

Managerial Ability of Mango Growers towards Scientific Cultivation in Mango Orchards

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ABSTRACT

The study was undertaken in Panchmahal district of Gujarat state to study the managerial ability of the mango growers about scientific cultivation in mango orchards on a sample of 120 mango growers. It was observed that out of thirteen independent variables, eleven variables were positive and highly significantly correlated with managerial ability of mango growers towards scientific cultivation in mango orchards viz., education, social participation, size of land holding, annual income, mango yield index, experience as a mango grower, scientific orientation, achievement motivation, risk orientation, extension participation and mass media exposure. Rest of independent variable were positively and non-significantly correlated with the managerial ability of mango growers towards scientific cultivation in mango orchard viz. age and size of family.

Keywords: Managerial ability, Scientificcultivation, mango orchards

INTRODUCTION

Mango (*Mangifera indica* L.) undoubtedly deserves to be national fruit of India. In area, production, nutritive value and popularity of apple, no other fruit can compete with it. It occupies the same position in India as is occupied by the apple in temperate climates and grape in sub tropical. Among all the fruit crops, mango is being cultivated commercially in a number of countries of the world, but no where does it achieve the same premier position as in the subcontinent of India, where it is actually the king of all fruits.

Gujarat is one of the mango producing states in India. Mango has an important place among all the fruit crops growing in the state. The leading mango producing states are Andhra Pradesh, Maharashtra, Uttar Pradesh, Karnataka and Gujarat. The yield of mango in U.P and Karnataka is 12.2 and 10.1 metric tonnes/ha, respectively. While in Gujarat state, yield of mango is only 8.5 metric tonnes/ha which is quite low as compared to other states of the country. The area under mango in Panchmahal district was 3552 ha. and the yield was 592 metric tonnes/ha(NHB database, 2008).

Cultivation of fruit is a specialized field where efficient management will help a lot to yield results, which are anticipated. Therefore, management is a pivotal component

in a scientific cultivation of mango. The mango growers have also to perform a role of manager to get maximum production from minimum available resources. The managerial ability of the mango growers was directly affecting the mango production and therefore an attempt was made to know the managerial ability of the mango growers about scientific cultivation in mango orchards.

METHODOLOGY

The study was conducted in Panchmahal district of Gujarat state. Halol, Lunavada, Santrampur and Ghogamba talukas of Panchmahal district were purposively selected for the study as they have the maximum area under mango crop. Twelve mango growing villages were randomly selected from those four talukas. For this study 120 mango growers were selected by proportionate random sampling. Total 120 mango growers were considered as a sample and as respondents. To know the various characteristics of mango growers a scale developed by Pareek and Trivedi (1963) was used with some modifications. A measurement of managerial ability was done by using scale developed by Jadav (2005) with slight modification. The data were collected with the help of well-structured, pre-tested, Gujarati version interview scheduled through personal contact and data were compiled, tabulated and analyzed.

RESULTS AND DISCUSSION

The adoption or acceptance of recommended agricultural technology is a unit act but a complex process involving sequence and thought of action. The action of individual farmers is governed by personal, social, economical, psychological and communicational factors involved in situation. Hence considering the important of these characteristics an attempt has been made in this investigation to ascertain the relationship if any, between personal, social, economical psychological and communicational characteristics of the respondents and adoption of scientific cultivation of mango orchards. This was determined and tested with help of Karl Pearson's coefficient correlation test and results obtained is presented in Table 1.

Table 1: Relationship between the profile of mango orchard growers and their managerial ability
n = 120

Sr. No.	Independent Variables	Correlation-Coefficient ('r' value)
1	Age	0.0589(NS)
2	Education	0.3487**
3	Size of family	0.0418(NS)
4	Social participation	0.2375**
5	Size of Land holding	0.4543**
6	Annual income	0.7830**
7	Mango yield index	0.2590
8	Experience as a mango grower	0.3404**
9	Scientific orientation	0.2912**
10	Achievement motivation	0.5309**
11	Risk orientation	0.7120**
12	Extension participation	0.2742**
13	Mass media exposure	0.2857**

NS = non significant at 0.05 level

* = significant at 0.05 level

** = significant at 0.01 level

The independent variables like, education, social participation, size of land holding, annual income, mango yield index, experience as a mango grower, scientific orientation, achievement motivation, risk orientation, extension participation and mass media exposure had positive and highly significant correlation with managerial ability towards scientific cultivation in mango orchards. The variable like age and size of family shows non-significant relationship with managerial ability towards scientific

cultivation in mango orchards.

In order to measure the managerial ability of mango growers about scientific cultivation of mango orchard, the scale that constructed was applied to each mango growers. The complete response was received from each mango grower and the managerial ability index calculated. The final managerial ability index was determined by averaging the index from the respective mango growers. The classification of respondents based on their managerial ability index is presented in Table 2.

Table 2: Distribution of mango growers according to their managerial ability
n = 120

Sr. No.	Level of managerial ability	Number	Per cent
1	Low (less than 50.21 score)	51	42.50
2	Medium (between 50.21 to 58.52 score)	25	20.83
3	High (greater than 58.52 score)	44	36.67

Mean = 54.37

S. D. = 4.16

It can be seen from the Table 2 that about 42.50 per cent of mango growers were observed in the low managerial ability category, while 36.67 per cent and 20.83 per cent of respondents fall under the category of high and medium managerial ability, respectively. Thus, the managerial ability of the respondents was predominantly medium. It can be concluded from the above finding that the managerial ability of mango growers about scientific cultivation of mango orchard was low. This may be due to the less education level, less training received on management aspects and having low level of farm inputs with majority of the mango growers. The finding was in the conformity with the finding of that Patel and Patel (2000).

CONCLUSION

The findings of this study reveal that majority of the mango growers were of middle age and primary level of education that have vital role in managerial ability of mango growers towards scientific cultivation in mango orchards. Hence, such type of mango growers should be approached in accelerating the managerial ability of mango growers towards scientific cultivation in mango orchards. The farmer's background factors that influence the managerial ability must be reckoned within any programme of rural development. The finding indicated that education and annual income were

the prominent variable influencing the managerial ability of mango growers towards scientific cultivation in mango orchards. Therefore extension workers should concentrate to increase the level of education and annual income for promotion of managerial ability of mango growers towards scientific cultivation in mango orchards.

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