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Study on status & effectiveness of custom hiring centres (Krishi Yantra Sewa Kendras) in Chhattisgarh

Dr. Rajesh Kumar Sahu

Abstract

For the purpose of improve the level of farm mechanization and also to provide employment, the scheme of Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) was initiated in the state as a State supported scheme.

For the Study on status & effectiveness of custom hiring centres (Krishi Yantra Sewa Kendras) in Chhattisgarh state the project was submitted to Indira Gandhi Krishi Vishwavidyalaya, Raipur for the year 2018-19 and was and fund was provided for the study.

The study was focussed in the 05 districts of Chhattisgarh Plains viz. Balodabazar – Bhatapara, Bilaspur, Mungeli, Korba & Janjgir-Champa. Forty-three KYSKs were selected from fifteen blocks of five districts.

All the KYSKs were established from 2011-12 to 2017-18, and maximum nine were established in the year 2012-13. Majority of the KYSKs were running by the persons who were not having previous experience (58.14%). Two KYSKs were operated by self-help groups, out of which one was women SHG, others were operated by individuals. Nearly four-fifth (79.07%) of the KYSKs operators had arranged the margin money by themselves and rest (20.93%) had arranged it from their friends or relatives. All the KYSKs were running in their own office buildings.

Tractor is the most important component of the Custom Hiring Centres (Krishi Yantra Sewa Kendra), as most of the machinery are tractor mounted. They have to mandatory possess at least two tractors. Majority of the respondents (51.16%) reported that they charge Rs. 701 to 1000/- per hour for the tractors.

Majority of the respondents (90.70%) reported that demonstration at farmers' field while in working operations is the best method, as the farmers are directly viewing the performance of their machineries.

Majority of the respondents (60.47%) suggested that since they are directly involved in agricultural operations, they should be provided with subsidised diesel. Other tractors are involved in commercial activities but are enjoying the benefits meant for agricultural operations; this should be checked by government.

Keywords: Custom hiring centres, effectiveness, status

1. Introduction

For the purpose of improving the level of farm mechanisation and also to provide employment, the scheme of Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) was initiated in the state as a State supported scheme.

The interested agri-preneurs / Self Help Groups (atleast five members) / registered cooperative societies (PACS) and marketing societies were eligible for the establishment of Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) and to provide tractor and other agricultural implements and machines to the farmers on rental basis. Priority was given to agriculture graduates / agricultural engineering graduates.

The applicants of general areas were eligible for the subsidy of Rs. 10.00 lacs on purchase of agricultural implements and machines worth Rs. 25.00 lacs. Additional subsidy of Rs. 0.50 lacs was provided on purchase of Combine Harvester.

The applicants of sub-scheme areas were eligible for the subsidy of Rs. 10.00 lacs on purchase of agricultural implements and machines worth Rs. 25.00 lacs and subsidy of Rs. 7.50 lacs on purchase of agricultural implements and machines worth Rs. 15.00 lacs.

Additional subsidy of Rs. 0.50 lacs was provided on purchase of Combine Harvester. The subsidy was provided on Credit Linked Bank Indent basis.

For the Study on status & effectiveness of custom hiring centres (Krishi Yantra Sewa Kendras)

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In Chhattisgarh state the project was submitted to Indira Gandhi Krishi Vishwavidyalaya, Raipur for the year 2018-19, with the following objectives:

1. To Study the status of custom hiring centres (Krishi Yantra Sewa Kendras)
2. To Study the effectiveness of custom hiring centres (Krishi Yantra Sewa Kendras)
3. To obtain the Constraints & Suggestions from the respondents

The project proposal was approved by Indira Gandhi Krishi Vishwavidyalaya, Raipur and fund was provided for the study in the year 2018-19.

2. Locale of study

The study was focussed in the 05 districts of Chhattisgarh Plains viz., Balodabazar – Bhatapara, Bilaspur, Mungeli, Korba

& Janjgir-Champa.

2.1 Selection of respondents

List of the sanctioned custom hiring centres (Krishi Yantra Sewa Kendras) were obtained from the Department of Agricultural Engineering and the randomly selected custom hiring centres (Krishi Yantra Sewa Kendras) were contacted.

As depicted by the following table – 1, out of twenty-six sanctioned custom hiring centres (Krishi Yantra Sewa Kendras) from the Baloda bazaar – Bhatapara district, a total of nine custom hiring centres (Krishi Yantra Sewa Kendras) were selected for the study. Out of thirty-seven sanctioned custom hiring centres (Krishi Yantra Sewa Kendras) from the Bilaspur district, a total of nine custom hiring centres (Krishi Yantra Sewa Kendras) were selected for the study.

Table 1: Selection of the respondents. (n=43)

S.no.	District	KYSKs	
		Sanctioned	Selected
1.	Balodabazar-Bhatapara	26	9
2.	Bilaspur	37	9
3.	Mungeli	16	8
4.	Korba	30	7
5.	Janjgir-Champa	61	10
	Total	170	43

Similarly, out of sixteen sanctioned custom hiring centres (Krishi Yantra Sewa Kendras) from the Mungeli district, a total of eight custom hiring centres (Krishi Yantra Sewa Kendras) were selected for the study. Out of thirty sanctioned custom hiring centres (Krishi Yantra Sewa Kendras) from the Korba district, a total of seven custom hiring centres (Krishi Yantra Sewa Kendras) were selected for the study. And out of sixty one sanctioned custom hiring centres (Krishi Yantra Sewa Kendras) from the Janjgir – Champa district, a total of ten custom hiring centres (Krishi Yantra Sewa Kendras) were selected for the study. Thus, one-fourth (25.3%) of the KYSKs were selected for the study.

(Krishi Yantra Sewa Kendras) are given in the following Table – 2 & Fig – 1.

Table 2: Year of establishment of KYSKs. (n=43)

S.no	Year of Establishment	Frequency	Percentage
1.	2011-12	1	2.33
2.	2012-13	9	20.93
3.	2013-14	6	13.95
4.	2014-15	4	9.30
5.	2015-16	8	18.60
6.	2016-17	7	16.28
7.	2017-18	8	18.60
	Total	43	100.00

3. Year of Establishment of KYSKs

As per the limit provided by the state government and the number of applications received, a limited number of custom hiring centres (Krishi Yantra Sewa Kendras) are sanctioned every year, on successful completion of all the formalities by the applicants possessing the essential requirements.

The year wise number of established custom hiring centres

As depicted by the above table, only one KYSK was established in the year 2011-12. While maximum number of KYSKs were established in the year 2012-13 (20.93%), followed by year 2015-16 and 2017-18 (18.60% each). Then were the years 2016-17 (16.28%), 2013-14 (13.95%) and 2014-15 (9.30%).

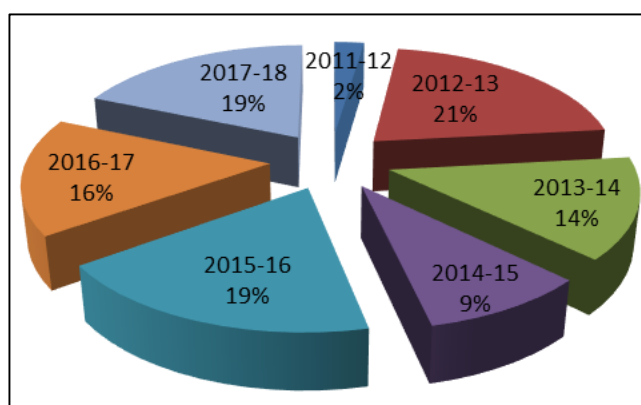


Fig 1: Year of Establishment of KYSK

4. Experience in running KYSKs

The running of custom hiring centres (Krishi Yantra Sewa Kendras) is a technical job, for which the previous experience will be of a great help. The previous experience of running a similar experience was recorded and is presented in the following Table – 3 & Fig. – 2.

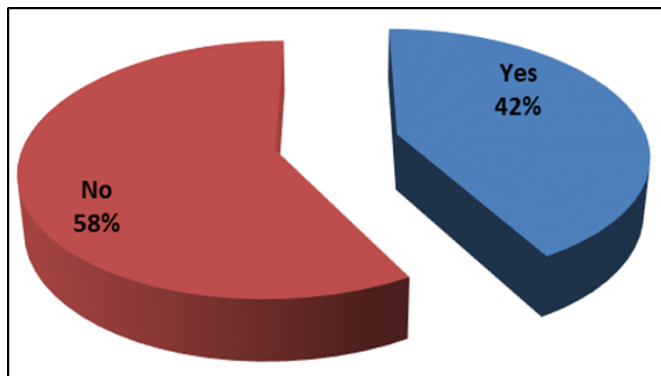


Fig 2: Experience

Table 3: Previous Experience in running KYSKs. (n=43)

S.no	Experience	Frequency	Percentage
1.	Yes	18	41.86
2.	No	25	58.14
	Total	43	100.0

More than half (58.14%) of the operators of custom hiring centres (Krishi Yantra Sewa Kendras) were not having any previous experience of any such activities.

5. Type of Ownership of KYSKs

The interested agri-preneurs / Self Help Groups (atleast five members) / registered cooperative societies (PACS) and marketing societies are eligible for the establishment of Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) and to provide tractor and other agricultural implements and machines to the farmers on rental basis. Priority was given to agriculture graduates / agricultural engineering graduates. Depending upon the ownership of the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) the respondents were classified and presented in the following Table – 4 & Fig. – 3.

Table 4: Type of Ownership of KYSKs.

S.no	Type of Ownership of KYSK	Frequency	Percentage
1.	Proprietor	41	95.35
2.	Self Help Group (SHGs)	2	4.65
	Total	43	100.0

Majority of the KYSKs (95.35%) were owned by a person on proprietorship basis and only two (4.65%) of them were operated by Self Help Groups (SHGs) and of the two SHGs, one was a women SHG.

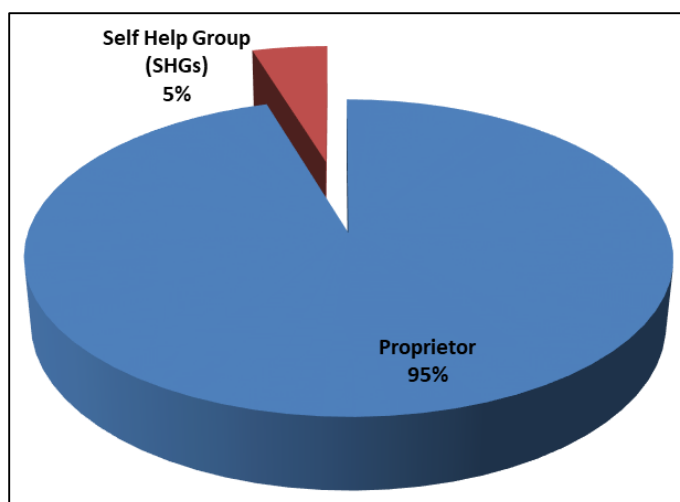


Fig 3: Type of Ownership of KYSK

6. Source of margin money

The applicant of the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) has to arrange himself his share of the margin money. Out of the Rs. 25.0 Lacs of the total value of the machinery and instruments, Rs. 10.0 lacs is provided as subsidy, and the rest Rs. 15.0 lacs is the loan amount. Out of the rest Rs. 15.0 lacs, as decided by the Financial institute, a share has to be provided by the beneficiary as the margin money. The source of this margin money was studied, recorded, tabulated and is presented in the following Table – 5 & Fig. 4.

Table 5: Source of Margin Money. (n=43)

S.no	Source of Margin Money	Frequency	Percentage
1.	Self	34	79.07
2.	Friend / Relative	9	20.93
	Total	43	100.0

As depicted by the above table and following figure, nearly four-fifth (79.07%) of the respondents had provided the margin money from self-sources and the rest 20.93 per cent had arranged the margin money from their friends or relatives.

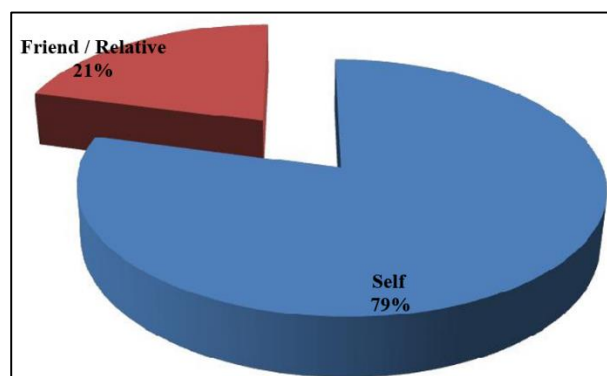


Fig 4: Source of Margin Money

7. Office Building

For running of any business, there is a need of a space, where the customers could contact and also for the maintenance of xcould be owned, rented or shared. The information regarding the office building was collected, analysed, tabulated and presented in the following Table – 6.

Table 6: Office Building. (n=43)

S.no	Office Building	Frequency	Percentage
1.	Self	43	100.0
2.	Rented	0	0.0
	Total	43	100.0

All the respondents reported that they were having their offices on their self-owned places. Actually, the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) business is run by the villagers and they are operating them from their home only, they haven't allotted any specific space for it. They get their businesses on mobiles and if any person visits their place, they discuss at their home only. Although few big business persons are also operating the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*), but they are handling it as a side business or complementary business with their main one. So, they are operating from their offices only.

8. Demand Meet out in different seasons

Since agricultural operations are season-based activities and thus, the main pressure of work is at the same time. When there is the ideal time for the specific agricultural operation, there is demand from all the farmers of the area for work on their field. None of the farmers wants to wait and everybody wants to get the work to be done on their field at time.

Thus, the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) operators were asked for their ability to meet out the demand from the farmers for different operations in their field in all the three seasons and their responses were recorded, analysed, tabulated and is presented in the following Table-7.

Kharif is the main cropping season in Chhattisgarh state. The Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) operators reported that they were able to meet out the demand in kharif season to a satisfactory level.

Only two of them (4.65%) were able to meet out less than 25 per cent of the demand from the farmers while 11.63 per cent of them were able to meet out upto half of the demand of the farmers for the work on their fields. More than one – fourth of them (25.58%) were meeting upto 75 per cent of the work demand from the farmers and majority (58.14%) of them were able to meet out more than 75 per cent of the demand of the farmers of their area for the tractors, implements and machineries.

Table 7: Level of demand meet out in different seasons by the KYSKs. (n=43)

S.no	Level of Demand Meet out	Kharif		Summer		Rabi	
		Fre	%age	Fre	%age	Fre	%age
1.	< 25%	2	4.65	1	2.33	0	0.00
2.	26-50%	5	11.63	2	4.65	1	2.33
3.	51-75%	11	25.58	5	11.63	2	4.65
4.	>75%	25	58.14	35	81.40	40	93.02
	Total	43	100.0	43	100.0	43	100.0

The next important season is the Rabi season. The Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) operators reported that they were able to meet out the demand in rabi season also to a satisfactory level.

Only one KYSK operator (2.33%) reported that he was able to meet out less than 25 per cent of the demand from the farmers while 4.65 per cent of them were able to meet out up-to half of the demand of the farmers for the work on their fields. And 11.63 per cent of them were meeting upto 75 per cent of the work demand from the farmers and majority (81.40%) of them were able to meet out more than 75 per cent of the demand of the farmers of their area for the tractors, implements and machineries.

The third season of the year is the Summer season. The main demand in the summer season is for the summer ploughing and also for the field levelling and preparation of the new field. The Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) operators were able to meet out the demand in summer season to a satisfactory level, as there is not time bound operation and they are easily able to work according to their availability of machineries.

None of the KYSK operator reported that he was able to meet out less than 25 per cent of the demand from the farmers while only one of them (2.33%) was able to meet out up-to half of the demand of the farmers for the work on their fields. And 4.65 per cent of them were meeting upto 75 per cent of the work demand from the farmers and majority (93.02%) of them were able to meet out more than 75 per cent of the demand of the farmers of their area for the tractors, implements and machineries.

9. Villages in operational area

Since operations of Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) is a costly affair involving a very huge investment and fixed and running costs. So, to meet out the expenses and to utilise the machines up-to their maximum potentials, the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) operators have to depend on a number of villages. The number of villages the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) are covering was studied, documented, tabulated and presented in the following Table – 8 & Fig. – 5.

Table 8: Number of villages in operational area the KYSKs. (n=43)

S.no	Villages in Operational Area	Numbers	
		Frequency	Percentage
1	Up to 3	7	16.28
2	04 to 08	15	34.88
3	09 to 12	13	30.23
4	More than 12	8	18.6
	Total	43	100

Most of the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) have to cover many villages, since the number of farmers in any single village is usually not sufficient to fulfil the requirement for the utilisation of the potential of the KYSK and also to meet out the expenses. The least number of the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) operating were in up-to three villages (16.28%), followed by nine to twelve villages (30.23%), more than twelve villages (18.60%) and maximum of them were covering four to eight villages (34.88%).

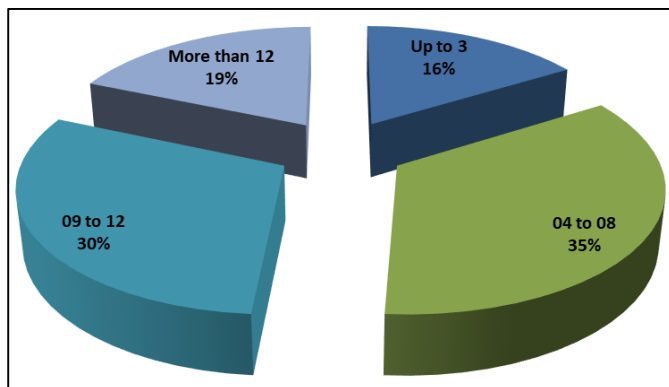


Fig 5: Villages in Operational Area

10. Farmers in Operational Area

Similar to the number of villages to be covered, a large number of farmers to be served is also very important for the successful operation of a Custom Hiring Centres (*Krishi Yantra Sewa Kendra*), to meet out the fixed and recurring expenses, to cover the interest on the bank loan and also to pay the EMI of the bank loan on time. Each Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) was serving a large number of farmers of their area. The number of farmers being provided services were studied, analysed, tabulated and presented in the following Table – 9 & Fig. 6.

Table 9: Number of farmers being served by the KYSKs. (n=43)

S.no	Farmers in Operational Area	Numbers	
		Frequency	Percentage
1	Up to 40	6	13.95
2	41 to 80	10	23.26
3	81 to 120	16	37.21
4	More than 120	11	25.58
	Total	43	100

Maximum number of farmers being served by majority of the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) was 81 to 120 farmers, by more than one third (37.21%) of them, followed by more than 120 farmers by nearly one fourth (25.58%) of them, a little less than one fourth (23.26%) of them were providing services to 41 to 80 farmers and only 13.95 per cent of the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) were rendering services to up to forty farmers.

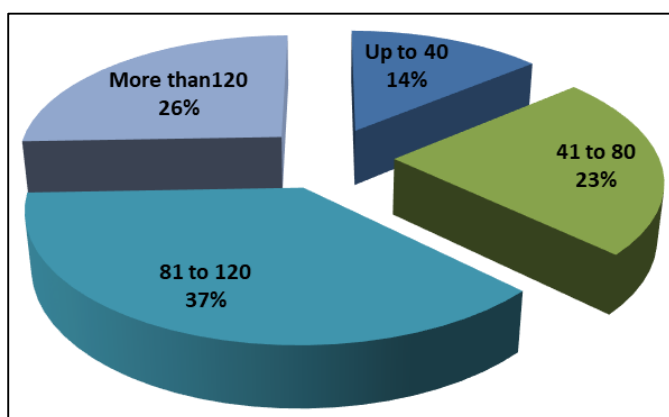


Fig 6: Farmers in Operational Area

11. Competitors in Operational Area

Since the hiring charges of the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) are controlled by the competition in the area. If there are many other persons operating in the area,

then to meet out the competition and to remain in the business, they have to cut off their hiring charges as per the prevailing rates provided by their competitors.

The number of competitors in the operational area were studied, analysed, tabulated and presented in the following Table – 10 & Fig. 7.

Table 10: Number of competitors in Operational Area. (n=43)

S.no	Competitors in Operational Area	Numbers	
		Frequency	Percentage
1	None	6	13.95
2	Upto 2	11	25.59
3	3 to 5	8	18.6
4	5 to 8	9	20.93
5	More than 8	9	20.93
	Total	43	100

The maximum operators reported that there were upto two competitors (25.59%) in their operational area, followed by five to eight and more than eight competitors (20.93% each), three to five competitors (18.60%) and none competitors (13.95%) in their operational area.

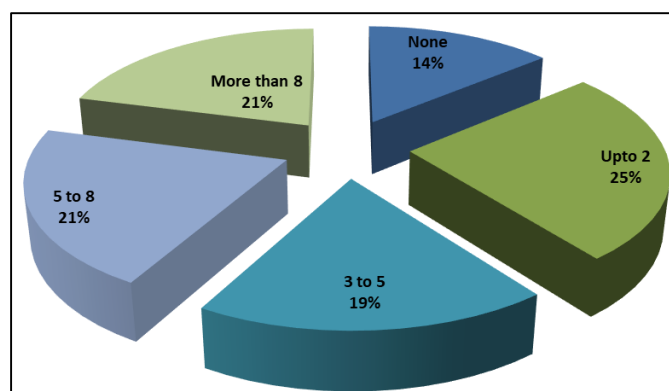


Fig 7: Competitors in Operational Area

12. Servicing of Machinery

Servicing of machinery is a very important aspect of maintenance of the machinery to keep it in running condition in good form.

The source of servicing by the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) were studied, analysed, tabulated and presented in the following Table – 11 & Fig. 8.

Table 11: Servicing of Machinery. (n=43)

S.no	Servicing of Machinery	Numbers	
		Frequency	Percentage
1	Authorised Dealer	28	65.12
2	Local Engineer	7	16.28
3	Self	8	18.6
	Total	43	100

Nearly two third (65.12%) of the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) operators were getting the servicing of their machinery done by the authorised dealers.

After the warranty period is over the servicing becomes chargeable and figures out to be a handsome amount, so they look for alternative sources. The Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) operators were doing the servicing by themselves (18.60%) or they get it done by the local engineers or the mechanics (16.28%) because it costs them cheaper.

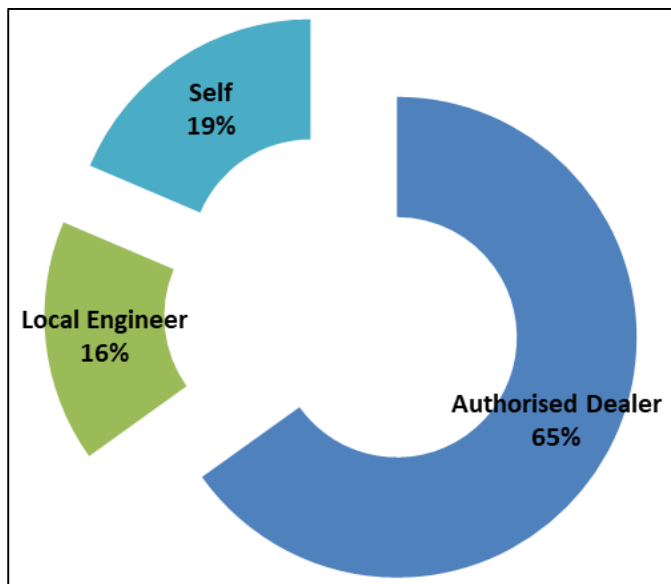


Fig 8: Servicing of Machinery

13. Availability of servicing facility

The availability of the servicing facility is also an important factor for good maintenance of the machinery, whether it be by the authorised dealer, or by local engineers.

The availability of servicing facility to the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) were studied, analysed, tabulated and presented in the following Table – 12 & Fig. 9.

Table 12: Availability of Servicing Facility. (n=43)

S.no	Availability of Servicing Facility	Numbers	
		Frequency	Percentage
1	Very Good	32	74.42
2	Good	5	11.63
3	Fair	4	9.3
4	Poor	2	4.65
	Total	43	100

Nearly three fourth (74.42%) of the respondents reported that the available servicing facility is very good, followed by the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) operators who reported the servicing facility as good (11.63%), fair (9.30%) and poor (4.65%).

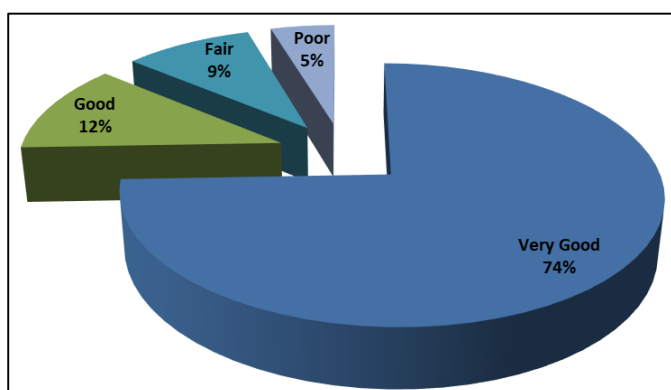


Fig 9: Availability of Servicing Facility

14. Availability of spare parts

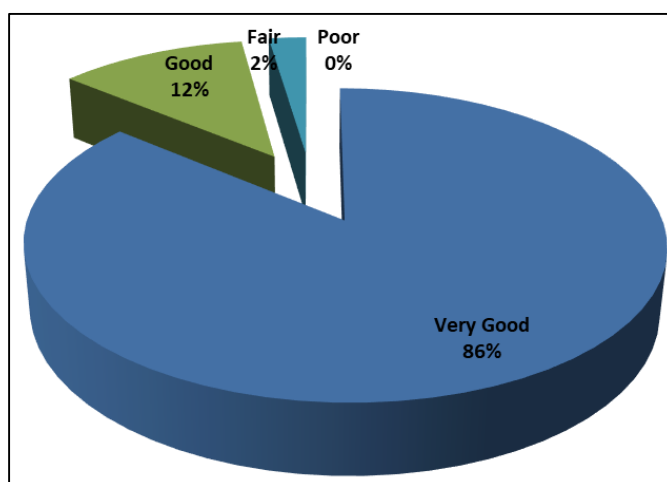
After servicing facility comes the spare parts availability, which is also an important factor for the regular maintenance of the machinery.

The availability of spare parts to the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) were studied, analysed, tabulated and presented in the following Table – 13 & Fig. 10.

Table 13: Availability of Servicing Facility. (n=43)

S.no	Availability of Spare Parts	Numbers	
		Frequency	Percentage
1	Very Good	37	86.05
2	Good	5	11.63
3	Fair	1	2.33
4	Poor	0	0
	Total	43	100

Majority of the respondents (86.05%) reported that the availability of the spare parts was very good, mostly available in the nearby markets, followed by the persons who reported the availability of spare parts was good (11.63%) and fair (2.33%). While none of them reported the availability of spare parts as poor.



15. Decision of specific brand

The decision to go for any specific brand of machinery is a crucial decision, because the performance of the machinery affects their business on large.

The basis of their decision to purchase a specific brand by the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) were studied, analysed, tabulated and presented in the following Table – 14 & Fig. 11.

Table 14: Decision of specific brand. (n=43)

S.no	Decision of Specific Brand	Numbers	
		Frequency	Percentage
1	Friend	6	13.95
2	Authorised Dealer	8	18.6
3	Advertisement	3	6.98
4	Servicing Facility	9	20.93
5	Experience	15	34.88
6	Department Officials	2	4.65
	Total	43	100

More than one-third of the respondents (34.88%) reported that they came to the decision of purchasing of a specific brand on their experience regarding that brand, followed by the servicing facility (including availability of spare parts) (20.93%), authorised dealer (18.60%), suggested by friends (13.95%), advertisement (6.98%) and two of them said that they were suggested by the department officials (4.65%).

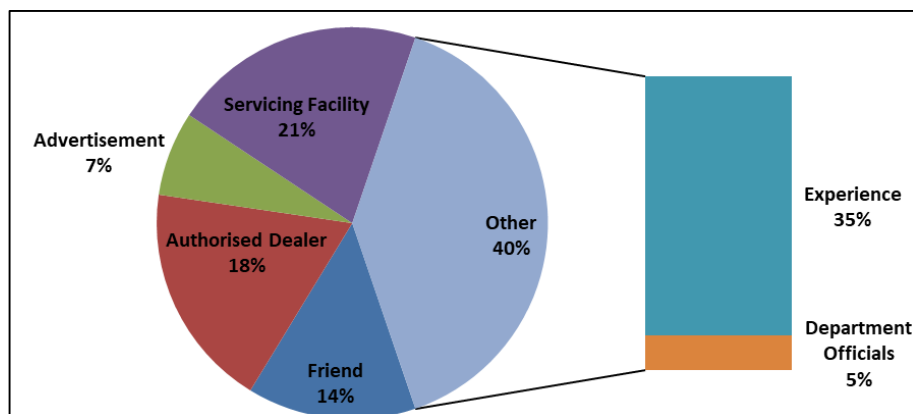


Fig 11: Decision of specific brand

16. Effect of govt. subsidy on rent

A huge amount of subsidy is provided to the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*), which is very helpful to them for establishing their business. The effect of government subsidy on the hiring charges of the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) were studied, analysed, tabulated and presented in the following Table – 15 & Fig. 12.

Table 15: Effect of Govt. Subsidy on Rent. (n=43)

S.no	Effect of Govt. Subsidy on Rent	Frequency	Percentage
1	No Effect	38	88.37
2	Yes, has Effect	5	11.63
	Total	43	100

Majority of the respondents (88.37%) reported that there is no effect of government subsidy on the rent they charge, because the hiring charges are decided by the local prevailing rates in the market, while rest (11.63%) said that the Govt. subsidy has effect on the hiring charges they fix.

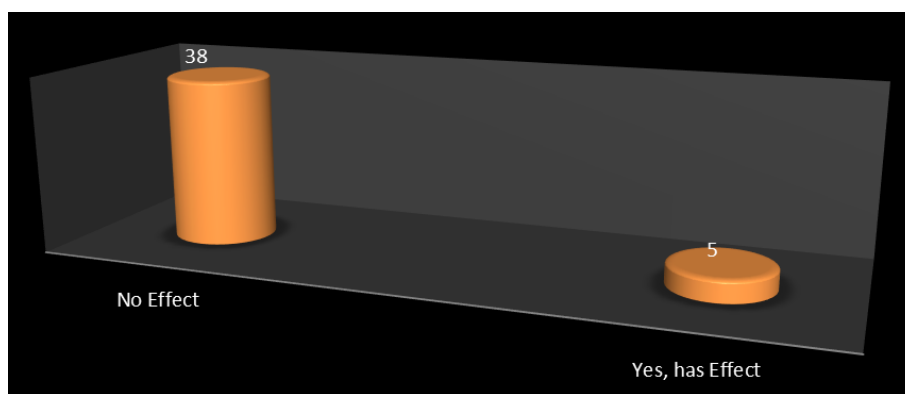


Fig 12: Effect of Govt. Subsidy on Rent

17. Hiring charges of machineries

Hiring Charges of machineries is the only source of income for the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*). It not only affects their business but also the utilisation of their services by the farmers at affordable prices.

The source of purchase of machinery by the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) operators were studied, analysed, tabulated and presented in the following Table – 16.

Table 16: Hiring Charges of Machinery. (n=43)

S.no	Machinery Hiring Charges (Rs. / Per Hr.)	Hiring Charges	
		Frequency	Percentage
Tractor Trolley (n=42)			
1	a. < 700	11	25.58
	b. 701 – 1000	22	51.16
	c. > 1000	10	23.26
Harvester (n=39)			
2	a. < 1000	4	10.26
	b. 1001 – 1200	11	28.21
	c. 1201 – 1400	7	17.95
	d. > 1400	17	43.59
Cultivator (n=27)			
3	a. < 700	3	11.11
	b. 701 – 1000	13	48.15
	c. > 1000	11	40.74

M.B. Plough (n=16)			
4	a. < 700	1	6.25
	b. 701 – 1000	11	68.75
	c. > 1000	4	25
Sprayer (n=11)			
5	a. < 200	2	18.18
	b. 201 – 300	5	45.45
	c. > 300	4	36.36
Pump (n=41)			
6	a. < 200	6	14.63
	b. 201 - 400	17	41.46
	c. 401 - 600	11	26.83
	d. > 600	7	17.07
Rotavator (n=7)			
7	a. < 700	1	14.29
	b. 701 – 1000	4	57.14
	c. > 1000	2	28.57
Tractor Trolley (n=42)			
8	a. < 400	17	40.48
	b. 401 – 600	20	47.62
	c. > 600	5	11.9

Tractor is the most important component of the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*), as most of the machineries are tractor mounted. They have to mandatory possess at least two tractors. Majority of the respondents (51.16%) reported that they charge Rs. 701 to 1000/- per hour for the tractors.

Other tractor mounted machineries too are charged as per the tractor hiring charges, as reported by the respondents as cultivators (48.15%), MB Plough (68.75%) and Rotavator (57.14%).

Harvesters were charges as more than one thousand four hundred rupees per hour (43.59%). While sprayers were generally provided free of cost on relation basis, if chargeable then the charge was Rs. 201 tp 300/- per hour (45.45%).

The pump sets were provided on Rs. 201 to 400/- per hour (41.46%). The charges of Tractor trolley was dependent on the distance covered but the average charges was Rs. 401 to 600/- per hour (47.62%)

18. Source of Purchase of Machinery

The source of purchase of machinery by the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) operators were studied, analysed, tabulated and presented in the following Table – 17.

Table 17: Source of Purchase of Machinery. (n=43)

S.no	Source of Purchase of Machinery	Numbers	
		Frequency	Percentage
1	By Company	0	0
2	Provided by Department	0	0
3	From Company Authorised Dealer	43	100
	Total	43	100

All the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) have purchased their machineries from the company authorised dealers only.

19. Best Method to Promote KYSK

As in every other businesses, the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) operators too have to promote their centres, to get and increase their business.

The Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) operators perception for the best methods to promote their

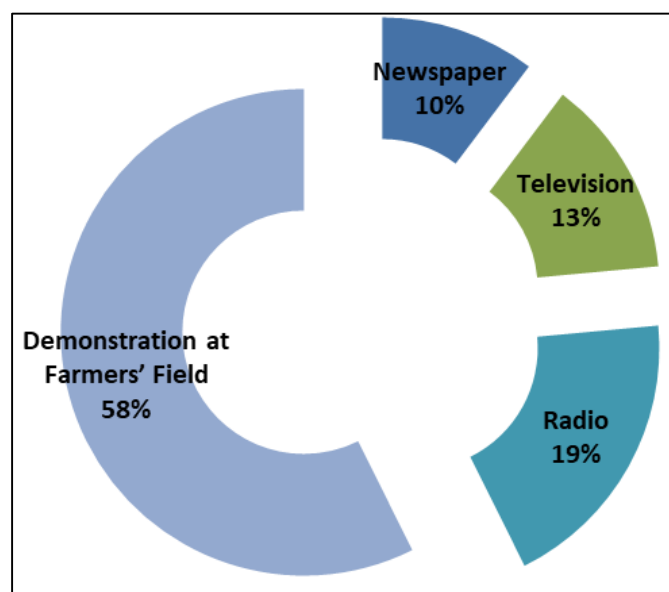
KYSKs were studied, analysed, tabulated and presented in the following Table – 18 & Fig. 13.

Table 18: Best Method to Promote KYSK. (n=43)

S.no	Best Method to Promote KYSK	Numbers*	
		Frequency	Percentage
1	Newspaper	7	16.28
2	Television	9	20.93
3	Radio	13	30.23
4	Demonstration at Farmers' Field	39	90.7

* Based on Multiple Responses

Majority of the respondents (90.70%) reported that demonstration at farmers' field while in working operations is the best method, as the farmers are directly viewing the performance of their machineries. Followed by Radio (30.23%), Television (20.93%) and Newspaper advertisement (16.28%)



20. Constraints in KYSK

As in all other businesses, the Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) operators were also facing some constraints in the running of their business. The constraints faced by the Custom Hiring Centres (*Krishi Yantra Sewa*

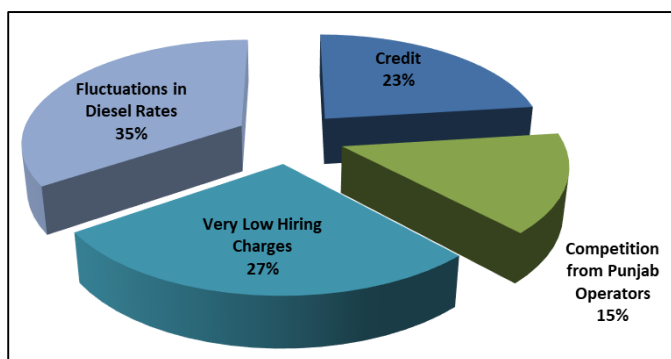
Kendra) operators were studied, analysed, tabulated and presented in the following Table – 19 & Fig. 14.

Table 19: Constraints in KYSK. (n=43)

S.no	Constraints in KYSK	Frequency	Percentage
1	Credit	26	60.47
2	Competition from Punjab Operators	17	39.53
3	Very Low Hiring Charges	31	72.09
4	Fluctuations in Diesel Rates	39	90.7

* Based on Multiple Responses

Majority of the respondents (90.70%) reported that the fluctuations in diesel rates is the major constraint that they are facing, they can't fix their hiring charges and moreover the net income on the pre committed rates are also fluctuating resulting that they can't predict their income.



While 72.09 per cent of them reported that very low hiring charges are making them very difficult to meet out the expenses and to remain in the business, followed by credit problem (60.47%) which makes uncertain that when their amount will be recovered by the farmers, moreover some of the amount is never recovered. The operators from Punjab and Haryana are also coming at the peak season time, especially with harvesters. They are charging comparatively less charges and making them very difficult to remain in the business.

21. Suggestions

The Custom Hiring Centres (*Krishi Yantra Sewa Kendra*) operators were asked for their suggestions to overcome the constraints and their responses were studied, analysed, tabulated and presented in the following Table – 20 & Fig. 15.

Table 20: Suggestions to overcome Constraints in KYSK. (n=43)

S.no	Suggestions	Frequency	Percentage
1	Govt. Should Provide Subsidy in DBT	13	30.23
2	Vehicles Registered in State only be permitted	15	34.88
3	Subsidised Diesel	26	60.47
4	Payment from society from farmers loan amount	19	44.19

* Based on Multiple Responses

Majority of the respondents (60.47%) suggested that since they are directly involved in agricultural operations, they should be provided with subsidised diesel. Other tractors are involved in commercial activities but are enjoying the benefits meant for agricultural operations; this should be checked by government.

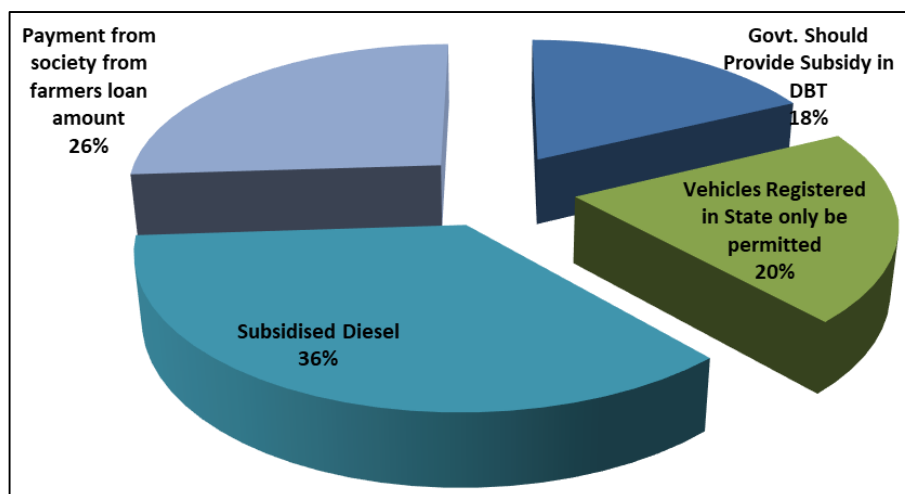


Fig 15: Suggestions

Other suggestions were that the payment of their work should be included in the crop loans of the farmers and payment should be provided from society (44.19%), the operators from other states are posing a threat to their business, to check this on the vehicles which are registered in Chhattisgarh state should be permitted (34.88%) and government should provide them subsidy, which should be directly transferred to their bank account (30.23%).

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