

RELATIONAL ANALYSIS OF MANAGERIAL ABILITY OF MANGO ORCHARD GROWERS

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ABSTRACT

Managing is always concerted with productivity, which implies the effectiveness and efficiency of individuals. Agriculture is considered as an important enterprise in India. Thus, it is worthwhile to study the related factors responsible for the productivity of the commodities involved in agriculture and its allied field. Mango undoubtedly deserves to be national fruit of India. In area, production, nutritive value and popularity of apple, no other fruit can compete with it. There are several factors affecting to the productivity of orchard crops. Management is one of the important factors for fruit production for better achievement in the enterprise. The study was conducted in two block of Junagadh district in Gujarat state. The multistage purposive random sampling technique was used for the selection of district talukas and village and 200 respondents were selected by proportionate random sampling method. The tools and techniques used in the study was interview scheduled along with suitable scales and indices for measurement of dependent and independent variables. All the functions are involved in one or other way many management component viz ; planning, organizing, directing, controlling, human relation, leading, coordinating and decision making. Due weightage should be given to the characteristics of mango orchard growers viz; education, adoption index, annual income, farm mechanization index, mango yield index, experience as a mango growers, attitude towards modern agril, risk orientation, training received, mass media exposure to achieve higher managerial ability resulting in to effective management of scientific cultivation of mango orchard.

Key words: Managerial ability, Mango orchard, Management, Correlation, Multiple regression analysis, Stepwise regression.

Management is an essential process 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 an enterprise is not an exception to this. Farmers as 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 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) 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 is a national

fruit. In area, production, nutritive value and popularity no other fruit can compete with it. Mango is being cultivated commercially in number of countries of the world, but no where does it achieve the same premier position as in the subcontinent of India where it is the king of all fruit. 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. So, 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.

- a) To measure the managerial ability of the mango grower about scientific cultivation of mango orchard.
- b) To explore the relational analysis of selected variables of mango orchard growers.

MATERIALS AND METHODS

The present study was conducted in Talala and Vanthali block of Junagadh district in Gujarat state, where proportionately more number of mango orchard had cultivated and the study was confined to 'expost-facto'