

ASSOCIATION BETWEEN THE ADOPTION OF CRISIS MANAGEMENT PRACTICES AND SELECTED PROFILE CHARACTERISTICS OF COTTON GROWERS

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ABSTRACT

Cotton is widely grown in all the districts particularly in South Saurashtra Agro-Climatic Zone of Gujarat State. The study was carried out in Amreli and Bhavnagar District of South Saurashtra Agro-Climatic Zone. A random sample of 200 cotton growers was selected from Amreli and Bhavnagar District and the constraints faced by cotton growers in cotton cultivation were studied. Age and index of farm experience were negatively and significantly associated with the level of adoption of crisis management practices. The characteristics like education, social participation, irrigation index, yield level, management orientation, innovativeness, risk orientation and extension participation had positive and highly significant relationship with adoption level of respondents with respect to crisis management practices. There was a non-significant association of the adoption level of respondents with respect to crisis management practices with their size of land holding, irrigation index and cropping intensity.

Keywords: crisis management, adoption, saurashtra agro-climatic zone

INTRODUCTION

Cotton is one of the most important commercial fiber crops of India. The seed of cotton is a potential source of edible oil, cake and hull meal. It is also known as “King of Apparel Fiber” and “white gold”. Besides food and housing, clothing is one of the primary needs of human being Cotton is cultivated in about 60 countries of the world. India is having the largest area under cotton; its average productivity is only 520 kg per hectare as against the world average productivity of 650 kg per hectare. In India, cotton contributes about 85.00 per cent of the total fiber consumed in the textile industries. Gujarat is one of the major cotton producing states in the country. Gujarat state has second largest area under cotton after Maharashtra in India. Cotton is widely grown, particularly in all districts of Gujarat state. Gujarat has been the key contributor in cotton research in the country.

Bhavnagar and Amreli are the predominant cotton growing districts of South Saurashtra Agro-Climatic Zone of Gujarat State with 3044 ha. And 2356 ha with the average yield of 821 kg/ha. And 643 Kg/ha, during 2007-

08, respectively. The two districts are more concentrated with respect to area, production and average yield in South Saurashtra Agro-climatic Zone of Gujarat state.

On one hand, cotton crop gives high economic return to the farmers, while on the other hand, there are many risks involved in it. The cultivation of cotton also needs costly inputs in terms of seeds, fertilizers and pesticides if proper care is not taken, it proves as monetary uncertain business. It is also sensitive crop to many disease and pest. It is known as risky crop considering natural hazards, as well as the everyday fluctuating of wholesale price index. Crisis management is the systematic attempt to avoid personal or organization crisis or to manage those crisis events that do occur. The practice of crisis management involves attempts to eliminate technological failure to avoid or to manage crisis situations. Crisis management consists of skills and techniques required to assess, understand and cope with any serious situations, especially from the moment it first occurs to the point that recovery producer start. With respect of association between the adoption of crisis management practices and selected profile characteristics of cotton growers in Saurashtra region.

OBJECTIVES

- (1) To study the socio-economic and psychological profiles of the cotton growers
- (2) To ascertain association between profiles of the cotton growers and their level of adoption of crisis management practices

METHODOLOGY

The present study was carried out in Amreli and Bhavnagar district of South Saurashtra Agro-Climatic Zone of Gujarat State. This study was conducted by adopting an *ex post facto* research design. A multistage random sampling technique was used for the study. Two districts of South Saurashtra Agro-Climatic Zone Viz., Bhavnagar and Amreli were purposively selected as these districts have ideal conditions for cotton cultivation. The present study was carried out in Mahuva Taluka (Bhavnagar) and Rajula Taluka (Amreli) in which there is maximum area under cotton cultivation. The list of villages was sought from the Taluka Panchayats of the selected Talukas and five villages of each selected Taluka were purposively selected based on more area under cotton cultivation. Thus, total 10 villages were covered in this study as shown in. The list of cotton growers was obtained from the Village Panchayats of the selected villages. A random sampling procedure was followed for the selection of the respondents and accordingly 20 cotton growers from each of the selected villages were selected as respondents. Ultimately, a total of 200 cotton growers were selected for the study. The head of the family i.e. major decision maker was considered as respondent for the study. The respondents were grouped into three levels of knowledge viz; Low level of knowledge (Below Mean-SD), Medium level of knowledge (Between Mean± SD) and High level of knowledge Above (Mean + SD) by using mean and standard deviation.

RESULTS AND DISCUSSION

The study was carried out with a view to find out the association between the adoption of crisis management practices of the respondents (dependent variable) and their selected characteristics (independent variables) such as age, education, size of land holding, social participation, irrigation index, yield level, management orientation, cropping intensity, index of farm experience, innovativeness, risk orientation, extension participation and knowledge. The co-efficient of correlations ('r' values) were calculated. The research hypotheses in null form were derived for testing the

association and their significance in zero order correlation. The zero order correlation ('r' values) is given in table-1. From the table, it is evident that there was negative and significant association between adoption of crisis management practices of cotton growers and their age. It indicates that as age increased the adoption of crisis management decreased.

Table-1 : Association between adoption of crisis management practices and selected independent variables

n = 200

Sr. No.	Independent variables	Correlation coefficient (r)
X ₁	Age	-0.3153**
X ₂	Education	0.6446**
X ₃	Size of land holding	0.0500 ^{NS}
X ₄	Social participation	0.6914**
X ₅	Irrigation index	-0.0510 ^{NS}
X ₆	Yield level	0.3571**
X ₇	Management orientation	0.7950**
X ₈	Cropping intensity	-0.0535 ^{NS}
X ₉	Index of farm experience	-0.2086**
X ₁₀	Innovativeness	0.6965**
X ₁₁	Risk orientation	0.6803**
X ₁₂	Extension participation	0.7106**
X ₁₃	Knowledge	0.6354**

NS = Non-significant ** = Significant at 0.01 level

There was positive and highly significant association between the crisis management practices and their education. Hence, it can be summarized that an increased in education was responsible for the increase in adoption of crisis management practices by cotton growers.

There is no association between the crisis management practices adopted by cotton growers and their size of land holding. This might be due to the fact that the farmers were willing to augment their production which facilitated them for higher adoption of crisis management practices adopted by cotton growers irrespective of their size of land holding.

There is no association between crisis management practices adopted by cotton growers and their social participation. The relationship clearly showed that the adoption level of crisis management practices increases with increase in the level of social participation. The probable reason behind this finding might be that more social participation provides more in-depth information and better understanding to the respondents which lead to develop the confidence among them to adopt the crisis management

practices.

There is no association between crisis management practices adopted by cotton growers and their irrigation index. The probable reason for this finding might be that majority of the respondents possessed the medium irrigation facility. Besides this, cropping system largely depends upon the precipitation through the south-west monsoon.

There is no association between the crisis management practices adopted by cotton growers and their yield level of cotton crop. It indicated that the adoption of crisis management practices by cotton growers was highly associated with their yield level. The relationship clearly indicated that the adoption level of crisis management practices increases with increase of yield level and vice versa.

There is no association between the crisis management practices of the cotton growers and their management orientation. This indicated that the extent of crisis management practices and management orientation were dependent on each other. The direction of association was positive and highly significant which indicated that with increase in management orientation of the respondents, the adoption of crisis management practices was also increased.

There is no association between the crisis management practices adopted by cotton growers and their cropping intensity.

There is no association between the adoption of crisis management practices of the cotton growers and their index of farm experience. This indicated that the extent of crisis management practices and index of farm experience were dependent on each other. The direction of association was negative and significant which indicated that with increase in farm experience of the respondents, the adoption of crisis management practices was decreased.

There is no association between crisis management practices adopted by cotton growers and their innovativeness. The relationship clearly indicated that the adoption level of crisis management practices increases with increase in the level of innovativeness.

There is no association between the risk orientation of the respondents and their adoption of crisis management practices of cotton crop. It indicated that with increases in risk bearing ability there was increases in adoption of crisis management practices. The probable reason for this finding

might be that the area under study is rainfed. Under such situation the risk is evitable, it had developed risk capacities among respondents which resulted higher adoption of crisis management practices.

There is no association between the crisis management practices adopted by cotton growers and their extension participation. The direction of association was positive indicated that with increase in extension participation the adoption of crisis management practices was increased.

CONCLUSION

The age and index of farm experience were negatively and significantly associated with the adoption level of cotton growers with respect to crisis management practices. The relationship was highly significant. The characteristics like education, social participation, yield level, management orientation, innovativeness, risk orientation, extension participation and knowledge had positive and highly significant relationship with adoption level of cotton growers with respect to crisis management practices. The non-significant association of adoption level of cotton growers was observed in case of size of land holding, irrigation index and cropping intensity.

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