

KNOWLEDGE AND ATTITUDE OF BANANA GROWERS REGARDING STRATEGIC INVOLVEMENT OF PUBLIC AND PRIVATE SECTORS IN BANANA CROP CULTIVATION IN SOUTH GUJARAT

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ABSTRACT

The study was conducted in South Gujarat region in the State of Gujarat. In existing situation the private sectors are found very important in marketing and Post Harvest Technologies of agricultural products. Particularly, in horticulture sectors the public-private partnership is highly prevalent. 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 monetary significance and the higher net revenue from this crop the area under banana cultivation in both of the districts is in increasing tendency. Looking to the magnitude of banana crop in State and National economy and to assist the banana grower of south Gujarat region the study on public private attachment in banana crop production is a inevitability of the instance. 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 growers, knowledge, attitude, strategic involvement

INTRODUCTION

Creating opportunities and enabling environment for transforming the conditions that perpetuate poverty and deprivation is an important task that will be better attained in long term. Therefore, the linkages should move ahead of a slackly defined collaboration or contractual agreement between public-private sectors and surpassed to cover a whole range of organizational relationships with a sense of long term commitment to genuinely contribute to the processes in agricultural sector to accomplish the desired change. Over the last one and half decades, the globalized market forces and competition from local and international competitors have increasingly compelled the public and private systems to seek strategic cooperation and partnership to compliment their business along with social responsibilities. The PPP for Indian agricultural development, particularly in the post WTO scenario can no longer remain a developmental fad

and therefore, recognized a promising approach to achieve agricultural advances for Indian farmers.

In Gujarat, government started different projects like Sunshine project, Wadi project, Agriculture mechanization project, Mission Mangalam, watershed and Jeevika project, which are working on collaboration between public and private sector mode. These projects are more or less helping the farmers for their overall socio-economic development.

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. 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. 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 “Knowledge and Attitude of banana growers regarding Strategic involvement of public and private sectors in banana crop cultivation in south Gujarat “was undertaken.

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.
- (d) To study the association between profile of banana growers and their knowledge and attitude 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 and other related concern agencies have to make it more sustainable manner. The finding is in concurrence with findings reported by Shinde (2013), Kaur *et al.* (2014 and) Gardhariya (2013),

Association between selected characteristics of respondents and their level of knowledge about strategic involvement of public and private sectors

The association between the profile of the banana growers *viz.*, age, education, occupation, farming experience, size of family, land holding, annual income, yield, extension contact, social participation, economic orientation, risk orientation, scientific orientation, management orientation, cohesiveness and innovativeness with knowledge about strategic involvement of public and private sectors were worked out by using coefficient of correlation.

Table 3 : Association between personal profile and knowledge of banana growers about strategic involvement of public and private sectors.

n=140

Sr.	Characteristics	Coefficient of correlation (r)
X ₁	Age	-0.097 ^{NS}
X ₂	Education	0.246 ^{**}
X ₃	Occupation	-0.094 ^{NS}
X ₄	Farming experience	0.041 ^{NS}
X ₅	Size of family	0.272 ^{**}
X ₆	Social participation	0.304 ^{**}
X ₇	Land holding	0.242 ^{**}
X ₈	Annual income	0.247 ^{**}
X ₉	Yield	0.360 ^{**}
X ₁₀	Extension contact	0.332 ^{**}
X ₁₁	Economic motivation	0.238 ^{**}
X ₁₂	Risk orientation	0.317 ^{**}
X ₁₃	Scientific orientation	0.353 ^{**}
X ₁₄	Management orientation	0.359 ^{**}
X ₁₅	Cohesiveness	0.359 ^{**}
X ₁₆	Innovativeness	0.224 ^{**}

NS - Non-significant * Significant at 0.05 level

** Significant at 0.01 level

The data presented in table 3 revealed that education (0.246^{**}), size of family (0.272^{**}), Social participation (0.304^{**}), land holding (0.242^{**}), annual income (0.247^{**}), yield (0.360^{**}), extension contact (0.332^{**}), economic orientation (0.238^{**}), risk orientation (0.317^{**}) scientific orientation (0.353^{**}), management orientation (0.359^{**}), cohesiveness (0.359^{**}) and innovativeness (0.224^{**}) found positively and highly significantly associated with knowledge of banana growers about strategic involvement of public and private sectors.

The farming experience (0.041^{NS}) was non-significantly associated with knowledge of banana growers about strategic involvement of public and private sectors whereas, age (-0.097^{NS}) and occupation (-0.094^{NS}) found negatively non-significant and farming experience (0.041^{NS}) had non-significant association with knowledge of banana growers about strategic involvement of public and private sectors.

The education, size of family, land holding, annual income, yield, extension contact, social participation,

economic motivation, risk orientation, scientific orientation, management orientation, cohesiveness, innovativeness have strongly influence in increasing knowledge of banana growers about strategic involvement of public and private sectors whereas, age, occupation and farming experience had no influence in increasing the knowledge about strategic involvement of public and private sectors..This finding is in the conformity with the finding of Mistry *et al.* (2015). Dalvi *et al.* (2013).

Relationship between selected characteristics of respondents and their attitude towards strategic involvement of public and private sectors

The association between the personal profile of the banana growers *viz.*, age, education, occupation, farming experience, size of family, land holding, annual income, yield, extension contact, social participation, economic orientation, risk orientation, scientific orientation, management orientation, cohesiveness and innovativeness with attitude towards strategic involvement of public and private sectors were worked out by using coefficient of correlation. The findings are presented in table 4.

Table 4: Association between personal profile and attitude of banana growers towards strategic involvement of public and private sectors. n=140

Sr.	Characteristics	Coefficient of correlation (<i>r</i>)
X ₁	Age	-0.089 ^{NS}
X ₂	Education	0.256**
X ₃	Occupation	-0.025 ^{NS}
X ₄	Farming experience	0.048 ^{NS}
X ₅	Size of family	0.147 ^{NS}
X ₆	Social participation	0.192*
X ₇	Land holding	0.128 ^{NS}
X ₈	Annual income	0.339**
X ₉	Yield	0.313**
X ₁₀	Extension contact	0.187*
X ₁₁	Economic motivation	0.283**
X ₁₂	Risk orientation	0.284**
X ₁₃	Scientific orientation	0.213**
X ₁₄	Management orientation	0.283**
X ₁₅	Cohesiveness	0.334**
X ₁₆	Innovativeness	0.254**

NS- Non-significant * Significant at 0.05 level

** Significant at 0.01 level

The data presented in table 4 revealed that the education (0.256**), annual income (0.339**), yield (0.313**), economic motivation (0.283**), risk orientation (0.284**) scientific orientation (0.213**), management orientation (0.283**), cohesiveness (0.334**) and innovativeness (0.254**) found positively and highly significantly associated with attitude of banana growers strategic involvement of public and private sectors whereas, extension contact (0.187*) and social participation (0.192*) had positive and significant association with attitude of banana grower towards strategic involvement of public and private sectors.

The farming experience (0.048^{NS}), size of family (0.147^{NS}) and land holding (0.128^{NS}) had positive but non-significant association while, age (-0.089^{NS}) and occupation (-0.025^{NS}) were negatively non-significantly associated with attitude of banana growers towards strategic involvement of public and private sectors.

The education, annual income, yield, economic motivation, risk orientation, scientific orientation, management orientation, cohesiveness, innovativeness had strong influence in building up the attitude of banana growers towards strategic involvement of public and private sectors whereas, extension contact and social participation had somewhat influence in building up the attitude of banana growers towards strategic involvement of public and private sectors. This finding is in the conformity with the finding Darandale (2010), Preethi *et al.*, (2015) and Dhayal *et al.* (2015).

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. The education, size of family, land holding, annual income, yield, extension contact, social participation,

economic motivation, risk orientation, scientific orientation, management orientation, cohesiveness and innovativeness have strongly influence in increasing knowledge of banana growers about strategic involvement of public and private sectors whereas, age, occupation and farming experience had no influence in increasing the knowledge about strategic involvement of public and private sectors.. The education, annual income, yield, economic motivation, risk orientation, scientific orientation, management orientation, cohesiveness and innovativeness had strong influence in building up the attitude of banana growers towards strategic involvement of public and private sectors whereas, extension contact and social participation had somewhat influence in building up the attitude of banana growers towards strategic involvement of public and private sectors.

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