

Participation and Its Impact on Success of Producer Company in India

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ABSTRACT The objective of this study is to investigate the importance of participation factors of farmers for the success of a Producer Company and level of participation of farmers, and to find out if there is an association between gender and level of participation. The simple random sampling method is used and a questionnaire was collected from 200 farmers. Reliability analysis was done and the Cronbach's alpha was 0.721. The results revealed that the participation of the farmers in the annual meeting, willingness to purchase the share capital at the initial stage, interaction and sharing of information with the members are the most important participation factors among the farmers. The study reveals that the most important statement is participation in the Annual General Body meeting with 5.91 mean rank, followed by Willingness to provide initial capital to join at 5.71 and interaction with farmers in Producer Company at 5.37.