Influence of Knowledge on Decision Making Ability of Chilli Growers

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Introduction

Even though, it is not easy to quantify the exact contribution of information to development, there is enough evidence to show that every development activity is information-dependent or information-related. In the present era of information revolution, not only many ways of information transformation have emerged but also that there are many "information" that help an individual to get knowledge which is essential for any developmental decision.

Management deals with taking right decisions and organizing resources and activities to act for better output. Thus, for efficient management, knowledge is the base. For a farmer, to take any management decision, possessing knowledge of activity is essential.

Chilli is an important crop of Gandhinagar district. If the relationship of knowledge is equally persistent for Chilli growers too, it can help framing programs to increase the knowledge level of growers so that they can take required management decisions. With this in view, it is planned to assess the level of knowledge for plant protection measures and its relationship with growers' managerial activity with following objectives:

1. To estimate the growers' level of knowledge for plant protection measures of chilli crop.
2. To study managerial ability of growers in regard to plant protection measures in chilli crop.
3. To investigate the relationship between the growers' knowledge level for plant protection measures of chilli and their managerial ability.

Methodology

The Gandhinagar district was purposively selected for the present study with a consideration not only as chilli is important crop of the area but also as the produce from this area has achieved premium quality reputation in the market. A two stage simple random sampling technique was used for this study for selection of respondents. The Gandhinagar and Kalol taluka were purposively selected. From the list of important chilli growing villages, four villages in each taluka were randomly selected. The lists of chilli growers were obtained from each village panchayat. With the help of proportionate random sampling method, 114 respondents were selected for the present study.

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An interview schedule for collecting information of level of knowledge for plant protection measures in chilli crop was specially constructed. The schedule also consists of a test specifically developed to measure grower's managerial ability for making decision about use of plant protection measures in chilli crops. The test consist high value of reliability (reliability coefficient 0.8352) and also a high value of validity (validity coefficient 0.9138).

The data were tabulated and analyzed. For every respondent, knowledge index as well as managerial ability index was calculated. Correlation of coefficient was used to measure relationship between knowledge and managerial ability for making decisions.

Results and Discussion

Level of knowledge :

Knowledge is one of the important components that reflect in farmers' behavior. So far as managerial ability for making decision is concerned, level of knowledge is such a component, which is influencing a lot to it.

On the basis of the knowledge index, the respondents were grouped into three different categories of knowledge level. The results are depicted in Table–1.

It is obvious from the table that more than two-third of the respondents (71.05 per cent) possessed medium level of knowledge.

Table 1: Distribution of respondents as per their level of knowledge

Knowledge level	No. of farmers	Per cent
Low	18	15.79
Medium	81	71.05
High	15	13.16
Total	**114**	**100.00**

Managerial ability for making decision

The managerial ability of farmers influences directly the decision making ability of farmers for use of plant protection measures in chilli crop. The managerial ability of chilli growers was measured with the help of a specially constructed measurement test. From the test values, managerial ability index was calculated for each respondent and on the basis of that the respondents were grouped into three categories of managerial ability.

The distribution of respondents as per their level of managerial ability is presented in Table–2.

Table 2: Distribution of farmers on the basis of level of managerial ability

Level of Managerial Ability	No. of farmers	Per cent
Low	17	14.91
Medium	80	70.18
High	17	14.91
Total	**114**	**100.00**

Table 3: Correlation between the level of knowledge and managerial ability N=114

Level of knowledge	Managerial ability			Total
	Low	Medium	High	
Low	04	13	01	18
Medium	13	62	06	81
High	00	05	10	15
Total	**17**	**80**	**17**	**114**

Correlation coefficient (r) = 0.538**
** Significant at 0.01 level of probability

It is obvious from the table that majority of the respondents possessed medium level of managerial ability. An equal number of respondents fall in the categories of low and high level of managerial ability.

Relationship between level of knowledge and managerial ability

The correlation coefficient between level of knowledge of the respondents and their managerial ability for making decision was calculated. The data are presented in Table–3.

It is obvious from the table that there is none having high level of knowledge with low managerial ability. Similarly, there is only one respondent with low level of knowledge but having high managerial ability. Thus, the data leads us towards the conclusion that the level of knowledge has some correlation with managerial ability. Further, the highly significant value of calculated correlation coefficient confirms the trend that the level of knowledge and managerial ability are positively correlated.

Conclusion

It is clear from the results of the study that the level of knowledge of plant protection measures has significant and positive relationship with the level of managerial ability of the chilli growers. Unless the chilli growers took correct decision regarding plant protection at the right time, not only that they will harvest less crop, but in some case, probably, they will spend more for plant protection measures. Due efforts shall be made to extend knowledge of plant protection measures to the chilli growers.