

Path co-efficient analysis of managerial ability of mango orchard growers

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Accepted : June, 2008
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ABSTRACT

The investigation was conducted to know the direct and indirect effect of independent variables on managerial ability of mango orchard growers. Education and adoption index were the most important variables affecting directly and positively on managerial ability. In respect to first substantial indirect effect through the variable education, the residual effect from the path was low in magnitude suggesting that the characteristics studied were sufficient to express their contribution towards managerial ability.

Key words : Managerial ability, Mango orchard growers,
Path analysis, Direct, indirect effect.

Management is the process essential to accomplish enterprise goal and objectives. In general, we say management as the process of working with and through individual and groups and other resources such as equipment capital and technology. Every enterprise is interested in increasing productivity. The agriculture, being and enterprise, is not an exception to this. The farmers as the manager of the agricultural enterprise are expected to bring about maximum profit with available resources. The progress, prosperity and success of agricultural enterprise mainly depend on the managerial role played by the farmers.

Managerial ability in present study has been defined as the degree or ability to which an individual acquires and adopts effective factors in an enterprise to reach higher level of performance. Belshaw (1974) rightly stated that today farming enterprise is becoming more complex and complicated and therefore, management is a key to face this problem. Mango is one of the ancient fruits of India. It undoubtedly deserves to be the national fruit. In area, production, nutritive value and popularity of apple, no other fruit can compete with it. Among all the fruit crops, mango is being cultivated commercially in a number of countries of the world, but nowhere does it achieve the same premier position as in the subcontinent of India where it is actually the king of all fruits. Orchard growing enterprise also requires the skill and knowledge pertaining to the latest technological know how in the context of management aspect. There are several factors affecting to the productivity of orchard crop. Therefore, it is worthwhile to study the related factors responsible for

the production of the mango orchard cultivation. The specific objectives of the study are as under:

- To measure the managerial ability of the mango growers about scientific cultivation of mango orchard.
- Path analysis of independent variables of mango orchard growers about scientific cultivation of mango orchard.

METHODOLOGY

The present study was conducted in Talala and Vanthali block of Junagadh district in Gujarat state, where there are proportionately more number of mango orchards and the study was confined to 'expost-facto' research design. The multistage purposive sampling technique was used for the selection of districts, talukas and villages and it was based on the highest area under mango cultivation. The total number of 200 respondents were selected from the list of 20 selected villages by proportionate random sampling methods. For the selection of independent variables, which were found most relevant were finally selected for the study. The tools and techniques used in the present study was interview schedule along with the suitable scales and indices for measurement of dependent and independent variables. For the data collection, pretested structured interview schedule was prepared after discussing with a group of expert and necessary modifications were made. To know the influence of the independent variables on dependent variable, both directly as well as through other variables present in the study, the path co-efficient was applied. Hence, all the independent variables were subjected to path analysis. Important variables in path analysis have been shown in Fig. 1.