

AGRI-BUSINESS MANAGEMENT BEHAVIOR OF THE ONION GROWERS OF REWA DISTRICT (M.P.)

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Abstract: The present study was an attempt to assess the agri-business management behavior of the onion growers. The study was carried out in Rewa block of Rewa District of M.P. with a sample of 120 onion growers. An interview schedule was designed for collecting the relevant information on selected variables. The data were collected personally with the help of this pre-tested interview schedule. It was found that the respondents were managing the agri-business components such as information seeking management, information evaluation management, information preservation management, input management and technology management in a good manner while they could not manage the components i.e. financial management, storage management, labour management, planning and marketing management to the desired extent. It was also observed that the attributes education, occupation, land holding, annual income, farm assets, farming experience, marketing facilities, training received, mass media use, scientific orientation, economic motivation, risk orientation and decision making were determinants of agribusiness management behaviour of onion growers.

Keywords: Agribusiness management behavior, Onion growers, Determinants

INTRODUCTION

The importance of agri-business in nation's development is being increasingly recognized and financing for agri-business enterprise has grown considerably in recent years. Policy makers have rediscovered that creating a strong agri-business sector is prerequisite to achieve viable industrialization. In developing countries, both agricultural and on-farm/off-farm components become increasingly significant and preserve the overall economic contribution of agri-business. Agri-business management is a purposeful activity indulged in initiating, promoting and maintaining economic activities regarding farming and allied sector for the production and distribution of wealth. Agribusiness management may be defined as the sum total of all operations.

Agribusiness management may be defined as the sum total of all operations performed by a farmer/agri-entrepreneur in the manufacture and distribution of farm supplies, production operations involved in the farm, storage, processing and distribution of farm commodities and items

Onion being an important vegetable crop is produced in the states of Maharashtra, Karnataka, Andhra Pradesh, Gujarat, Orissa, Tamil Nadu and Madhya Pradesh. In context with Rewa district of M.P. Onion being a major vegetable crop of region is grown both Kharif & Rabi Season with an area of 6863 ha. and 206.42q/ha. productivity.

In spite of lot of efforts have been taken by extension agencies and scientists to materialize the potential of onion the profitability of onion was stagnate over a period of time due to traditional way of cultivation, dominance of old varieties, lack of supporting facilities like storage and wide fluctuation in market

price of onion which reduce economic gain of the farmer from onion cultivations. Thus, there is huge scope to boost-up the economic gain of the farmers through equipping them with business management skill of onion crop. In the light of these above facts, the present study was undertaken with the following objectives.

1. To analyze the agri-business management behavior of onion growers.
2. To find out the association between personal, socio – economic, communicational and psychological characteristics of onion growers and their agri-business management behavior

METHOD AND MATERIAL

The study was conducted purposively in Rewa district (M.P.). Rewa district of M.P. was selected for the study because it has highest production and productivity in M.P. Rewa block of Rewa district was selected purposively on the basis of higher productivity i.e. 251.5 q/ ha. among all the blocks. A list of villages where onion is grown as commercial crop was prepared. Five villages on the basis of higher area under onion crop were selected purposively. The villages were Khajuha, Rithi, Kanoja, Mahsanw, Rakaria. The onion growers from these five villages were selected through proportionate random sampling method to make a sample of 120 onion growers. Hence, finally the sample was consisted of 120 respondents. An interview schedule was designed for collecting the relevant information on selected variables.

In the present study agri-business management refers to purposeful activity indulged in initiating, promoting and maintaining economic activities regarding agriculture production for the production

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and distribution of wealth. The individual as an agri-business manager is a critical factor in economic development and an integral part of socio economic transformation. Therefore, the basic concept of agri-business management in the present study refers to activities performed by the farmers for making onion cultivation a business venture. A scale was prepared to assess the agribusiness management behaviour of the onion growers. In this scale ten components of agribusiness management viz. planning, information seeking management, information evaluation management, information preservation management, labour management, input management, technology management, storage management, marketing management & financial management were included. The scale consisted of 50 sub items under all components. The responses of each respondent were recorded against each item in three points as completely, partially and not at all with the score 2, 1 and 0 respectively. Total score of each component was worked out by adding the scores against each item. Similarly total score of each respondent was also determined by adding the scores obtained by the respondent against each item.

The data were collected personally with the help of this pre-tested interview schedule. The researcher personally contacted the respondents. They were assured that the information given by them would be kept confidential and it would only be used for the academic purposes. Data collected were qualitative as well as quantitative. The quantitative data were interpreted in terms of percentage and qualitative data were tabulated on the basis of approved categorization method. The following statistical techniques were used in the study. Co-relation coefficients ('r' values) have also been worked out to assess the relationship between socio personal attributes and agri-business management behavior of the respondents

RESULT AND DISCUSSION

A. Agri-business management behavior of onion growers in relation various components.

(i) The mean score of selected components of agri-business management behaviour regarding onion cultivation

Table 1. The mean score of various components of agri-business management behaviour

S. No	Components	Extent of management			Total score	Mean score	Rank
		Completely	Partial	Not of all			
1	Planning						
a.	Time scheduling of operational work	32	62	26	126	1.05	III
b.	Plan and analysis of cost & return	25	65	30	115	0.96	IV
c.	Planning of water management	22	68	30	112	0.93	V
d.	Arrangement of field/nursery.	34	60	26	128	1.06	II
e.	Preparation of contingent plan	39	61	20	139	1.16	I
Overall mean score		1.03					
2	Information seeking management						
a.	Individual contact	98	14	8	210	1.75	II
b.	Group contact	100	16	4	216	1.80	I
c.	Mass media contact	95	18	7	208	1.73	III
Overall mean score		1.76					
3	Information evaluation management						
a.	Discussion with family member	72	16	32	160	1.33	IV
b.	Discussion with friend and neighbors	76	18	26	170	1.41	III
c.	Discussion with progressive onion growers	82	21	17	185	1.54	II
d.	Discussion with officers of line departments	86	22	12	194	1.61	I
Overall mean score		1.47					
4	Information preservation management						
a.	Self memory	65	50	5	180	1.50	I
b.	Note taking	61	56	3	178	1.48	II
c.	Collection of farm literatures	58	50	12	166	1.38	III
d.	News paper cutting	55	52	13	162	1.35	IV
e.	Use of computer storage devices	48	60	12	156	1.30	V
Overall mean score		1.40					
5.	Labour management						
a.	Utilization of family labour	28	68	24	124	1.03	II
b.	Labour management as per operational work	32	62	26	126	1.05	I
c.	Evaluation of labour	29	61	30	119	0.99	III
d.	Engagement of labour on the basis of their work efficiency	22	55	43	99	0.82	IV
Overall mean score		0.97					
6.	Input management						
a.	Arrangement of seed	59	49	12	167	1.39	I
b.	Arrangement of organic manures	42	60	18	144	1.20	V
c.	Arrangement of fungicides	48	55	17	151	1.25	IV

d.	Arrangement of insecticides	55	55	10	165	1.37	II
e.	Arrangement of herbicides	52	56	12	160	1.33	III
Overall mean score		1.31					
7.	Technology management						
a.	Nursery management	48	55	17	151	1.26	I
b.	Improved varieties	38	62	20	138	1.15	VII
c.	Sowing method	42	56	22	140	1.16	VI
d.	Application of bio fertilizers	46	57	17	149	1.24	II
e.	INM	39	65	16	143	1.20	IV
f.	Weed management	38	70	12	146	1.22	III
g.	Plant protection	36	70	14	142	1.18	V
Overall mean score		1.20					
8.	Storage management						
a.	Storage at home	55	25	40	135	1.12	I
b.	Storage in warehouse	22	56	42	100	0.83	III
c.	Bamboo made storage	40	30	50	110	0.91	II
Overall mean score		0.95					
9	Marketing management						
a.	Trends of Mandi selling rate	38	58	24	134	1.12	II
b.	Sale at block & district level	40	60	20	140	1.17	I
c.	Selling out of state	30	65	35	125	1.04	III
d.	Selling by contract with traders	25	68	27	118	0.98	IV
Overall mean score		1.07					
10.	Financial management						
a.	Kisan Credit card	30	44	46	104	0.87	II
b.	Bank loan	20	40	60	80	0.67	III
c.	Own capital	68	10	42	146	1.20	I
Overall mean score		0.91					
Over all average mean score of all components		1.20					

Table 1 exhibits agribusiness management behaviour of the respondents in relation to selected components of agribusiness management. Table reveals that regarding the planning component mean score was highest in preparation of contingent plan (1.16) followed by arrangement field/nursery (1.06), time scheduling of operational work (1.06), plan and analysis of cost & returns (0.96) and planning of water management (0.93).

As regards information seeking management mean score was arranged in descending order as group contact (1.80) individual contacts (1.75) and mass media contact (1.73).

As far as information evaluation management was concerned the mean score was arranged in descending order as discussion with officers of line departments (1.61), discussion with progressive onion growers (1.54), friends and neighbors (1.41) and discussion with family members (1.33).

Regarding preservation management mean score as was arranged in descending order as self memory (1.50), note taking (1.48), collection of farm literatures (1.38), news paper cutting (1.35) and use of computer storage device (1.30).

In case of labour management mean score was highest for labour management as per operational work (1.05), followed by utilization of family labour (1.03), evaluation of labour (0.96) and engagement of labours (0.82).

In context with input management mean score was found to be highest in arrangement of seed (1.39), arrangement of insecticide (1.37), followed by arrangement of herbicide (1.33), arrangement of fungicide (1.25), arrangement of organic manures (1.20).

Among the sub components of technology management mean score was highest in nursery management (1.26) followed by application of bio fertilizers (1.24), weed management (1.22), INM (1.20), plant protection (1.18) sowing method (1.16) and improved varieties (1.15).

Regarding storage management mean score was highest for storage at home (1.12) followed by bamboo made storage (0.91) and storage in warehouse (0.83).

Out of marketing management components, it was observed that the mean score was highest in sale at block & district level (1.16), trends of mandi selling rate (1.12), selling out of state (1.04) and selling by contract with traders (0.98).

In case of financial management it was observed that mean score was highest regarding own capital (1.21) followed by Kisan Credit Card (0.86) and bank loan (0.66).

It was found that among all the components of agribusiness management behavior, highest mean score was observed regarding technology management followed by information seeking management (1.76), information evaluation management (1.47), Information preservation management (1.40), input management (1.31), technology management (1.20), marketing management (1.07), planning (1.00), labour management (0.96), storage management (0.95) and financial management (0.91). The overall average mean score of agribusiness management behaviour was 1.20.

Similar results were reported by Anitha et al. (2004) and Singh et al (2010).

(ii) Extent of agri-business management behavior regarding onion cultivation

Table 2. Distribution of the respondents according to their agri-business management behavior regarding onion cultivation

S. No.	Extent of agri-business management behavior	Number of respondents	Percentage
1.	Low	23	19.17
2.	Medium	53	44.17
3.	High	44	36.66
Total		120	100

The Table 4.19 indicates that higher percentage of the respondents i.e. 44.17 percent belonged to medium extent of agri-business management behavior category; while 36.66 percent high agri-business management behavior and remaining 19.17

percent exhibited low agri-business management behavior.

B. Relationship between personal socio-personal attributes of the respondents and their agri-business management behaviour regarding onion cultivation

Table 3. Relationship between personal socio-personal attributes of the respondents and their agri-business management behaviour regarding onion cultivation

S.No.	Attributes	Co-relation coefficient ('r' value)
1.	Age	-0.10
2.	Education	0.21*
3.	Size of family	0.12
4.	Occupation	0.23*
5.	Social participation	0.11
6.	Land holding	0.25*
7.	Annual income	0.27*
8.	Farm assets	0.24*
9.	Farming experience	0.23*
10.	Marketing facilities	0.23*
11.	Training received	0.22*
12.	Mass media exposure	0.26*
13.	Source of information	0.13
14.	Scientific orientation	0.26*
15.	Economic Motivation	0.27
16.	Risk Orientation	0.29*
17.	Decision making	0.28

Significant at 5% level

On the basis of 'r' value Table 3 revealed that the characteristics namely education, occupation, land holding, annual income, farm assets, farming experience, marketing facilities, training received, mass media use, scientific orientation, economic motivation, risk orientation and decision making exhibited significant relationship with agribusiness management behaviour at 0.05% level of significance. The result also depict that the characteristics such as age, size of family, social participation, source of information of the respondents did not establish significant relationship with their agribusiness management behaviour of onion growers.

The findings of Shashidhara et.al (2008), Seeralan et al (2009) and Jaisridhar et. al. (2012) were in line with the present findings

CONCLUSION

It may be concluded from the results of the study that the respondents were managing the agribusiness components such as information seeking management, information evaluation management, information preservation management, input management and technology management in a good manner while they could not manage the components i.e. financial management, storage management, labour management, planning and marketing management to the desired extent .It was also observed that the attributes education, occupation, land holding, annual income, farm assets, farming experience, marketing facilities, training received, mass media use, scientific

orientation, economic motivation, risk orientation and decision making were determinants of agribusiness management behaviour of onion growers.

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