

Knowledge Level Of Rose Growers about Improved Rose Cultivation

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ABSTRACT

Knowledge of farmers plays an important role in adoption of improved agricultural technologies. The Study was undertaken in Dholka taluka of Amdavad district of Gujarat state to study knowledge level of rose growers about improved rose cultivation. A random sampling procedure was adopted for the selection of respondents from the selected villages and total 127 rose growers were selected. The study indicated that majority (68.50 per cent) of the rose growers had medium level of knowledge about improved rose cultivation practices followed by 18.90 per cent who had low level of knowledge. There were only 12.60 per cent of the respondents who had high level of knowledge about improved rose cultivation practices.

Keywords: Knowledge, Improved rose cultivation

INTRODUCTION

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 through out 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. According to the statistics, the area under rose in Amdavad district was 236 hectares with a production of 1652 Metric tones (Anonymous, 2007). In Amdavad district, the average productivity comes out to be approximately nearer to the state average, even though the potential of rose production and export have not yet been fully exploited in Gujarat and particularly in Amdavad district. Looking to the situation in Gujarat with specific reference to Amdavad district for possibilities of rose cultivation, it is necessary to increase rose production per unit area. The region has also strong potential to capture foreign and domestic market and for that knowledge of rose growers regarding improved rose cultivation can play decisive role.

METHODOLOGY

In order to achieve the objectives, the study was undertaken in 71 villages of Dholka taluka Amdavad district of Gujarat state. 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. To measure the knowledge level of rose growers about improved rose cultivation, a teacher made scale developed by Jha and Singh (1970) was used 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 \pm SD) and High level of knowledge Above (Mean + SD) by using mean and standard deviation .

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, 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 (Table 1)

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

Sr. No.	Independent Variables	Correlation Coefficient ('r' value)
I	Personal	
1	Age	-0.2041*
2	Education	0.5123*
3	Experience in rose cultivation	0.3445*
II	Social	
4	Family size	0.0689 NS
III	Economical	
5	Size of land holding	0.1065 NS
6	Land under rose cultivation	0.4261*
IV	Communicational	
7	Participation in training programme	0.6632*
8	Contact with extension agency	0.4344*
9	Exposure to mass media	0.4334*
V	Psychological	
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	Cosmopolitaness	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	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.

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