

RISK ORIENTATION AND ITS RELATIONSHIP WITH LEVEL OF KNOWLEDGE ABOUT DRIP IRRIGATION SYSTEM OF DRIP IRRIGATED BANANA GROWERS

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ABSTRACT

Risk orientation plays an important role in shaping level of knowledge of an individual. Keeping this in view, an attempt has been made to study Risk orientation and its relationship with level of knowledge about drip irrigation system of drip irrigated banana growers. The result of study revealed that slightly more than four-fifth (85.00 per cent) of the drip irrigated banana growers had high to very high level of risk orientation. The result of study also revealed that the Risk orientation had positive and highly significant correlation with their level of knowledge about drip irrigation system of drip irrigated banana growers.

Keywords: risk orientation, knowledge, banana growers

INTRODUCTION

Risk orientation is the degree of willingness of an individual to take calculated risk for something. When an individual takes risk to achieve something, but fails to achieve expected result, it may develop negative attitude in him for that particular thing and vice versa. In the context of present study, risk orientation thus plays important role in shaping knowledge about drip irrigation system in banana cultivation. Keeping the above facts in view, an attempt has been made to study Scientific orientation and its relationship with level of knowledge about drip irrigation system of drip irrigated banana growers.

OBJECTIVE

To know the risk orientation and its relationship with level of knowledge about drip irrigation system of drip irrigated banana growers

METHODOLOGY

The present study was carried out in the Anand district of the Gujarat state. Anand district is comprised of eight talukas. Anand and Umreth talukas were selected purposively for the study because this two taluka having maximum number of drip irrigated banana growers.

To select villages from each selected taluka, a list of villages along with their total number of drip sets installed in banana crop was prepared. Thereafter, names of the villages were arranged in descending order according to total number of adopters of drip irrigated banana cultivations. Afterwards, five villages having maximum number of drip irrigated banana growers from each taluka were selected purposively. Thus, the total number of selected villages for this study was ten.

A simple random sampling procedure was used for the selection of drip irrigated banana growers. The drip irrigated banana growers who had installed and used drip irrigation system in their banana crop successively, were included in the list. Thereafter, ten drip irrigated banana growers from each of the identified villages were selected by simple random sampling method. Thus, 100 drip irrigated banana growers were selected to serve as the respondents for the study.

Risk orientation It is the degree of willingness of farmers to take risk in drip irrigated banana cultivation. For measuring risk orientation, scale developed by Patel (2009) was used with slight modifications. The agreement or disagreement of the farmers was measured against each statement with the scoring system as shown below:

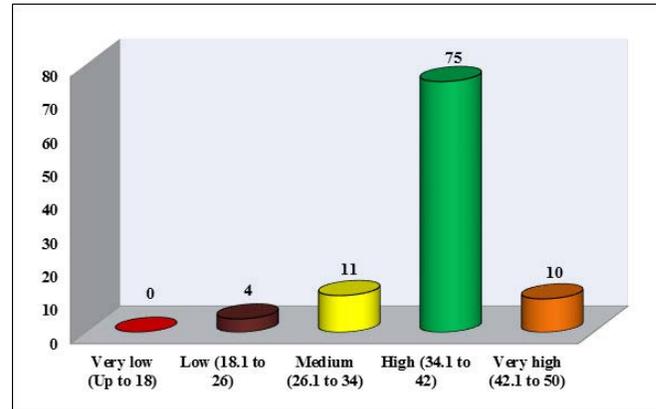
| Statement | Strongly agree | Agree | Undecided | Disagree | Strongly disagree |
|-----------|----------------|-------|-----------|----------|-------------------|
| Positive | 5 | 4 | 3 | 2 | 1 |
| Negative | 1 | 2 | 3 | 4 | 5 |

Maximum score one could obtain was 50 and minimum could be 10. On the basis of arbitrary method, the respondents were grouped into the following five categories:

annual income, large land holding and high level of scientific orientation of respondents made them able to stand strongly to handle calculated risk. This might be the reason for above findings.

| No. | Category | Score |
|-----|-----------|--------------|
| 1 | Very low | Up to 18.0 |
| 2 | Low | 18.1 to 26.0 |
| 3 | Medium | 26.1 to 34.0 |
| 4 | High | 34.1 to 42.0 |
| 5 | Very high | 42.1 to 50.0 |

Karl person coefficient of correlation(r) was calculated to find out the relationship between extension contact and level of knowledge.



RESULTS AND DISCUSSION

Risk orientation

The data regarding risk orientation of respondents are presented in Table 1 and graphically depicted in Figure 1.

Figure 1: Distribution of respondents according to their risk orientation

Table 1: Distribution of the respondents according to their risk orientation n=100

This finding is more or less in conformity with Sonawane (2010), Khot (2011) and Gulkari (2014).

| Sr. No. | Risk orientation | Frequency | Percent |
|---------|--------------------------|-----------|---------|
| 1 | Very low (Up to 18.0) | 00 | 00.00 |
| 2 | Low (18.1 to 26.0) | 04 | 04.00 |
| 3 | Medium (26.1 to 34.0) | 11 | 11.00 |
| 4 | High (34.1 to 42.0) | 75 | 75.00 |
| 5 | Very high (42.1 to 50.0) | 10 | 10.00 |

Risk orientation and knowledge

The data presented in Table 13 described that majority (75.00 per cent) of the drip irrigated banana growers had high level of risk orientation, followed by 11.00 per cent, 10.00 per cent and 04.00 per cent had medium, very high and low level of risk orientation, respectively. No one had very low level of risk orientation.

The calculated value of $r = 0.511^{**}$ illustrate that risk orientation of the drip irrigated banana growers had positive and highly significant correlation with their knowledge about drip irrigation system. Hence, the null hypothesis that ‘there is no relationship between risk orientation of the drip irrigated banana growers and their knowledge about drip irrigation system’ was rejected with the inference that risk orientation of drip irrigated banana growers is a vital factor in increasing the knowledge about drip irrigation system.

It was interesting to note that slightly more than four-fifth (85.00 per cent) of the drip irrigated banana growers had high to very high level of orientation toward encountering risk and uncertainty in adoption of drip irrigated banana cultivation technology. Higher education, good social participation, high mass media exposure, high

The probable reason might be that the banana growers with higher risk orientation are more likely to take calculated risk in farming which may bring success to them and when success is achieved, the level of knowledge would more increase in drip irrigation system in banana cultivation.

This finding is similar to those reported by Valand (1997), Joshi (2004), Thorat (2005) Vinaya *et al.* (2013) and

Bhoi *et al.* (2014).

CONCLUSION

From above study it is revealed that slightly more than four-fifth (85.00 per cent) of the drip irrigated banana growers had high to very high level of risk orientation.

It is also revealed that the risk orientation had positive and highly significant correlation with their level of knowledge about drip irrigation system of drip irrigated banana growers.

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