

Knowledge and Innovativeness of Mango Growers, Crossbred Cow Owners and Inland Fishermen

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ABSTRACT

The present study was conducted in Southern region of Gujarat state. Total 30 villages from 6 selected talukas were identified for the present study. Ex post facto research design was used and 200 sample size (35 respondents from mango growers, 35 respondents from crossbred cow owners and 30 respondents from inland fishermen) were selected for the study by using random sampling method. The data were collected by personal interview method. The result shows that majority of the respondents (mango growers, crossbred cow owners and inland fishermen) had moderate level of knowledge about their enterprises with moderate to higher level of innovativeness in their occupation.

Keywords: Knowledge, Innovativeness, Inland fishermen, Crossbred cow owners

INTRODUCTION

The agriculture based countries in the world passes from an inclination and indispensability for the economic recovery and socio-economic development of its masses. All enterprises basically work for productivity. Agriculture being an enterprise is not an exception to this. Still nearly one third of the farmers of our country worked traditionally in their enterprises for making their livelihood. It has been observed that after certain experience along with technical and market exposure, the commodity based farmer groups earn more profit with quality production. Actually they are shifting towards rupee to rupee concept which reflects their professionalism. In several researches, it was observed that an innovator and early adopter categories of farming community generally possessed professional characters.

Keeping this view in mind the present study was conducted to determine the “Knowledge and Innovativeness of Mango Growers, Crossbred Cow Owners and Inland Fishermen”

METHODOLOGY

The present study was carried out in Southern region of Gujarat state. Navsari and Valsad districts were

purposely selected for the study. Chikhali and Navsari talukas of Navsari district and Valsad, Dharmpur and Pardi talukas of Valsad district were selected for the present study because they have higher area under mango crop cultivation, higher number of crossbred cows and higher area under inland fisheries. The Chikhali taluka was selected two times because it has highest area under mango cultivation and highest number of crossbred cows.

A progressive test of respondents was carried out to scrutinize the respondents before taking actual interview for this study. The mango growers, crossbred cow owners and inland fishermen obtained more than 50 per cent score were considered as qualified respondents for the study. Out of the total qualified respondents, 35 respondents from mango growers, 35 respondents from crossbred cow owners and 30 respondents from inland fishermen of Navsari and similarly from Valsad districts were selected on the merit basis. In all, 200 respondents were made as sample size for the study.

Ex-post facto research design was used for the study. Keeping in view, the objectives of the study, the interview schedule was prepared and data collection was done. The collected data were analyzed by using percentage, mean, standard deviation, and correlation coefficient (r).

RESULTS AND DISCUSSION

Knowledge about enterprises

Knowledge word is normally mean out as an

individual “aware about or know how” of their enterprise. The Collected data regarding the knowledge of mango growers, crossbred cow owners and inland fishermen are presented in below Table 1.

Table 1 : Distribution of the mango growers, crossbred cow owners and inland fishermen according to their level of knowledge n=200

Level of knowledge	Mango Growers		Crossbred Cow Owners		Inland Fishermen		Pooled	
	Frequency	Per cent	Frequency	Per cent	Frequency	Per cent	Frequency	Per cent
Lower	18	25.72	14	20.00	15	25.00	47	23.50
Moderate	41	58.57	46	65.71	36	60.00	123	61.50
Higher	11	15.71	10	14.29	09	15.00	30	15.00
Total	70	100.00	70	100.00	60	100.0	200	100.00

Table 1 clearly indicated that majority of the mango growers (58.57 per cent), crossbred cow owners (65.71 per cent) and inland fishermen (60.00 per cent) had moderate level of knowledge about respective enterprises followed by 25.72, 20.00 and 25.00 had lower level of knowledge while 15.71, 14.29 and 15.00 per cent of them had higher level of knowledge about enterprise, respectively.

of education, farming experience, sources of information and membership in social organizations.

Similar findings have been reported by Mande *et al.* (2008), Rajput *et al.* (2009) and Lahoti and Chole (2010).

Innovativeness

However, the pooled data indicated that majority of the respondents (61.50 per cent) possessed moderate level of knowledge about enterprises. This might be due to their level

The information regarding innovativeness was collected from the mango growers, crossbred cow owners and inland fishermen and same were presented in below table.

Table 2 : Distribution of the mango growers, crossbred cow owner and inland fishermen according to their innovativeness n=100

Level of innovativeness	Mango Growers (n=70)		Crossbred Cow owners (n=70)		Inland Fishermen (n=60)		Pooled	
	Fre- quency	Per cent	Fre- quency	Per cent	Fre- quency	Per cent	Fre- quency	Per cent
Lower	23	32.86	21	30.00	15	25.00	59	29.50
Moderate	25	35.71	26	37.14	23	38.33	74	37.00
Higher	22	31.43	23	32.86	22	36.67	67	33.50
Total	70	100.00	70	100.00	60	100.00	200	100.00

It is evident from table 9 that more than one third of the mango growers (35.71 per cent), crossbred cow owners (37.14 per cent) and inland fishermen (38.33 per cent) had moderate level of innovativeness followed by 32.86, 32.86 and 36.67 per cent of them had lower, higher and higher level of innovativeness while 31.43, 30.00 and 25.00 per cent of them had higher, lower and lower level of innovativeness respectively.

higher level of innovativeness. It is true that innovativeness stimulates the respondents for efficient utilization of available resources. This might be due to their unique nature and the enterprises in which they are engaged.

The finding is in conformity with those of Pounraj and Sripal (1997), Jadhav *et al.* (2003) and Kachhiapatel (2007).

CONCLUSION

However, the pooled data indicated that majority of the respondents (70.50 per cent) possessed moderate to

On the basis of the result obtained in present study it can be

concluded that majority of the respondents 61.50 per cent possessed moderate level of knowledge about enterprises and 70.50 per cent respondents possessed moderate to higher level of innovativeness. The results might illustrate their level of education, farming experience, sources of information and unique nature of the enterprises in which they are engaged.

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