A STUDY ON CHARACTERISTICS OF COTTON GROWERS AND THEIR MANAGEMENT EFFICIENCY

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ABSTRACT:

The present investigation was conducted in Raichur district of Karnataka state in the year 2019-20. Findings of this investigation reveal that independent variables viz. experience in cotton cultivation, social participation, extension contact, mass media exposure, cosmopolitans, scientific orientation, economic motivation, education, risk orientation and knowledge had positive and highly significant correlation with management efficiency of cotton growers.

Keywords: Characteristics, Cotton Growers, Management Efficiency

Introduction

Considering the major challenges in agriculture including the need for enhanced productivity, issues of sustainability and enhanced profitability; there is a need for greater thrust for technology dissemination without any transmission loss.

The recent advances in cotton production technology have demonstrated that scientific management has great potential for increasing the cotton production. Therefore, raising management efficiency is of paramount importance for cotton growers. This will open up new vistas and make possible for cotton growers to achieve substantial gains in income. Management efficiency of cotton growers can be affected by their various characteristics. In this context, an attempt has been made to carry out the present investigation.

METHODOLOGY :

Raichur district of Karnataka state was chosen for the study. Raichur, Devadurga, Sindanoor, Lingasugur and Manvi talukas of Raichur district were purposively selected, because these talukas have more cotton growing area as compared to other talukas. Twelve cotton growing villages were randomly selected from those four talukas. Total 120 cotton growers who had minimum 3 years of experience in cotton cultivation were selected randomly. The data were collected with the help of well-structured, pre-tested, Kannada version interview scheduled through personal contact and data were compiled, tabulated and analyzed to get proper answers for objectives of the study. To know the various characteristics of cotton growers, structured schedule was developed by taking base of scale developed by Pareek and Trivedi (1963) study, while the relationship between independent and dependent variables was determined with help of Karl Pearson's coefficient correlation. The statistical tools used were percentage, mean score and standard deviation.

Findings:

The action of individual cotton growers is governed by personal, social, economic, psychological and cultural factors involved in situation. Some farmers adopt new improved cotton cultivation practices more quickly than others because of the difference in personal characteristics. Hence, considering the importance of these characteristics, relationship between management efficiency of cotton growers with their characteristics was worked out and results obtained are presented in Table 1.

Table 1

Relationship between the characteristics of cotton growers and their management efficiency of cotton growers

Sl. No.	Independent Variables	'r' value
1	Age	-0.0335 (NS)
2	Education	0.5743 **
3	Experience in cotton cultivation	0.5421 **
4	Size of family	-0.0.3111 (NS)
5	Social participation	0.4800 **
6	Extension contact	0.5614 **
7	Mass media exposure	0.6547 **
8	Cosmopoliteness	0.3784 **
9	Economic motivation	0.3457 **
10	Scientific orientation	0.4815 **
11	Risk orientation	0.6541 **
12	Knowledge level	0.4567 **

NS = non significant at 0.05,

*=significant at 0.05

** = significant at 0.01 level

It is apparent from the data presented in the Table 2 that variables like social participation, extension contact, mass media exposure, cosmopoliteness, scientific orientation, economic motivation, experience in cotton cultivation, education, risk orientation and knowledge had positive and highly significant correlation with the management efficiency of cotton growers. It clearly indicates that with increase in social participation, extension contact, mass media exposure, cosmopoliteness, scientific orientation, economic motivation, experience in cotton cultivation, education, risk orientation and knowledge of the cotton growers, their management efficiency increased and vice versa. The variables like age and size of family showed negative and non-significant relationship with the management efficiency of cotton growers. It clearly indicates that age and size of family do not influence the management efficiency of cotton growers.

Conclusion:

It can be concluded from the above findings the independent variables studied viz. education, social participation, economic motivation, risk orientation, cosmopoliteness, scientific orientation, extension contact, experience in cotton cultivation, mass media exposure, and knowledge had showed positive and highly significant correlation with management efficiency of cotton growers, whereas age and size of family of the cotton growers had negative and non-significant correlation with management efficiency.

References:

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