

## Management Efficiency of Rose Growers Towards Improved Rose Cultivation

D. D. Patel<sup>1</sup>, P. J. Joshi<sup>2</sup> and P. P. Patel<sup>3</sup>

1 Assistant Extension Educationist , DoEE, AAU, Anand

2 Assistant Extension Educationist , DoR, AAU, Anand

3 Director of Extension Education, DoEE, AAU, Anand

Email : ddp@aau.in

### ABSTRACT

*The Study was undertaken in Dholka taluka of Amdavad district of Gujarat state to study management efficiency of rose growers. Out of eighteen independent variables, sixteen viz.; education, experience in rose cultivation, land under rose cultivation, participation in training programme, contact with extension agency, exposure to mass media, economic motivation, risk orientation, achievement motivation, level of aspiration, scientific orientation, innovative proneness, cosmopolitaness, competition orientation and self confidence were positively and significantly related, while age is negatively and significantly related to management efficiency of the rose growers.*

**Keywords:** Management efficiency, Rose growers

### INTRODUCTION

The huge potential of floriculture industry has influenced many farmers to shift from food and other high volume, low cost crops to low-volume, high-value crops like flowers for better returns (Anonymous, 2008).

Among flowers, rose (*Rosa indica*) is one of the nature's beautiful creations and is universally acclaimed as the "Queen of flowers". Rose is certainly the best known and most popular of all garden flowers throughout the world and has been growing on the earth for many millions of years because of its magnitude blooms and pleasing fragrance besides wide array of colours, commercial uses and medicinal properties (Biswas, 1983).

Management is one of the most important factors which help the rose growers to exploit natural resources and accumulate capital. The efficient use of resources depends to a greater extent on how rose growers acquire and adopt innovations in the rose cultivation in effective manner to reach higher levels of economic performance through their management efficiency.

### METHODOLOGY

The study was undertaken in Dholka taluka of Amdavad district of Gujarat state. There are 71 villages of Dholka taluka. Out of that six villages were selected based on specific criteria. These selected villages were considered as stratum and with the help of proportional allocation method sample size of each stratum was determined. A random sampling procedure was adopted for the selection of respondents from the selected villages. Thus, total 127 rose growers were selected randomly. The Ex-post-facto research design was followed. A scale was developed to measure the management efficiency of rose growers. The data of this study were collected through personal interview. The dependent and independent variables were measured with appropriate scales and statistical procedures.

### RESULTS AND DISCUSSION

Out of eighteen independent variables, sixteen viz.; education, experience in rose cultivation, land under rose cultivation, participation in training programme, contact with extension agency, exposure to mass media, economic motivation, risk orientation, achievement motivation, level

of aspiration, scientific orientation, innovative proneness, cosmopolitanness, competition orientation and self confidence were positively and significantly related, while age is negatively and significantly related to management efficiency of the rose growers (Table 1)

**Table 1 : Relationship between independent variables and management efficiency** n = 127

Sr. No.	Independent Variables	Correlation Coefficient ('r' value)
<b>I</b>	<b>Personal</b>	
1	Age	(-)0.2041*
2	Education	.5123*
3	Experience in rose cultivation	0.3445*
<b>II</b>	<b>Social</b>	
4	Family size	0.0689 NS
<b>III</b>	<b>Economical</b>	
5	Size of land holding	0.1065 NS
6	Land under rose cultivation	0.4261*
<b>IV</b>	<b>Communicational</b>	
7	Participation in training programme	0.6632*
8	Contact with extension agency	0.4344*
9	Exposure to mass media	0.4334*
<b>V</b>	<b>Psychological</b>	
10	Economic motivation	0.5170*
11	Risk orientation	0.5094*
12	Achievement motivation	0.4278*
13	Level of aspiration	0.4787*
14	Scientific orientation	0.5393*
15	Innovative proneness	0.4922*
16	Cosmopolitanness	0.5256*
17	Competition orientation	0.4327*
18	Self confidence	0.4550*

\* Significant at 0.05 level of probability

### Management Efficiency of the Rose Growers

Management efficiency is a degree to which an individual acquires and adopt effectiveness factors in an enterprise to reach higher level of performance. The data regarding management efficiency of the rose growers were collected by knowing and summing various abilities viz;

knowledge about improved rose cultivation practices, attitude towards improved cultivation practices, ability in planning, ability to make rational decision, timely adoption of technologies, ability to mobilize resources, ability to co-ordinate activities, efficient use of resources, ability in rational marketing and competence in evaluation. Based on management efficiency index of the rose growers, respondents were categorized into three groups as shown in Table 2.

**Table 2 : Distribution of respondents according to their management efficiency** n = 127

Sr. No.	Level of Management efficiency	Respondents	
		Frequency	Per cent
1	Low (below 58.55score)	19	14.96
2	Medium (58.55 to 69.23 score)	87	68.50
3	High (above 69.23 score)	21	16.54

Mean = 63.89

S. D. = 5.34

The data in Table 2 revealed that, slightly more than two-third (68.50 per cent) of the rose growers had medium level of management efficiency while 16.54 per cent of the rose growers had high and 14.96 per cent of the rose growers had low level of management efficiency. The result is in line with the finding of Patel (2006).

### CONCLUSION

It can be concluded that majority (68.50 per cent) of the rose growers had medium level of management efficiency. The medium level of knowledge about improved rose cultivation practices, ability in planning, ability to make rational decision, timely adoption of technologies, ability to mobilize resources, ability to co-ordinate activities and efficient use of resources might be the reason to have medium level of management efficiency among majority (68.50 per cent) of the rose growers.

### REFERENCES

- Anonymous (2008). Floriculture Today, Sept.2008.pp 10
- Biswas, T. D.(1983). Rose growing – Principle and practices. Associated Publishing Co., New- Delhi.
- Patel, S. R. (2006). A study on management efficiency of aonla growers of Anand and Kheda district of Gujarat state. Unpublished Ph.D. thesis, A.A.U., Anand.