Original Research Article

Sources of technical guidance utilized by orange growers for production and marketing of oranges

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ABSTRACT

The fast changing agricultural technology demands for more technical information to be transmitted to the orange growers. The technical guidance enhances orange growers ability to get more information about recent agricultural technology or innovation which is helpful to improve their working efficiency. The utilization of proper sources of technical guidance is helpful to enhance productivity and profit in orange cultivation. Hence this study was carried out in order to investigate the use of sources for technical guidance by the orange growers to obtain the information about production and marketing of oranges. The present investigation was carried out in Amravati and Nagpur district (Vidarbha region) of Maharashtra. A sample of 240 orange growers constituted for the research study. The present study revealed that nearly half (47.50 %) of the orange growers were having medium level utilization of sources of technical guidance. Majority of orange growers uses agriculture input dealer, progressive farmers, neighbours, friends, agriculture assistant and Television as a major source of technical guidance. The present study indicates the need to focus on these sources of technical guidance for rapid spread of required technical information regarding production and marketing of oranges.

Key word - Sources of technical guidance, Orange growers, Orange cultivation

INTRODUCTION

India is the largest producer of fruits in the world and is known as fruit basket of world. Citrus industry in India is the third larger fruit industry of the country after mango and banana. Orange (*Citrus reticulata*) is most common among citrus fruits grown in India and it occupies nearly 40% of the total area under citrus cultivation in India. Maharashtra is the one of the largest producer of orange in the country (Source-HAPIS, 2017). But inspite of high genetic potential in orange crop and availability of latest technology; the comparative analysis of yield of orange fruit shows that our orange production per hectare is very low as compared to developed countries. The low production of orange may be due to the non adoption or poor adoption of recommended technology of orange by the orange growers which may be due to lack of technical guidance about latest improved production technology. Source of technical guidance expose an orange growers to various fields and helps to seek knowledge and guidance about any particular topic. Therefore utilization of proper sources of technical guidance is helpful to improve working efficiencies of orange growers. In order to provide appropriate agricultural extension support services, it is necessary to assess the source of technical guidance utilized by the orange growers so as to prepare and deliver specific messages or technologies for efficient resource management.

MATERIALS AND METHOD

The exploratory design of social research was used in present investigation. The present study was carried out in Amravati and Nagpur districts which were selected purposively on the basis of higher area under orange cultivation in Vidarbha region of Maharashtra. On the basis of maximum area under orange cultivation, two taluka namely Morshi and Warud from Amravati district and Katol and Narkhed from Nagpur district were selected purposively Then 6 villages will be selected from each taluka having larger area under orange cultivation and 10 orange growers from each selected village will be selected by random sampling method. 120 orange growers from Amravati district and 120 orange growers from Nagpur district thus in total 240 orange growers will constitute the sample size for the present study**.** Operationally sources of technical guidance referred to the various sources used by the orange grower for seeking technical guidance regarding improved technology of orange. The sources of technical guidance available in the study area were considered for this research. Sources of technical guidance used by orange growers were measured on three point continuum i.e. regularly, occasionally, and never by assigning the score 2, 1 and 0 respectively. The categorization was made on the basis of equal interval method as low, medium and high. Data were collected by personally interviewing the respondents with help of pre-tested and structured interview schedule. The data collected were tabulated and the statistical tools namely frequency, percentage were employed for interpretation of the findings.

RESULTS AND DISCUSSION

The results pertaining to utilization of sources of technical guidance have been presented as under.

1. Utilization of Sources of technical guidance

Sources of technical guidance used by orange growers to obtain the information about orange production and marketing were measured and the categorization was made on the basis of equal interval method as low, medium and high and the results have been depicted in Table 1.

Table 1: Distribution of orange growers according to utilization of sources of technical guidance

Sl. No	Utilization of Sources of technical guidance	Respondents (n=240)	
		Frequency	Frequency
1	Low	108	45.00
2	Medium	114	47.50
3	High	18	07.50
	Total	240	100.00

Table 1 indicates that, nearly half (47.50 %) of the orange growers were having medium level utilization of sources of technical guidance followed by low (45.00 %) and high (07.50 %) level utilization of sources of technical guidance.

It is concluded from the above discussion that, the overall utilization of sources of technical guidance was medium to low types.

The above findings are in conformity with the findings of Sahare (2005), Karale (2006), Babar (2012) and Singh *et al.* (2019).

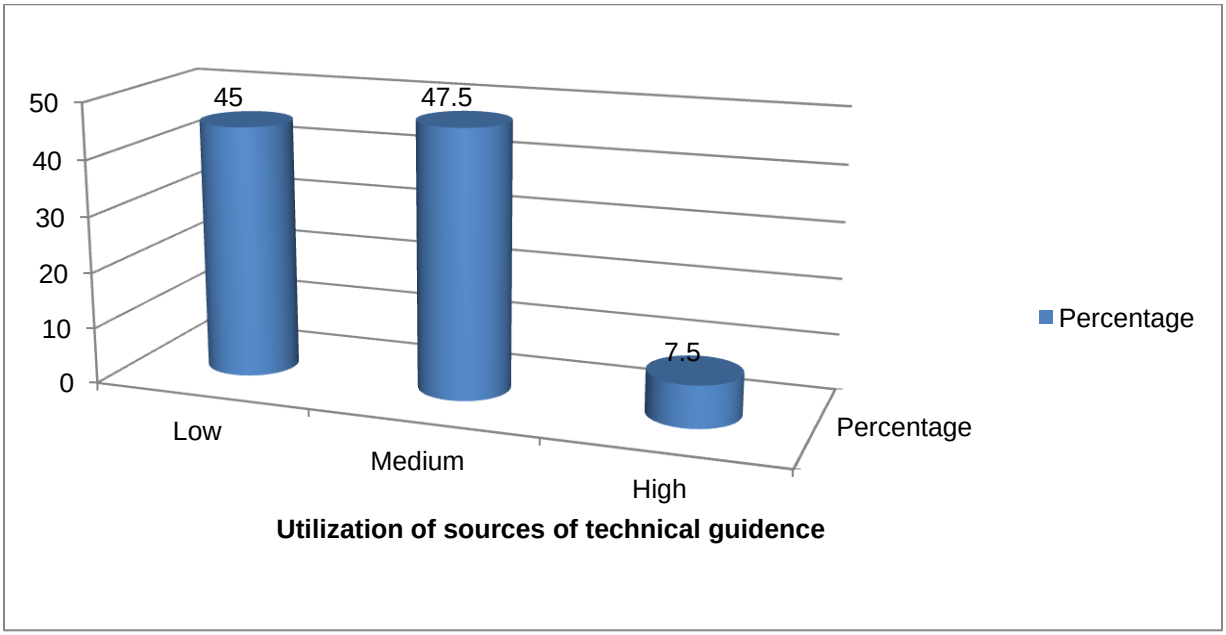

Fig.1: Distribution of orange growers according to utilization of sources of technical guidance

2. Extent of utilization of sources of technical guidance by orange growers

The sources of technical guidance of orange growers have been studied and the results were presented in Table 2.

Table 2: Distribution of the orange growers according to their extent of utilization of sources of technical guidance

Sl. No.	Source of technical guidance	Always		Sometimes		Never	
		No	%	No	%	No	%
(A)	**Informal sources**						
1	Neighbours	76	31.67	91	37.92	73	30.42
2	Friends	87	36.25	74	30.83	79	32.92
3	Relatives	23	9.58	66	27.50	151	62.92
4	Progressive farmers	85	35.42	100	41.67	55	22.92
5	Local leader	29	12.08	75	31.25	136	56.67

(B)	**Formal sources**						
1	Gram sevak	03	1.25	27	11.25	210	87.50
2	Agriculture Assistant	57	23.75	104	43.33	79	32.92
3	Agriculture officer	25	10.42	94	39.17	123	51.25
4	Agril. university scientist	20	8.33	69	28.75	151	62.92
5	KVK scientist	00	0.00	06	2.50	234	97.50
6	CCRI scientist	02	0.83	32	13.33	206	85.83
(C)	**Mass media**						
1	Radio	02	0.83	31	12.92	207	86.25
2	Television	29	12.08	129	53.75	82	34.17
3	Newspaper	11	4.58	87	36.25	142	59.17
4	Farm literature	16	6.67	52	21.67	172	71.67
5	Internet	40	16.67	56	23.33	144	60.00
6	Mobile	40	16.67	71	29.58	129	53.75
7	Agriculture exhibition	23	9.58	88	36.67	129	53.75
8	Krishi melawa / Kisan mela	53	22.08	88	36.67	99	41.25
(D)	**Business Institution**						
1	Agril Producer Market Committee	00	0.00	05	2.08	235	97.92
2	Agril input dealer	104	43.33	82	34.17	54	22.50
3	Agril input company	12	5.00	64	26.67	164	68.33
4	Private extension service	9	3.75	01	0.42	230	95.83

Among the informal sources of technical guidance, friends were always contacted by 36.25 per cent of the orange growers, followed by progressive farmers (35.42%), neighbours (31.67%). While 41.67 per cent of orange growers sometime contacted progressive farmers, whereas neighbours and local leader were sometime contacted by 37.92 per cent and 31.25 per cent orange growers respectively. Majority of orange growers (62.92 %) never contacted relatives for technical guidance.

The detail of formal sources availed by the orange growers were presented in Table 2, it is revealed that, only 23.75 per cent orange growers always contacted agriculture assistant, while 43.33 per cent orange growers sometime contacted agriculture assistant for technical guidance. 39.17 per cent orange growers sometime contacted agriculture officer for technical guidance. But KVK scientist (97.50%), Gram sevak (87.50 %) and CCRI scientist (85.83 %) never contacted by majority of orange growers.

Mass media sources play an important role in creating awareness among the farming community. The results regarding mass media sources used by the orange growers revealed that, Krishi melawa was the source always used by 22.08 per cent orange growers. Television as a source of technical guidance sometime used by the little more than half (53.75 %) of the orange growers. While Agricultural exhibition, Krishi melawa and newspaper were the sources of technical guidance used sometime by 36.67 per cent, 36.67 per cent and 36.25 per cent of orange growers. Radio (86.25 %), farm literatures (71.67%) were not used as a source of technical guidance by most of the orange growers.

While considering the business institution it was observed that, agriculture input dealer was major source of technical guidance always used by 43.33 per cent of the orange growers and sometime used by 34.17 per cent of the orange growers. Agril producer market committee (97.92 %), private extension service (95.83 %), and agril input company (68.33 %) were not used as a source of technical guidance by most of the orange growers.

The above findings are in conformity with the observation of previous researchers namely Bhople *et al.* (1996), Sonawane *et al.* (2001) and Reddy *et al.* (2020)

CONCLUSION

It may be concluded that, the overall utilization of sources of technical guidance was medium to low types. It is concluded that majority of orange growers uses agriculture input dealer, progressive farmers, neighbours, friends, agriculture assistant and Television as a major source of technical guidance. Hence government should focus on these sources of technical guidance for rapid spread technical information regarding production and marketing of oranges. Orange growers should be motivated to increase their frequency of contact with extension personnel and also the efforts should be made to give more exposure to make available more sources of technical guidance to the farmers like news papers, farm literature, and bulletins by establishing farmer's libraries, etc. Development of mobile phone based network for sending disease symptoms from field and obtaining market information, etc would help in taking timely and effective management decisions.

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