International Journal of Chemical Studies

Management orientation of gerbera growers

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Abstract
The study was conducted in Osmanabad, Nanded and Latur district were selected purposively having maximum area under gerbera cultivation. A list of gerbera growers was obtain from state agriculture officer of each selected district 40 gerbera growers were selected randomly from that list. Thus total 120 respondents were the sample of the study with objective to measure management orientation of gerbera growers. The important findings of the study were that, 78.33 per cent of gerbera growers had high management orientation,. While, 58.34 per cent belonged to high planning orientation, 53.34 per cent of them had high production orientation, followed by 59.17 per cent had high market orientation.

Keywords: Management orientation, gerbera growers

1. Introduction
New technology in agriculture has widened the horizons of productivity contours of various crops. Now-a-days there is a shift towards commercialization of agriculture and farmers are giving importance to commercial crops rather than other food crops. Floriculture is one such commercial field, which yields more income to the farmers.

Gerbera is important commercial flower crop grown in Maharashtra. The area is increasing every year in view of high profit, good market and favorable agro climatic condition congenial for crop. Large numbers of farmers have switched over to cultivation of this flower crop. Inspire of all its advantages, cultivation has not spread over to all parts of Maharashtra. Hardly any research pertaining to these crops has been done and it was felt that the findings with respect to the level of Management orientation of gerbera cultivation would focus light on those areas where the cultivators were found to be lacking. This will also enable the Horticulture Department in planning appropriate strategies to rejuvenate gerbera cultivation. Keeping this in view, the present study was designed with the objective to study the management orientation of the gerbera growers.

2. Methodology
The study was conducted in Osmanabad, Nanded and Latur district of Marathwada region of Maharashtra state. Two talukas from each districts were selected purposively based on the maximum area under gerbera. Two villages from each talukas were selected purposively based on the maximum area under gerbera crop. Thus twelve villages from six talukas were selected for this study. From each of the selected village Ten gerbera growers were selected randomly on the basis of management orientation. Thus a total of 120 respondents were selected as sample for this study. The Ex-post facto research design was used in the present study. The respondents were personally interviewed and the data collected were processed and statistically analyzed by using statistical techniques like frequency, percentage.

3. Results
3.1 Distribution of gerbera growers according to their responses towards management practices in gerbera
The results regarding management orientation were distributed under three heads as planning orientation, production orientation and market orientation. In planning orientation, majority (88.33%) were agree to increase farm production by using farm plan and 65.84 per cent were agree to diversification of crop and not depend on only one crop. One should not concern with expert for crop planning which is negative statement and 81.67 per cent were disagree with this statement.

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In production orientation, determining fertilizers dose by soil testing saves money statement got highest (93.33%) response by respondents while 60.83 per cent were highest response in negative statement as one should use as much fertilizer as he wishes. The next aspect was market orientation. In this aspect, 97.50 per cent were agree to the statement, one should grow the crop which have more market demand and 95.00 per cent respondents had agree with the statement that gerbera growers can get good price by grading his produce. The detail results are explained in following table.

Table 1: Distribution of gerbera growers according to their response towards management practices in gerbera N=120

S. No.		Statements	Agree		Undecided		Disagree	
			Freq	%	Freq	%	Freq	%
1		**Planning orientation**						
	1	One should think of diversification of crops and not depend on only one crop (+)	79	65.84	28	23.33	13	10.83
	2	It is not necessary to make to prior decision about the variety of crops to be cultivated in the land (-)	25	20.83	12	10.00	83	69.17
	3	It is possible to increase the yield through farm production plan (+)	106	88.33	02	01.67	12	10.00
	4	It is not necessary to think ahead the cost involved in raising a crop (-)	32	26.67	21	17.50	67	55.83
	5	One need not consult an agricultural expert for the crop planning (-)	18	15.00	04	03.33	98	81.67
	6	It is not necessary to have training for crop production (-)	30	25.00	21	17.50	69	57.50
2		**Production Orientation**						
	1	Timely planting of a crop ensured a good yield (+)	108	90.00	04	03.33	08	06.67
	2	One should use as much fertilizers as he wishes (-)	45	37.50	02	01.67	73	60.83
	3	Determining fertilizers dose by soil testing saves money (+)	112	93.33	00	00.00	08	06.67
	4	Variety of crops should be grown as recommended by the specialists (+)	97	80.33	03	02.50	20	16.67
	5	For timely weed control one should use suitable herbicides (+)	109	90.83	07	05.84	04	03.33
	6	With low water rates one should use as much irrigation water as available (-)	37	30.83	12	10.00	71	59.17
3		**Market Orientation**						
	1	Market news is not use full to gerbera growers (-)	39	32.50	07	05.83	74	61.67
	2	Gerbera growers can get good price by grading his produce (+)	114	95.00	00	00.00	06	05.00
	3	Co-operatives can help the farmers to get better price for his produce (+)	99	82.50	01	00.83	20	16.67
	4	One should sell his produce to nearest market irrespective of price (-)	65	54.17	00	00.00	55	45.83
	5	One should purchase his inputs from the shop where his relatives purchase (-)	28	23.33	13	10.83	79	65.84
	6	One should grow the crops which have more market demand (+)	117	97.50	01	00.83	02	1.67

3.2 Overall planning orientation

Table 2: Distribution of the gerbera growers according to their planning orientation. N=120

S. No.	Category	Frequency	Per cent (%) (s(%))
1.	Low (Up to 9)	19	15.83
2.	Medium (between 9 to 11)	70	58.34
3.	High (above 11)	31	25.83
	Total	120	100

Table 2 revealed that, majority (58.34%) respondents belonged to medium planning orientation category followed by high (25.83%) planning orientation while (15.83%) of respondents belonged to low planning orientation.

3.3 Overall production orientation

Table 3: Distribution of the gerbera growers according to their production orientation N=120

S. No.	Category	Frequency	Per cent (%)) ((s(%)
1.	Low (Up to 9)	23	19.16
2.	Medium (between 9 to 11)	64	53.34
3.	High (above 11)	33	27.50
	Total	120	100

Table 3 revealed that, majority (53.34%) respondents belonged to medium production orientation category followed by high (27.50%) while (19.16%) of respondents belonged to low production orientation.

3.4 Overall market orientation
Table 4 revealed that, majority (59.17%) respondents belonged to medium market orientation category followed by high (23.33%) market orientation while (17.50%) of respondents belonged to low market orientation.

Table 4: Distribution of the gerbera growers according to their market orientation N=120

S. No.	Category	Frequency	Per cent
1.	Low (Up to 9)	21	17.50
2.	Medium (between 9 to 11)	71	59.17
3.	High (above 11)	28	23.33
	Total	120	100

3.5 Overall management orientation

Table 5: Distribution of the gerbera growers according to their management orientation N=120

S. No.	Category	Frequency	Per cent
1.	Low (Up to 29)	17	14.17
2.	Medium (between 29 to 33)	94	78.33
3.	High (above 33)	9	7.50
	Total	120	100

Table 5 revealed that, (78.33%) respondents belonged to medium management orientation category followed by low (14.17%) management orientation while (7.50%) of respondents belonged to high management orientation.

4. Conclusions
1. The important findings of the study were that, 78.33 per cent of gerbera growers had high management orientation.
2. More than half of the respondents belonged to high planning orientation, high production orientation, and high market orientation.

5. References

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