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Socio Economic Profile of the Grape Growers in District Ganderbal, India

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A B S T R A C T

A study on Socio economic profile of the grape growers in district ganderbal was carried out during 2017-18. By proportionate allocation method, 120 respondents were selected from 6 villages of Lar block. The data was elicited through personal interview method. The findings of this study revealed that the majority of the respondents were found illiterate in middle age group with annual income of Rs 2 lakh and land holding up to 10 kanals (1 kanal = 1/20th hectare). Maximum numbers of respondents were having medium level of mass media exposure and majority of the respondents were having low level of extension contact.

Introduction

Grapes (*Vitis vinifera L.*), the queen of fruits is botanically a berry and belongs to genus vitis. Grapes can be eaten fresh as table grapes or they can be used for making jams, juices etc. Globally grape production contributes about 16.00 per cent of total fruit production. Grape is the third most widely cultivated fruit after citrus and banana (Bhat *et al.,* 2017).

Italy ranks first in production of grapes with an annual production of 83 lakh metric tons followed by France and United States with annual productions of 67 and 62 lakh metric tons respectively (Anonymous, 2018). India is the 13th largest producer of grapes accounting 2.24 per cent of the global production (Anonymous, 2015-16). In India, the area under grape is 1.36 lakh ha with an annual production of 26 lakh Mt (Anonymous2016-17).

In Jammu and Kashmir, the area under grape is 321 ha with a production of 648 Mt (Anonymous, 2016-17). Kashmir grapes lived up its reputation for being one of the choicest fruits. Kashmir valley is endowed with congenial agro- climatic conditions for a wide

range of temperate fruits. In Kashmir valley the productivity is highest in district Ganderbal which ranks first in area (188 ha) and production (358 Mt) under grapes (Anonymous 2015-16).

Materials and Methods

Ganderbal district of Jammu and Kashmir was selected purposively, as this district ranks first in area and production of grape crop. There are seven horticultural blocks in the district. Out of which one block i.e. Lar was selected purposively on the basis of maximum area under grapes.

The six villages were selected randomly from Lar block. A comprehensive list of grape growers from the selected villages was procured from the concerned Chief Horticultural Officer and a sample of number of grape growers was taken by proportionate allocation method of sampling (taking area as auxiliary information) from the selected villages. The sample for study constituted 120 respondents from the selected villages of the block.

Operationalization of socio economic variables and their measurement

Age

It refers to the chronological age of the respondents at the time of interview. It was measured by scale given by psych info. (2017).

S.No	Category	Criterion
1	Young Age	18-35 years
2	Middle Age	36-60 years
3	Old Age	Above 60 years

Education

It refers to the formal schooling years completed by the respondents. It was measured using socio-economic status (SES) rural scale, the procedure followed by vijay kumar (1997) with slight modification.

S.NO	Category	Score
1.	Illiterate	0
2.	Primary school	1
3.	Middle school	2
4.	High school	3
5.	Graduate	4
6.	Post Graduate	5

Land holding

It refers to the total number of kanals (1 kanal =1/20th of hectare) of land owned by the grape growers at the time of interview. Depending on the land holding, the respondents were categorized into following categories.

S.No	Land Holding
1.	Up to 10 kanals
2.	11-20 kanals
3.	21-30 kanals
4.	Above 30 kanals

Extension contact

It was operationalized as the degree to which a farmer had maintained contact and the frequency of contacts with extension personnel. The extent of contact was measured with a score of ‘2’ for ‘frequently’, ‘1’ for ‘occasionally’ and ‘0’ for ‘never’. The total score of each farmer was arrived by adding all the scores. The maximum and minimum scores were in the range of 0-8. The respondents were grouped into three categories based on mean and standard deviation. The mean and standard deviation is 2.06 and 2.14 respectively.

Category	Score range
Low extension contact	Below Mean - ½ S.D (2.06 - 2.14)
Medium extension contact	Between Mean ± ½ S.D (2.06 ±2.14)
High extension contact	Above Mean + ½ S.D (2.06 + 2.14)

Annual income

It refers to the annual income (rupees) of grape growers from all the resources. The mean and standard deviation is ₹ 2.17 lakh and ₹ 1.6 lakh respectively. The following categories were made:

Category	Criterion
Net income group I	Up to ₹ 2 lakh
Net income group II	₹ 2 lakh – ₹ 4 lakh
Net income group III	Above ₹ 4 lakh

Mass media exposure

It refers to the various mass media channels viz., newspaper, radio, television or any other means of media, grape growers are utilizing for getting information and the degree of contact with them. The statements were measured with four response categories viz., 'never', 'rarely', 'occasionally' and 'regularly'. The mean and standard deviation is 4.15 and 2.78 respectively.

Category	Score
Low	< Mean – S.D (4.15 - 2.78)
Medium	Between Mean ± S.D (4.15 ± 2.78)
High	> Mean + S.D (4.15 + 2.78)

Results and Discussion

Socio-personal characteristics of the respondents

Age, education, land holding, extension contact, annual income and mass media exposure were considered as socio-economic characteristics of the respondents.

Age

The data in Table 1 revealed that majority 71.00 per cent of the growers belonged to middle age, followed by old age (17.00%) and 12.00 per cent belonged to young age group.

This might be due to the fact that majority of the entrepreneurs might have started this enterprise at young age and attained the middle age till the time of the study as most of them had experience of 5-10 years. The findings are in line with the findings of Giridhara *et al.*, (2015), Jha and Pongener (2015) and and Kashyap (2015).

Education

It is clear from the Table 1 that majority of the growers (32.00%) were illiterate followed by 27.00 per cent of the growers educated up to high school, 26.00 per cent of growers were educated up to middle school and 7.00 per cent were post graduate.

While 5.00 per cent of the growers were graduate and 3.00 per cent of the growers had primary level of education. It could be inferred that lack of good educational facilities in the rural areas combined with unavoidable compulsion in the family to help their parents may be the reason for poor formal schooling among the growers. The findings are not in line with the findings of Kumar *et al.*, (2013), Kalimang'asi (2014) and Shirur *et al.*, (2017).

Annual income

It is clear from the Table 1 that majority 65.00 per cent of the growers were having low level of annual income (up to ₹ 2 lakh), 19.00 per cent of the growers were having middle level

of annual income (₹ 2 lakh- ₹ 4 lakh) and only 16.00 per cent of the growers had high level of annual income (above ₹ 4 lakh). The probable reason, which could be attributed to varied income categories of respondents, might be due to the annual returns from the agriculture and horticulture and the jobs they are engaged with. The findings are not in line with the findings of Lokhande (2010) and Pathade (2017).

Land holding

The data in Table 1 showed that, majority 63.00 per cent of the growers were having land holding (up to 10 kanals), 28.00 per cent of the growers were having operational land holdings (11-20 kanals), 7.00 per cent of the growers had land holding (21-30 kanals), whereas, only 2.00 per cent of the growers had land holding above 30 kanals.

This might be due to the splitting of family size resulting in fragmentation of the ancestral land. The findings are in line with the findings of Kumari (2010).

Table.1 Socio economic profile of selected grape growers (N=120)

S.No	Variable	Category	Respondents	
			Frequency	Percentage
1	Age	Young -18 to 35years	14	12.00
		Middle-36-60 years	85	71.00
		Old-above 60 years	21	17.00
2	Education	Illiterate	39	32.00
		Primary	4	3.00
		Middle	31	26.00
		High School	32	27.00
		Graduate	6	5.00
		Postgraduate	8	7.00
3	Annual income	Low income group I (up to ₹ 2 lakh)	78	65.00
		Medium income group II (₹ 2 lakh- ₹ 4 lakh)	23	19.00
		High income group III (above ₹ 4 lakh)	19	16.00
4	Land holding	Up to 10 kanal	75	63.00
		11-20 kanal	34	28.00
		21-30 kanal	9	7.00
		Above 30 kanal	2	2.00
5	Extension contact	Low (below mean - ½S.D)	48	40.00
		Medium (between mean ± ½ S.D)	40	33.00
		High (above mean + ½S.D)	32	27.00
6	Mass media exposure	Low(below mean -S.D)	22	18.00
		Medium(between mean ± S.D) High (above mean +S.D)	75	63.00
			23	19.00

Extension contact

The data presented in Table 1 revealed that majority 40.00 per cent of the growers had low level of extension contacts, 33.00 per cent of the growers were having medium level of

extension contact and 27.00 per cent of the respondents had high level of extension contacts. This could be attributed to their low interest in extension activities to gather recent information, their low education level and less contact with the extension workers. The findings are not in line with the findings of Jagannath (2009) and Peer (2012).

Mass media exposure

The perusal of data presented in Table 1 exhibits that majority 63.00 per cent of the growers were having medium level of mass media exposure followed by high and low levels of mass media exposure with 19.00 per cent and 18.00 per cent respectively. This might be due to the fact that medium exposure to various sources of information facilitated them to get detailed information, experience and conviction about grape cultivation. The findings are in line with the findings of Jadav (2005), Sowmya (2009) and Jamanal and Sadaqath (2017). The study revealed that majority of the growers were illiterate with middle age (36-60 years) having small land holding up to 10 kanals, annual income up to 2 lakh, low level of extension contact and medium mass media exposure. Thus, there is an urgent need to increase the socio economic profile of grape growers through proper mass media exposure, extension contact, exhibition, kisan-mela and training programs in different aspects.

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