

Association between the adoption of crisis management practices and selected profile characteristics of cotton growers in Saurashtra region

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ABSTRACT

Cotton is widely grown in all the districts particularly in South Saurashtra Agro-Climatic Zone of Gujarat State. The objective of the study was to ascertain association between profiles of the cotton growers and their level of adoption of crisis management practices.

The study was carried out in Amreli and Bhavnagar District of South Saurashtra Agro-Climatic Zone during 2015-16. A random sample of 200 cotton growers was selected from Amreli and Bhavnagar District and the constraints faced by cotton growers in cotton cultivation were studied. Age and index of farm experience were negatively and significantly associated with the level of adoption of crisis management practices. The characteristics like education, social participation, irrigation index, yield level, management orientation, innovativeness, risk orientation and extension participation had positive and highly significant relationship with adoption level of respondents with respect to crisis management practices. There was a non-significant association of the adoption level of respondents with respect to crisis management practices with their size of land holding, irrigation index and cropping intensity.

Keywords: crisis management, adoption, Saurashtra agro-climatic zone, cotton growers,

INTRODUCTION

Bhavnagar and Amreli are the predominant cotton growing districts of South Saurashtra Agro-Climatic Zone of Gujarat State with 3044 ha. And 2356 ha with the average yield of 821 Kg/ha. and 643 Kg/ha, during 2007-08, respectively. The two districts are more concentrated with respect to area, production and average yield in South Saurashtra Agro-climatic Zone of Gujarat state.

Cotton crop gives high economic return to the farmers, while on the other hand, there are many risks involved in it. The cultivation of cotton also needs costly inputs in terms of seeds, fertilizers and pesticides. If proper care is not taken, it proves as monetary uncertain business. It is also sensitive crop to many disease and pest. It is known as risky crop considering natural hazards, as well as the everyday fluctuating of wholesale price index. Crisis management is the systematic attempt to avoid personal or organization crisis or to manage those crisis events that do occur. The practice of crisis management involves attempts to eliminate technological failure to avoid or to manage crisis situations. Crisis management consists of skills and techniques required to assess, understand and cope with any serious situations, especially from the moment it first occurs to the point that recovery producer start.

Systematic knowledge, planning and adoption of some of the important crises management practice can help farmers to find out suitable ways to survive during situations of crisis. Keeping in mind these realities the present study was carried out with two objective

- A) To study the socio-economic and psychological profiles of the cotton growers.
- B) To ascertain association between profiles of the cotton growers and their level of adoption of crisis management practices.

MATERIALS AND METHODS

This study was conducted by adopting an *ex post facto* research design. A multistage random sampling technique was used for the study. The study was carried out in MahuvaTaluka (Bhavnagar) and RajulaTaluka (Amreli) during 2015-16. A total of 200 cotton growers were selected from 10 villages. The respondents were grouped into three levels of knowledge *viz*; Low level , Medium level and High level of knowledge by using mean and standard deviation.

RESULTS AND DISCUSSION

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The study was carried out with a view to find out the association between the adoption of crisis management practices of the respondents (dependent variable) and their selected characteristics (independent variables). The co-efficient of correlations (r' values) were calculated. The zero order correlation (r' values) is given in table-1. From the table, it is evident that there was negative and significant association between adoption of crisis management practices of cotton growers and their age. It indicates that as age increased the adoption of crisis management decreased.

There was positive and highly significant association between the crisis management practices and their education. There is no association between the crisis management practices adopted by cotton growers and their size of land holding, social participation, irrigation index, yield level of cotton crop, management orientation, cropping intensity, index of farm experience, innovativeness, risk orientation, extension participation.

CONCLUSION

Cotton is one of the most important crops being cultivated in the study area. It may be concluded from the study that the characteristics like education, social participation, yield level, innovativeness, risk orientation, extension participation & knowledge had highly significant relationship with adoption level of cotton growers with respect to crisis management practices.

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Table-1: Association between adoption of crisis management practices and selected independent variables

N = 200

Sr. No.	Name of Independent variables		Correlation coefficient (r)
1.	X ₁	Age	-0.3153**
2.	X ₂	Education	0.6446**
3.	X ₃	Size of land holding	0.0500 ^{NS}
4.	X ₄	Social participation	0.6914**
5.	X ₅	Irrigation index	-0.0510 ^{NS}
6.	X ₆	Yield level	0.3571**
7.	X ₇	Management orientation	0.7950**
8.	X ₈	Cropping intensity	-0.0535 ^{NS}
9.	X ₉	Index of farm experience	-0.2086**
10.	X ₁₀	Innovativeness	0.6965**
11.	X ₁₁	Risk orientation	0.6803**
12.	X ₁₂	Extension participation	0.7106**
13.	X ₁₃	Knowledge	0.6354**

NS = Non-significant

****** = Significant at 0.01 level

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