

STRATEGIC INVOLVEMENT OF PUBLIC AND PRIVATE SECTORS IN BANANA CROP CULTIVATION IN SOUTH GUJARAT

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ABSTRACT

In current prototype the private sectors are also involving in marketing and Post Harvest Technologies of agricultural products. Especially, in horticulture sectors the public-private partnership is highly widespread. The South Gujarat region which consists of seven districts viz., Narmada, Bharuch, Surat, Tapi, Navsari, Valsad and The Dangs. Among them banana production in Bharuch and Narmada districts are 1083255 MT and 595120 MT, respectively. It is higher than the other districts of South Gujarat. Looking to the South Gujarat area surrounding the Narmada river basin the banana crop cultivation is in sizable area along with good quality banana production and exporting, too. The public-private partnership is also in good manner. Banana crop is found hushed appropriate and lucrative in Narmada Basin in Narmada and Bharuch Districts. The quality banana production and exporting through private channels are also in fastidious manner, Kulancha et al (2012). Looking to the economic importance and the higher net profit from this crop the area under banana cultivation in both of the districts is in increasing trend. Looking to the importance of banana crop in State and National economy and to help the banana grower of south Gujarat region the study on public private attachment in banana crop production is a necessity of the time. Keeping the above facts in view, the study entitled "Strategic Involvement of Public and Private Sectors in Banana Crop Cultivation in South Gujarat" was undertaken with the following objectives.

Keywords : banana cultivation public and private sector, strategic involvement

INTRODUCTION

Agriculture, with its allied sectors, is unquestionably the largest livelihood provider in India, more so in the vast rural areas. Strategic refers to decisions or plans to impact favourably the key factors on which the desired outcome of an organization, game, system, venture, or war, depends. Involvement is the act of participating in something. Strategic involvement refers to participating in activities ranging from identifying strategic problems and planning solutions to taking actions that brings about planned strategic changes. In the view of that the private sector alone cannot boost agricultural growth is supported in multiple conceptual and empirical studies. Indeed, the overwhelming consensus is that both public and private investments are needed to create sustained agricultural sector growth. In present time, the farmers are getting services from public as well as private

organizations. The Public Sector is the part of an economy that is owned and controlled by the state, whilst the Private Sector is the part of an economy that is not under direct state control. Public sector extension represented mainly by the Line Departments, State Agriculture Universities, KVKs, FTCs and ATMA which continues to be the most important and reliable sources of information. The Private sector is a part of an economy comprised of by private individuals or groups. The determining factor for the Private Sector is business ownership. Private sector services are provided by different NGOs, Agri Based Industries, Input Dealers, Seed Agencies, Agri- Polyclinics and Agri-Business centers and Agriculture Firms. The private agencies supply inputs or problem oriented services to the farmers to help in processing and marketing of their produce.

The Public Private Partnerships are viewed as

the governance strategy to minimize transaction costs and co-coordinating and enforcing relations between partners engaged in production of goods and services. They enable an optimal policy approach to promote social and economic development, bringing together efficiency, flexibility and competence of the private sector with the accountability, long-term perspective and social interest of the public sector.

Keeping the above facts in view, the study entitled “Strategic Involvement of Public and Private Sectors in Banana Crop Cultivation in South Gujarat” was undertaken with above mentioned objectives.

OBJECTIVES

- (a) To study the profile of banana growers of Bharuch and Narmada district.
- (b) To study the knowledge of banana growers about strategic involvement of public and private sectors in banana crop production practices.
- (c) To study the attitude of banana growers towards strategic involvement of public and private sectors in banana crop production practices.

METHODOLOGY

The south Gujarat region which consists of seven Districts viz., Narmada, Bharuch, Surat, Tapi, Navsari, Valsad and The Dangs. Bharuch and Narmada districts were selected on the basis of highest number of banana growers and area under banana cultivation. From Bharuch district out of 9-talukas, 4-talukas viz., Bharuch, Ankleshwar, Jambusar and Valia were selected. Whereas, from the Narmada district out of five talukas, three talukas viz., Nandod, Tilakwada and Garudeshwar were selected for the study, purposively. From the total seven selected talukas two villages were selected based on maximum area under banana cultivation. In this way 140 respondents were selected. Ex-post facto research design was used. Sixteen independent and two dependent variables were chosen. In light of the objectives, the interview schedule was prepared and respondents were interviewed at their home and field. The collected data were analyzed by using percentage, mean, standard deviation, rank and correlation coefficient (*r*).

RESULTS AND DISCUSSION

Profile of banana growers

The findings shows that majority of the banana

growers of strategic involvement of public and private sectors belonged to middle to young age groups with secondary level of education, had farming as their major occupation, had moderate level of farming experience with membership in one organization, had small size of family. Further, they belonged to high annual income category, had medium yield, medium level of extension contact, medium risk orientation, management orientation, medium level of scientific orientation, moderate level of cohesiveness and innovativeness. These findings are in accordance with Patel and Vejapara, (2016) and Rathod *et al* (2014).

Knowledge of banana grower about strategic involvement of public and private sectors

Table 1: Distribution of banana growers according to their knowledge about strategic involvement of public and private sectors n=140

Sr. No.	Levels of knowledge	Frequency	Percent
1	Poor Knowledge	32	22.86
2	Enough Knowledge	89	63.57
3	Complete knowledge	19	13.57

Mean= 17.60 SD= 3.96

Data presented in table-1 shows that majority of the banana growers of strategic involvement of public and private sectors (63.57 per cent) had enough level of knowledge about of strategic involvement of public and private sectors and this might be due to low level of education, lack of awareness regarding new information circulated by the private partners of the group. This indicates that the Project Director, ATMA Bharuch and Narmada have to make efforts to strengthen the extension activities to popularize the advantages of strategic involvement of public and private sectors. These finding is in conformity with the findings of Rajan et al (2013) and Dhage *et al.* (2012), Shriwas et al (2015). And Yadav et al (2014).

Attitude of banana growers towards strategic involvement of public and private sectors

The data of the table 2 reveals that majority of the banana growers of strategic involvement of public and private sectors (55.71 per cent) had favourable attitude towards strategic involvement of public and private sectors followed by 27.14 and 17.14 per cent of them had less favourable and highly favourable attitude towards strategic involvement of public and private sectors, respectively.

Table 2 : Distribution of banana growers according to their attitude towards strategic involvement of public and private sectors n=140

Sr.	Level of attitude	Frequency	Percent
1	Less favourable attitude	39	27.14
2	Favourable attitude	78	55.71
3	Highly favourable attitude	24	17.14

Mean=33.13

SD=6.87

In general, majority of the banana growers of strategic involvement of public and private sectors (82.85 per cent) had favorable to less favorable attitude towards strategic involvement of public and private sectors. This infers that the advantages of strategic involvement of public and private sectors were not perceived in depth by the banana growers therefore, the rigorous efforts are to be needed to identify the misconceptions or difficulties about strategic involvement of public and private sectors from the Project Director, ATMA Bharuch and Narmada to make it more sustainable manner. The finding is in concurrence with findings reported by Shinde (2013), Kaur *et al.* (2014 and) Gardhariya (2013),

CONCLUSION

It can be conclude that majority of the banana growers of strategic involvement of public and private sectors belonged to middle to young age groups with secondary level of education, had farming as their major occupations, had moderate level of farming experience with membership in one organization, had small size of family. Further, they belonged to high annual income category, had medium yield, medium level of extension contact, had medium risk orientation, management orientation, medium level of scientific orientation, had moderate level of cohesiveness and innovativeness. Majority of the banana growers of strategic involvement of public and private sectors had enough level of knowledge and attitude towards strategic involvement of public and private sectors were observed to be favourable.

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