

PRINT: ISSN 0972-0073 ONLINE: ISSN 2456-6802

THE ANTHROPOLOGIST

International Journal of Contemporary and Applied Studies of Man



© Kamla-Raj 2019

Anthropologist, 35(1-3): 57-64 (2019)

PRINT: ISSN 0972-0073 ONLINE: ISSN 2456-6802

DOI: 10.31901/24566802.2019/35.1-3.2034

A Study of Factors Influencing the Success of Farmers' Producer Company in Kancheepuram District, Tamil Nadu State in India

V. Jagadeesh Pandian* and Madhavi Ganesan

Centre for Water Resources, Anna University, Chennai, Tamil Nadu, India

KEYWORDS Commitment. Communication. Cooperatives. Managerial. Participation. Communication

ABSTRACT The purpose of this study is to find the factors influencing the success of Farmers Producer Company. The study was carried out with the members of the Farmers Producer Company in Lathur Block of Kancheepuram District, Tamil Nadu, India. A random sample of 200 farmers were surveyed with questionnaire and the validity of the instrument was checked with the subject experts. The data collected were analyzed by using SPSS software and Cronbach's alpha 0.774. The results showed that participation in annual general body meeting, active role in governance, staff members' adequate knowledge and dedication to work by staff members, cooperation, mutual trust, goodwill among farmers, sharing of information by farmers and common goals of the farmers are the highly influential items for the success of the producer company. The results of the study reveal that commitment and participation factors are the most important for the success of Farmers Producer Company.