

## Management Efficiency of Small Scale Horticultural Nursery Growers of South Gujarat

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### ABSTRACT

Management play vital role for skill based work like horticultural nursery. Looking to the management factor performance, the present investigation was carried out in the Navsari and Valsad districts of south Gujarat. Vandsa taluka and Valsad taluka were selected purposively from Navsari and Valsad district, respectively. Doldha and Kamboya villages from Vandsa taluka while Bhomapardi and Ronvel villages from Valsad taluka were purposively selected for the study. A random sampling technique was followed for selection of respondents from selected village. Thereafter, 25 farmers from each village were selected randomly. Thus, total 100 small scale horticultural nursery growers were selected as respondents from four selected villages. From these selected respondents, majority (77.00 per cent) of the small scale horticultural nursery growers had medium level of management efficiency, followed by 18.00 and 5.00 per cent of the respondents had high and low level of management efficiency regarding improved small scale horticultural nursery cultivation practices, respectively.

**Keywords:** Management efficiency, Small scale horticultural nursery growers

### INTRODUCTION

Management is an important factor to utilize these available resources and accumulate capital in effective manner in horticultural sector. Gradual but steady development of farming community required the development by means of management. Today, we find management is playing an immense role at every place. In future the growth of different sectors including agriculture depends upon the efficiency of management. That is why; we find that the pace of management development is faster than the other factors.

### OBJECTIVE

To study the management efficiency of small scale horticultural nursery growers

### METHODOLOGY

The present study was conducted in South Gujarat region. Out of seven districts of South Gujarat, Navsari and Valsad districts were purposively selected for the study because these two districts are the leading horticulture nursery crops growing districts of South Gujarat. Vandsa taluka and Valsad taluka were selected purposively from Navsari and

Valsad district, respectively because in these talukas, villages farmers were engaged in small scale horticultural nursery business. Doldha and Kamboya villages from Vandsa taluka while Bhomapardi and Ronvel villages from Valsad taluka were purposively selected for the study because in these villages of Vandsa and Valsad taluka most of the farmers doing small scale horticultural nursery business. A random sampling technique was followed for selection of respondents from selected village. Thereafter, 25 farmers from each village were selected randomly. Thus, total 100 small scale horticultural nursery growers were selected as respondents from four selected villages. An Ex-post-facto research design was used for the study. In light of the objective, the interview schedules were prepared and respondents were interviewed at their home and field. The collected data were analyzed by using percentage, mean and standard deviation.

### RESULTS AND DISCUSSION

Management efficiency is the degree to which horticultural nursery growers acquires and adopts effectiveness of different factors in horticultural nursery cultivation to reach higher level of performance. In this study it was measured with the help of scale developed by

Patel (2005) with due modifications. The data regarding management efficiency of small scale horticultural nursery growers are given in Table 1.

**Table 1 : Distribution of respondents according to their level of management efficiency in small scale horticultural nursery cultivation**

n=100

Sr. No.	Level of management efficiency	Number	Per cent
1	Low level of management efficiency	5	5.00
2	Medium level of management efficiency	77	77.00
3	High level of management efficiency	18	18.00

Mean=62.90

S.D. 10.23

The data in Table 1 revealed that majority (77.00 per cent) of the small scale horticultural nursery growers had medium level of management efficiency, followed by 18.00 and 5.00 per cent of the respondents had high and low level of management efficiency regarding improved small scale horticultural nursery cultivation practices, respectively. The result presented here is in conformity with the previous results of Sonawane (2010) and Patel *et al.* (2012).

## CONCLUSION

Majority (77.00 per cent) of the small scale horticultural nursery growers had medium level of management efficiency, followed by 18.00 and 5.00 per cent of the respondents had high and low level of management efficiency regarding improved small scale horticultural nursery cultivation practices, respectively. Thus, in general, it was found that majority (95.00 per cent) of the small scale horticultural nursery growers had medium to high level of management efficiency.

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