financial support to FPOs.

With respect to organizational transparency, 409 respondents (85.2%) strongly disagreed and 71 (14.8%) disagreed with the statement that financial transactions of FPOs lack transparency. Thus, all respondents expressed either disagreement or strong disagreement with this negative statement, indicating a highly favourable perception of financial transparency.

Further, 341 respondents (71.0%) disagreed and 81 (16.9%) strongly disagreed that some farmers from FPOs are deprived of the decision-making process. Although this represents a favourable response overall, 58 respondents (12.1%) remained undecided, suggesting that some farmers were uncertain about the inclusiveness of decision-making.

Finally, 353 respondents (73.5%) strongly disagreed and 85 (17.7%) disagreed with the statement that the FPO scheme initiated by the government is merely namesake. This represents a predominantly favourable attitude towards the government's FPO initiative.

Taken together, the statement-wise findings indicate that farmers generally viewed FPOs favourably with respect to input procurement, coordination with government departments, processing and storage, collective marketing, profitability, technological access, transparency and government support. However, the relatively high proportion of undecided responses for certain statements, particularly the developmental role of FPOs, indicates that some farmers may require greater exposure to the long-term functions and potential of FPOs.

These findings support the broader evidence that FPOs can improve market access, bargaining power and service delivery for farmers, while also highlighting the importance of organizational capacity, transparency and effective member participation for sustained performance (Cherukuri & Reddy, 2014; Lalitha *et al.*, 2024) ^[1, 2]. Recent work on attitude measurement among producer-company stakeholders further emphasizes the importance of organizational performance, role, potential and organizational climate in understanding attitudes towards producer organizations (Mukherjee *et al.*, 2023) ^[3].

Overall Attitude of Farmers towards FPOs

16 attitude statements, with:

Positive statements

SA = 4, A = 3, UD = 2, DA = 1, SDA = 0

Negative statements

SA = 0, A = 1, UD = 2, DA = 3, SDA = 4

Therefore:

- Minimum possible attitude score = 0
- Maximum possible attitude score = 64

After applying the appropriate scoring/reverse scoring to the 16 statements:

Overall mean attitude score = 47.67 out of 64

Attitude index

Attitude Index = $6447.67 \times 100 = 74.48\%$

Thus, the farmers obtained an aggregate attitude score of 47.67 out of 64, corresponding to an attitude index of 74.48 per cent.

Conclusion

The study revealed that farmers had a favourable attitude towards Farmer Producer Organizations, as indicated by the overall mean attitude score of 47.67 out of 64 and an attitude index of 74.48 per cent. Farmers particularly appreciated the role of FPOs in facilitating input procurement, processing and storage, collective marketing, profitability, coordination with government departments and access to improved agricultural technologies. The predominantly favourable responses to statements concerning transparency, equality among members, government support and decision-making further indicate that farmers generally viewed the functioning of FPOs positively.

However, the relatively high proportion of undecided responses for some statements, particularly those concerning the broader developmental role of FPOs, suggests that all farmers may not yet have developed a clear understanding of the long-term potential of FPOs. Therefore, FPOs should focus on greater member orientation, transparent governance, participatory decision-making, regular communication and demonstration of tangible benefits. Extension agencies and FPO-promoting institutions should facilitate regular capacity-building programmes, exposure visits and farmer–FPO interaction platforms. Sustaining a favourable attitude among members will be important for strengthening participation, collective decision-making and the long-term viability of FPOs.

References

1. Cherukuri RR, Reddy AA. Producer organisations in Indian agriculture: their role in improving services and intermediation. *South Asia Research*. 2014;34(3):219-235.
2. Lalitha N, Viswanathan PK, Vinayan S. Institutional strengthening of Farmer Producer Organizations and empowerment of small farmers in India: evidence from a case study in Maharashtra. *Journal of Asian and African Studies*. 2024;59(2).
3. Mukherjee A, Singh P, Rakshit SS, Burman RR. Development and standardization of scale to measure farmer's attitude towards farmers' producer company. *Indian Journal of Extension Education*. 2023;54(4):84-90.
4. Nikam V, Singh P, Ashok A, Kumar S. Farmer producer organisations: innovative institutions for upliftment of

small farmers. *Indian Journal of Agricultural Sciences*. 2019;89(9).

5. Trebbin A. Linking small farmers to modern retail through producer organizations: experiences with producer companies in India. *Food Policy*. 2014;45:35-44.
6. Small Farmers' Agri-Business Consortium. Farmer Producer Organization Scheme and operational guidelines for formation and promotion of 10,000 FPOs. New Delhi: Government of India.