

RELATIONSHIP BETWEEN THE PROFILE OF SMALL SCALE HORTICULTURAL NURSERY GROWERS AND THEIR MANAGEMENT EFFICIENCY

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ABSTRACT

The present investigation was carried out in the Navsari and Valsad districts of south Gujarat. Vandsa taluka and Valsad taluka were selected purposively from Navsari and Valsad district, respectively. Doldha and Kamboya villages from Vandsa taluka while Bhomapardi and Ronvel villages from Valsad taluka were purposively selected for the study. A random sampling technique was followed for selection of respondents from selected village. Thereafter, 25 farmers from each village were selected randomly. Thus, total 100 small scale horticultural nursery growers were selected as respondents from four selected villages. A result of a study revealed that only age was negatively and non-significantly correlated with management efficiency of small scale horticultural nursery growers. Social participation, extension contact, mass media exposure and market orientation were positively and significantly correlated at 0.05 level of probability with management efficiency of small scale horticultural nursery growers. Education, experience, land holding, annual income, economic motivation, risk orientation and scientific orientation were positively and highly significantly correlated at 0.01 level of probability with management efficiency of small scale horticultural nursery growers.

Keywords: management efficiency, small scale horticultural nursery growers

INTRODUCTION

Nursery is a place where plants are cultivated and grown to usable size. The nursery management gained a status of commercial venture where retailer nurseries sell planting materials to the general public, wholesale nurseries which sell only to the other nurseries and to commercial landscape gardeners and private nurseries which supply the needs of the institutions or private estates, since most of the horticultural crops all the related aspects to nursery for production of quality planting materials.

Management is an important factor to utilize these available resources and accumulate capital in effective manner. Gradual but steady development of society required the development of this agency management. Today, we find management is playing an immense role at every place. In future the growth of different sectors including agriculture and society depends upon the efficiency of management. That is why; we find that the pace of management development is faster than the other disciplines.

OBJECTIVE

To ascertain the relationship between selected

characteristics of small scale horticultural nursery growers and their management efficiency

METHODOLOGY

The present study was conducted in South Gujarat region. Out of seven districts of South Gujarat, Navsari and Valsad districts were purposively selected for the study because these two districts are the leading horticulture nursery crops growing districts of South Gujarat. Vandsa taluka and Valsad taluka were selected purposively from Navsari and Valsad district, respectively because in these talukas, villages farmers were engaged in small scale horticultural nursery business. Doldha and Kamboya villages from Vandsa taluka while Bhomapardi and Ronvel villages from Valsad taluka were purposively selected for the study because in these villages of Vandsa and Valsad taluka most of the farmers doing small scale horticultural nursery business. A random sampling technique was followed for selection of respondents from selected village. Thereafter, 25 farmers from each village were selected randomly. Thus, total 100 small scale horticultural nursery growers were selected as respondents from four selected villages.

RESULTS AND DISCUSSION

Considering the important characteristic of small scale horticultural nursery growers and review of past research studies, an attempt has been made in this investigation to ascertain the relationship if any, between characteristics of respondents and their management efficiency. The data are presented in Table 1.

Table 1: Relationship between the characteristics of small scale horticultural nursery growers and their management efficiency

n = 100

Sr. No.	Independent Variables	Correlation-Coefficient ('r' value)
X ₁	Age	-0.0095 ^{NS}
X ₂	Education	0.5535 ^{**}
X ₃	Experience	0.8340 ^{**}
X ₄	Social participation	0.2027 [*]
X ₅	Land holding	0.3524 ^{**}
X ₆	Annual income	0.2839 ^{**}
X ₇	Extension contact	0.2316 [*]
X ₈	Mass media exposure	0.2202 [*]
X ₈	Economic motivation	0.2650 ^{**}
X ₁₀	Risk orientation	0.2633 ^{**}
X ₁₁	Scientific orientation	0.3445 ^{**}
X ₁₂	Market orientation	0.2299 [*]

* Significant at 5% (0.196),

** Significant at 1% (0.256),

NS = Non Significant

From Table 1, it could be seen that only age (-0.0095^{NS}) was negative and non-significant correlated with management efficiency of small scale horticultural nursery growers. Thus, it accepts the null hypothesis. So it can be concluded that age is not influencing in the management efficiency of respondents toward the small scale horticultural nursery cultivation.

Social participation (0.2027*), extension contact (0.2316*), mass media exposure (0.2202*) and market orientation (0.2299*) were positively and significantly correlated at 0.05 level of probability with management efficiency of small scale horticultural nursery growers. Thus, it rejects the null hypothesis. So it can be concluded that

Social participation, extension contact, mass media exposure and market orientation are influencing in the management efficiency of respondents toward the small scale horticultural nursery cultivation.

However, education (0.5535**), experience (0.8340**), land holding (0.3524**), annual income (0.2839**), economic motivation (0.2650**), risk orientation (0.2633**) and scientific orientation (0.3445**) were positively and highly significantly correlated at 0.01 level of probability with management efficiency of small scale horticultural nursery growers. Thus, it rejects the null hypothesis. So it can be concluded that education, experience, land holding, annual income, economic motivation, risk orientation and scientific orientation are influencing in the management efficiency of respondents toward the small scale horticultural nursery cultivation.

The result presented here is partially matched with the previous results of Patel *et al.* (2011) and Baria *et al.* (2012).

CONCLUSION

Only age was negatively and non-significantly correlated with management efficiency of small scale horticultural nursery growers. Social participation, extension contact, mass media exposure and market orientation were positively and significantly correlated at 0.05 level of probability with management efficiency of small scale horticultural nursery growers. Education, experience, land holding, annual income, economic motivation, risk orientation and scientific orientation were positively and highly significantly correlated at 0.01 level of probability with management efficiency of small scale horticultural nursery growers.

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