

MANAGEMENT EFFICIENCY OF BANANA GROWERS AND ITS DETERMINANTS IN NAVSARI DISTRICT OF SOUTH GUJARAT

M. V. Chaudhary¹ and P. B. Khodifad²

1 Post Graduate student (Extension Education), NAU, Navsari - 396450

2 Assistant professor, Department of Ext.Edu., NMCA, NAU, Navsari - 396450

Email: chaudharymukesh112@gmail.com

ABSTRACT

Banana is an important fruit crop in India. It occupies ranks first in production and second in area among the fruit crops grown in India with a production of 26.22 million tonnes of Banana from an area of 0.71 million ha. As compare to other banana growing counties, India has higher productivity. This can be achieved by adoption of production technologies developed through research and efficient management of enterprise. Among other factors of banana production, management factor is very important. The recent advances in banana production technology have demonstrated that scientific management has great potential for increasing the banana production. Therefore, raising management efficiency is of paramount importance for banana producer. Therefore, The present study was undertaken in Navsari district of Gujarat state during the year 2016. A sample of 60 banana growers was drawn using the multistage sampling method. At the first stage two talukas and three villages from each talukas, having highest area under banana crop were selected in the second stage. Finally, ten banana growers from each selected village were chosen randomly. The study was carried out following ex-post-facto research design. Management efficiency of banana growers was measured by using the scale developed by Patel (2005). The result indicated that majority (66.67 per cent) of banana growers had medium level of management efficiency. In case of different components of management efficiency majority banana growers had high ability in planning (70.00 per cent), timely adoption (65.00 per cent) and high ability to co-ordinate activities (76.67 per cent) and had medium ability in rational marketing (68.33 per cent), ability to mobilize resources (73.33 per cent), efficient use of resources (68.33 per cent) and competence in evaluation (70.00 per cent). Management efficiency is a human domain and varies with the individuals. In present study some traits of banana growers were studied in relation to its some selected traits. Banana growers profiles viz., size of land holding, annual income, extension contact, social participation, mass media exposure were positive and highly significantly correlated with management efficiency of banana grower's. Rest of independents variable were positively and non-significantly correlated with the management efficiency of banana grower's viz. age, education and farming experience.

Keywords: *management efficiency, determinants, banana growers, significant*

INTRODUCTION

In India, farming is the most important occupation of more than 65% of the population contributing only 13.7% to the GDP; providing employment to 50% of the population who are in distress substantially due to ill effects of weather/ climatic factors (Vinaya et al, 2017). India is the largest producer of fruits in the world after China. Its share in the world output of fruits is about 11 per cent. India ranks first in the production of mango, banana, sappota and acid limes in the world. The five fruits namely mango, banana, citrus, guava and apple account for 75 per cent of the total fruit production in the country.

Banana is an important fruit crop in India. It occupies ranks first in production and second in area among the fruit crops grown in India with a production of 26.22

million tonnes of Banana from an area of 0.71 million ha with an average productivity of 37.0 tonnes/ha. As compare to other banana growing counties, India has higher productivity. However, India rests behind Indonesia (56.83 tonnes/ha) and Guatemala (41.52 tonnes/ha) (Patel 2015) It clearly indicates that there is scope to increase productivity. This can be achieved by adoption of production technologies developed through research and efficient management of enterprise. Among other factors of banana production, management factor is very important. The recent advances in banana production technology have demonstrated that scientific management has great potential for increasing the banana production. Therefore, raising management efficiency is of paramount importance for banana producer. This will open up new vistas and make possible for banana growers to achieve substantial gain in income. Raising the management

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efficiency is the fundamental problem. This problem needs to be carefully tackled for long run solution of under developed banana growers.

OBJECTIVES

- (a) To know the management efficiency of banana growers
- (b) To know the relationship between profile and management efficiency of banana growers

METHODOLOGY

Navsari district was the area of the present study. All banana growers irrespective of area under crops grown were the population of the study. For selection of sample of study multistage sampling techniques was employed. The Navsari district has six talukas among them two taluka viz. Chikhli and Navsari, had been selected randomly for the present study. From each taluka five villages and from each selected village 06 respondents had been selected randomly for sample. Thus, the size of sample was 60 banana growers.

Ex-post-facto research design was used for the present investigation. Robinson (1976) defined as, an ex-post-facto design is a systematic empirical inquiry in which the independent variables have not been directly managed because they have already occurred or because they are inherently not manageable. Further, he stated that ex-post-facto studies based on deduce theories, identifies behavioural phenomenon to explore condition under which a phenomenon occurs.

RESULTS AND DISCUSSION

Management Efficiency of Banana Growers

Analysed data presented in from table 13 clearly

Table-2: Component wise management efficiency of banana Growers

n=60

Sr. No.	Level of management efficiency	Number	Per cent
1	Ability in planning	42	70.00
2	Timely adoption	39	65.00
3	Ability to co-ordinate activities	46	76.67
4	Rational marketing	41	68.33
5	Mobilize resources	44	73.33
6	Efficient use of resources	41	68.33
7	Competence in evaluation	42	70.00

Determinants of management efficiency of banana growers

Relationship Between Profile And management efficiency of banana Growers The association between the

indicated that majority (66.67 per cent) of the respondents had medium level of management efficiency, followed by 18.33 and 15.00 per cent of the respondents had low and high level of management efficiency regarding improved banana cultivation practices, respectively.

Table-1: Distribution of respondents according to their level of management efficiency in banana cultivation

n=60

Sr. No.	Level of management efficiency	Number	Percent
1	Low	11	18.33
2	Medium	40	66.67
3	High	09	15.00

Thus, in general, it was found that a great majority (81.00 per cent) of the respondents had medium management efficiency. The medium level of knowledge, marketing intelligence, ability to coordinate activities, ability to mobilize resources and timely adoption of recommended practices might be the reasons to have medium level of management efficiency of banana growers. These findings were also in concurrence with the findings of Patel (2015).

In case of different components of management efficiency majority banana growers had high ability in planning (70.00 per cent), timely adoption (65.00 per cent) and high ability to co-ordinate activities (76.67 per cent) and had medium ability in rational marketing (68.33 per cent), ability to mobilize resources (73.33 per cent), efficient use of resources (68.33 per cent) and competence in evaluation (70.00 per cent). Tabular form of these findings is presented in table 2.

profile of banana crop growers and their management about package of practices of banana crops were worked out with the help of Karl pearson’s coefficient of correlation. the findings were presented in table 3.

Table 3: Relationship between Profile and management Efficiency of banana Growers

Sr. No.	Independent Variables	Correlation-Coefficient ('r' value)
X ₁	Age	-0.057NS
X ₂	Education	0.154NS
X ₃	Farming experience	0.132NS
X ₄	Size of land holding	0.196*
X ₅	Annual income	0.550**
X ₆	Extension contact	0.510**
X ₇	Social participation	0.243*
X ₈	Mass media exposure	0.201*

NS= non-significant, * = significant at 0.05 level, **=significant at 0.01 level

It was observed that out of eight independent variables, five variables were positive and highly significantly correlated with management efficiency of banana grower's viz., Size of land holding, Annual income, Extension contact, Social participation, Mass media exposure. Rest of independents variable were positively and non-significantly correlated with the management efficiency of banana grower's viz. Age, education and farming experience.

CONCLUSION

It can be concluded that Majority (66.67 per cent) of banana growers had medium level of management efficiency regarding improved banana cultivation practices. The medium level of knowledge about improved banana 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 percent) of the banana growers. Size of land holding, Annual income, Extension contact, Social participation, Mass media exposure. Rest of independents variable were positively and non-significantly correlated with the management efficiency of banana grower's viz. Age, education and farming experience.

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