

EFFECT OF MANAGEMENT EFFICIENCY ON ECONOMIC PERFORMANCE OF MILK PRODUCES

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INTRODUCTION

In our country dairying plays crucial role as far as economy is concerned. There are number of factors affecting the milk production as well as dairy development. Management is one of the important factors which help the milk producer to take advantage of natural resources and accumulate capital. The efficient use of production resources depends to a greater extent on how milk producers acquire and adopt new innovations in the sector of animal husbandry in effective manner to reach higher levels of economic performance. Therefore, the present study was undertaken to study the relationship between management efficiency and economic performance.

METHODOLOGY

The present study was conducted in each of five tribal and non-tribal talukas of Panchmahal district of Gujarat State. From each taluka, two village i.e. control and dairy village were selected randomly. Fifteen milk producers of each villages form 20 selected villages constituted a total sample size of 300 respondents, selected at random. A scale was developed to measure the management efficiency of milk producers. The data were collected by personally interviewing the respondents with the help of specially constructed interview schedule. The ex-post-facto research design was followed. Economic performance index was

calculated by using the formula as used by Shankariah and Crouch (1977). Correlation coefficients were computed to find out the relationship between management efficiency and economic performance of milk producers (tribal, non-tribal and pooled).

RESULTS AND DISCUSSION

The data in Table 1 indicate that management efficiency of milk producers (tribal, non-tribal and pooled) was positively and significantly related with their economic performance.

This might be due to the fact that good manager is one who acquire knowledge relating to his job and profession, forecasts the activities to be performed and difficulties, weight the available alternatives in terms of their desirability and likelihood and choose the most appropriate one for achieving better result, link different function and activities for harmonious accomplishment of desired activity, use the available resources effectively and judiciously at an appropriate stage, market the produce for remunerative price and identify the imperfections and correct them aptly. All these aspects aim at getting higher output for lesser expenditure leading to profit maximization. These facts are valid as a manager for an efficient milk producer whether he is tribal or non-tribal. Thus, the management efficiency must have exhibited relationship with economic performance.

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Table: 1 Correlation between management efficiency and economic performance of milk producers

| Sr. No. | Category of Milk Producers | Correlation coefficient |
|---------|----------------------------|-------------------------|
| 1 | Tribal | 0.620 + |
| 2 | Non-tribal | 0.591+ |
| 3 | Pooled | 0.781 + |

+ Significant at 5% level.

CONCLUSION

Management efficiency of milk producers (tribal, non-tribal and pooled) was positively and significantly related with their economic performance. For better economic performance of milk producers, various

components of management efficiency viz., knowledge of improved animal husbandry practices; attitude towards improved dairy farming; planning ability; ability to make rational decisions, to mobilize resources and to co-ordinate activities; efficient use of resources; ability in rational marketing; competence in evolutions and timely adoption should be given due consideration.

REFERNCE

Shankariah, C. and Crouch, B.R. (1977) , "Patterns of Adaptation and Factors associated with Economic Success in the Wool Industry" Department of Agriculture, Unviersity of Queensland, Brishane, Australia.