

Original Research Article

Manegerial Ability of Sericulturists in Nagpur District

N. G. Patil*, R. P. Mandve and K. U. Deshmukh

Extension Education Section, College of Agriculture, Nagpur (M.S.), India

**Corresponding author*

ABSTRACT

The present study was conducted during 2012-13 in Nagpur district of Vidarbha region in Maharashtra State. The study was conducted in 12 villages from 12 tahasils of Nagpur district. The simple random sampling method was used to select 120 respondents. The data were collected with the help of pre-designed interview schedule by contacting the sericulturists personally to access the relationship between personal, socio-economic and psychological character with managerial ability of sericulturists. The result revealed that majority 60.00 per cent of respondents belonged to middle age group, 51.67 per cent of the respondents were educated up to junior college level, 75.83 per cent of the respondents had medium level of farming experience, 56.67 per cent of the respondents had small land holding, about 74.16 per cent of the respondents having high annual income, 80.00 per cent of the respondents had medium in area under mulberry, in case of material possession, 96.66 per cent of respondents possessed rearing house, 83.34 per cent had medium level of risk orientation, 65.83 per cent had occasional extension participation. Regarding to mass media participation, 86.66 per cent of respondents regularly reading news. The 70.00 per cent of the respondents had medium category of training received, 75.84 per cent had medium knowledge about sericultural management, over half of the respondents 49.16 per cent had medium access to market, and majority of the respondents 73.33 per cent had medium net profit. The variables education, experience, annual income, extension contact, extension participation, knowledge, net profit found the positive and significant level of probability at 0.01 with managerial ability. The variable training received found positive and significant at 0.05 level of probability with managerial ability. The variables age, land holding, risk orientation and mass media participation show non-significant relationship with managerial ability.

Keywords

Managerial ability,
sericulturists,
correlation
coefficient

Introduction

India ranks second in area and production with annual production of 16245MT. contributing 13.96 per cent of global silk production. India is the only country that produces all the commercially known silk varieties, such as mulberry, muga and tsar. Dating back to at least second century B.C. in its long history sericulture has passed through period of great prosperity as well as decline sericulture involves agriculture, art

and industry; silk-worm rearing is an art in the hands of rural people; reeling of the silk from the cocoons formed by the worms is an industry of different financial investments. The advantages in mulberry sericulture as compared to agricultural, horticultural and plantation crops are less initial investment for establishing mulberry gardening of silkworm throughout the year and offers own family employment opportunities round

the year. The present study was undertaken with the following specific objective

To study the personal socio-economic, psychological characters of Sericulturists.

To study the relationship between personal, socio-economic and psychological character with managerial ability of sericulturists.

Materials and Methods

The present study was carried out in Nagpur district of Vidharbha region of Maharashtra state. It is mainly divided into 2 agro climate zones. It comes under the category of tropical Dry-sum- humid climate; the annual temperature ranges from 25⁰ C - 27⁰ C. Nagpur district comprises 13 taluka's namely Nagpur, Bhiwapur, Umrer, Kuhi, Narkhed, Saoner, Ramtek, Parshivani, Kamthi, Mouda, and Hingna. The total geographical area of this district is 9860000 ha. Out of these areas 66.53 per cent is cultivable.

The average annual rainfall of the Nagpur district is 1147.50 mm. The major crops grown in this area are paddy, wheat, jawar, gram, tur, mung, udid, soybean, seasmum, sunflower, groundnut and vegetables in rabbi season.

The study was conducted in 12 villages Nagpur district. From each of the 12 villages a list of good sericulturist, engaged in mulberry cultivation and silkworm rearing with the help of district sericulture department officials and number of respondents selected from the villages; randomly, from 12 talukas to makeup total number of 120 sericulturist respondents. All the respondents were personally interviewed at their home and farms and data was collected. The collected data was analyzed with the help of suitable statistical methods.

Results and Discussion

Personal socio-economic, psychological characters of Sericulturists

It was found that majority of the respondents 60.00 per cent belonged to middle age group of 36 to 50 year, followed by 51.67 per cent were educated up to junior college level, while 75.83 per cent of sericulturists were having medium level of farming experience. Further it was observed that 56.67 per cent belonged to category of small (1.01 to 2.00ha) land holding, whereas 74.16 per cent were from high category of annual income, while 80.00 per cent of sericulturists were having medium level of area under mulberry. The data regarding the material possession indicated that 62.50 per cent of sericulturists were having 1-10 number of rearing trays whereas 94.10 per cent of sericulturists were having 1-10 number of rearing house, while 97.50 per cent of sericulturists were having above 30 numbers of mountages, whereas 92.50 per cent of sericulturists were having 1-10 number of leaf cutter. Also 90.00 per cent of sericulturists does not possesses chawaki rearing box, while 87.05 per cent of sericulturists were having 1-10 number of sprayers, whereas 85.00 per cent of sericulturists were having 1-10 number of dusters, while 96.60 per cent of sericulturists were having 1-10 number of plastic papers, Whereas 46.60 per cent of sericulturists were having 1-10 number of nylon net, while 83.33 per cent of sericulturists does not possesses thermometer whereas, 65.83 per cent of sericulturists does not possesses other material. The data regarding risk orientation indicated that 83.34 per cent of sericulturists were having medium level of risk orientation, followed by 80.83 per cent had medium level extension contact, whereas 65.83 per cent had medium level extension participation,

Table.1 Personal socio-economic, psychological characters of Sericulturists

Sr. No.	Characteristics	Frequency		Percentage					
1.	Age								
	1. Young age	30		25.00					
	2. Middle age	72		60.00					
	3. Old age	18		15.00					
2.	Education								
	1. Illiterate	00		00.00					
	2. Primary school	12		10.00					
	3. Middle school	18		15.00					
	4. High school	19		15.84					
	5. Junior college	62		51.67					
	6. Senior college	09		07.50					
3.	Farming experience								
	1. Low	16		13.34					
	2. Medium	91		75.83					
	3. High	13		10.84					
4.	Land holding								
	1. Marginal	08		06.67					
	2. Small	68		56.67					
	3. Semi-medium	30		25.00					
	4. Medium	14		11.67					
	5. Large	00		00.00					
5.	Annual income								
	Low	00		00.00					
	Low medium	01		00.84					
	Medium	09		07.56					
	Medium high	17		14.16					
	High	89		74.16					
	Above creamy layer	04		03.34					
6.	Area Under Mulberry								
	1. Small	13		10.83					
	2. Medium	96		80.00					
	3. Large	11		09.16					
7.	Material possession								
		1-10		11-29		Above 30		Not possessed	
		F	%	F	%	F	%	F	%
	1. Rearing tray	75	62.50	40	33.33	02	01.66	03	02.50
	2. Rearing stand	113	94.10	04	03.33	00	00	03	02.50
	3. Rearing house	116	96.66	00	00	00	00	04	03.33
	4. Mountages	00	00	00	00	117	97.50	03	02.50
	5. Leaf cutter	111	92.50	00	00	00	00	19	15.83
	6. Chawki rearing box	11	09.16	01	00.83	00	00	108	90.00
	7. Sprayers	105	87.05	00	00	00	00	15	12.50

	8. Dusters	102	85.00	00	00	00	00	18	15.00	
	9. Plastic paper	116	96.60	00	00	00	00	04	03.33	
	10. Nylon net	56	46.60	61	50.83	00	00	03	02.50	
	11. Thermometer	14	11.66	00	00	00	00	106	88.33	
	12. Other	41	34.16	00	00	00	00	79	65.83	
8.	Risk Orientation									
	1. Low		14					11.66		
	2. Medium		100					83.34		
	3. High		06					05.00		
9.	Extension contact									
	1. Low		12					10.00		
	2. Medium		97					80.83		
	3. High		11					09.17		
10.	Extension Participation									
	1. Regular		18					15.00		
	2. Occasional		79					65.83		
	3. Never		23					19.17		
11.	Mass Media Participation									
			Utilization Pattern							
			Regular		Occasional		Never			
			F	%	F	%	F	%		
	Radio									
	News	51	42.5	33	27.50	36	30.00			
	Kisanvani	48	40.00	17	14.16	55	45.83			
	Entertainment	61	50.83	27	22.50	33	27.50			
	Television									
	News	98	81.66	18	15.00	04	03.30			
	Amachi Mati Amachi Manas	77	64.16	29	24.16	14	11.66			
	Krishidarshan	42	35.00	22	18.33	56	46.66			
	7-12 Chya Baatmy	38	31.66	38	31.66	44	36.66			
	Entertainment	100	83.34	20	16.66	00	00			
	Advertisement	100	83.34	20	16.66	00	00			
	Newspaper									
	Agro-one	79	65.83	41	34.16	00	00			
	Sericulture information	23	19.16	31	25.83	66	55.00			
	News	104	86.66	13	10.83	03	02.05			
	Advertisement	73	60.83	32	26.66	15	12.5			
	Other	87	72.50	25	20.83	08	06.67			
	Agril.-magzines									
	Reshmikrishi	37	30.83	18	15.00	65	54.16			
	Baliraja	24	20.00	39	32.50	57	47.50			
	Other publications	16	13.34	35	29.16	69	57.50			
	Other									
	Leaflets	25	20.83	53	44.16	42	35.00			
12.	Training Received									

	1. No training	00	00.00
	2. Low	00	00.00
	3. Medium	84	70.00
	4. High	36	30.00
13.	Knowledge		
	1. Low	23	19.16
	2. Medium	91	75.84
	3. High	06	05.00
14.	Access To Market		
	1. Low	34	28.34
	2. Medium	59	49.16
	3. High	27	22.50
15.	Net Profit		
	1. Low	19	15.84
	2. Medium	88	73.33
	3. High	13	10.33

Table.2 Correlation coefficient of personal, socio-economic and psychological characteristics of sericulturists with their Managerial Ability

Sr. No.	Independent variable	Correlation coefficient (r)
1.	Age	0.1593
2.	Education	0.3822**
3.	Experience	0.4424**
4.	Land holding	0.1378
5.	Annual income	0.2679**
6.	Area under mulberry	0.1167
7.	Material possession	0.3461**
8.	Risk orientation	0.1363
9.	Extension contact	0.3123**
10	Extension participation	0.2862**
11	Mass media participation	0.1406
12.	Training received	0.1924*
14	Knowledge	0.6097**
15.	Access to market	0.3896*
16.	Net profit	0.3026**

*Significant at 0.05 level of probability

** Significant at 0.01 level of probability

As regard the listening news on radio 42.05 per cent of the respondents regularly listen the news on radio, while 45.83 per cent of the respondents never listening the programme 'Kisanvani' on radio, whereas 50.83 per cent of the respondents regularly listening the entertainment programme on

radio. Majority 60.00 per cent of the respondents occasionally listening the advertisement on radio, while 81.66 per cent of the respondents regularly watching the news on television, whereas 64.16 per cent of the respondents regularly watching the agricultural programme 'Amachi Mati

Amachi Manas' on television. Further 46.66 per cent of the respondents never watching the agricultural programme 'Krishidarshan' on television, while 36.66 per cent of the respondents never watching the programme '7-12 chya Baatmya' on television, whereas 83.34 per cent of the respondents regularly watching the entertainment programme on television. While 83.34 per cent of the respondents regularly watching advertisement on television, whereas 65.83 per cent of the respondents regularly reading the 'Agro-one' newspaper, while 55.00 per cent of the respondents never reading the sericulture information in newspaper. As regard the news in newspaper, majority 86.66 per cent of the respondents regularly reading the news in newspaper, while 60.83 per cent of the respondents regularly reading the advertisements in newspaper, whereas 72.50 per cent of the respondents regularly reading the other newspapers. While 54.16 per cent of the respondents never reading 'Reshmikrishi', the agricultural magazines. Whereas 47.50 per cent of the respondents never reading the 'Baliraja', the agricultural magazine. Also 57.50 per cent of the respondents never reading the other publications of agricultural magazines whereas 44.16 per cent of the respondents occasionally reading the leaflets. Majority of the respondents 70.00 per cent had medium level training received, followed by 75.84 per cent had medium level knowledge, whereas 49.16 per cent of sericulturists were having medium level of access to market and 73.33 per cent of sericulturists were having medium level of net profit.

Data in Table 2 revealed that among selected characteristics of respondent the variables *viz.*, education, experience, annual income, extension contact, extension participation, knowledge, net profit found the positive and significant level of probability at 0.01 with managerial ability.

The variable training received found positive and significant at 0.05 level of probability with managerial ability. The variables age, land holding, risk orientation and mass media participation show non-significant relationship with managerial ability. It is therefore null hypothesis for this variable has been accepted.

It is concluded that majority 60.00 per cent of respondents belonged to middle age group, 51.67 per cent of the respondents were educated up to junior college level, 75.83 per cent of the respondents had medium level of farming experience, 56.67 per cent of the respondents had small land holding, about 74.16 per cent of the respondents having high annual income, 80.00 per cent of the respondents had medium in area under mulberry, in case of material possession, 96.66 per cent of respondents possessed rearing house, 83.34 per cent had medium level of risk orientation, 65.83 per cent had occasional extension participation. Regarding to mass media participation, 86.66 per cent of respondents regularly reading news. The 70.00 per cent of the respondents had medium category of training received, 75.84 per cent had medium knowledge about sericultural management, over half of the respondents 49.16 per cent had medium access to market, and majority of the respondents 73.33 per cent had medium net profit. The variable training received found positive and significant at 0.05 level of probability with managerial ability. The variables age, land holding, risk orientation and mass media participation show non-significant relationship with managerial ability.

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