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To analyse the agri-business management behaviour of onion growers

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Abstract
Onion being a major vegetable crop of region is grown both during Kharif & Rabi Season with an area of 6863 ha. and productivity-206.42q/ha. 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 found to be stagnate lover 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. The important appeared were arranged in descending order as provision of fix rate/support price based on production test by government (58.33), provide community godawn or public godawn on rental basis (55.83), procurement of onion by the government (52.50) subsidy on construction of onion storage structure (45.83), subsidy on inputs like fertilizers pesticide and other inputs (42.30) extend crop insurance scheme to onion (40.00).

Keywords: economic gain, increase production, benefits of insurance, subsidy, dominance of old varieties

Introduction
Globalization and liberalization have brought unprecedented challenges and severe competition to the agriculture sector. Rapid technological advances, information explosion, and the widening gap between the developed and underdeveloped countries of the world all contribute for the today's complex environ The average productivity of the vegetable crops in India is considerable low (12 t/ha) as compared to that in other agriculturally developed countries of the world. Five year plans undertaken by the government as well as scientific break-through in agricultural front have resulted in spectacular increase in agricultural production with a compound growth rate of 2.5 percent per annum over the last three decades. Remarkable growth in agriculture can be obtained if proper entrepreneurial skill and hard work are geared up amicably (Patel, 1995).
Onion (*Allium cepa* L.) is considered as extremely important vegetable crop being the highest foreign exchange earner among the fruits and vegetables. It occupies an area of 1064 thousand ha, with production of 15118 thousand tons. The export of onion during 2011-12 was 13, 09,863.26 thousand tons with a value of Rs 1,722.85 crores. India is the 2nd largest producer of onion, in the world next only to China but the productivity of onion in India is very low i.e. 14.21 tons/ha as compared to China and other countries like, Egypt, Netherlands & Iran etc. Maximum onion production takes place in Maharashtra (4905.0 thousand tons) state followed by Karnataka (2592.2 thousand tons), Gujarat (1514.1 thousand tons.), Bihar (1082.0 thousand tons.), and Madhya Pradesh (1021.5 thousand tons.).

Research methodology
This chapter deals with the method and procedures designed for planning and conducting the research study. It deals with information about the study area, hypothesis, variables and there measurement, method and the procedure used for correction of data for the purpose of study. It also illustrates the tools and method used for the analysis of data. This chapter is divided into following subheads.

Location and general information of the study
Rewa district of M.P., lies between 24'18 and 25'12 north latitudes and 81'2 and 82'18 east longitudes in the north-east of the division of the same name. The district is bounded on the north and east by the state of Uttar Pradesh, in the south Sidhi district and in the west with Amarpatan and Raghurajnagar tahsils of Satna district. In shape the district can be compared to an isosceles triangle,

with its base along the Satna border and the two longer arms converging towards Mauganj in east. The climate of the district some time changes to extremes. In summer, the temperature can vary from the lowest of 22oC to the maximum of more than 45oC. In winter the minimum temperature falls even up to 3oC. Average rainfall is 890 mm per year. Usually first monsoon shower comes in between end of June to early July. The population of the district on the basis of 2011 census is 2363744. Out of which about 78% population reside in rural areas.

Table 1: District wise area and Productivity of Onion in Rewa Division (M.P.)

S.N.	Block	District Area (ha.)	Productivity (q/ha.)
1	Rewa	6863	206.42
2	Satna	2017	201.5
3	Singarauli	1830	195.8
4	Sidhi	1605	185.2

Table 2: Block wise area and Productivity of Onion in Rewa District (M.P.)

S.N.	Block	Block Block Area (ha.)	Productivity (q/ha.)
1	Rewa	834	251.1
2	Raipur Karchuliyan	880	225.8
3	Naigadhi	672	215.6
4	Gangeo	898	208.5
5	Java	850	199.25
6	Tyothar	598	199.25
7	Sirmour	649	191.75
8	Maugang	749	187.6
9	Hanumana	733	182.75

Research design

The design of research is the most important and crucial aspect of the research methodology. It is the entire process of planning and carrying out the research. To seek the answers for the research question, a descriptive research design was used in the investigation because it is a sort of fact finding operation with adequate interpretation. In this design the variables are to be known.

Result and Discussion

Table 3: The mean score of various components of Agri. business management behaviour regarding onion cultivation

Components Extent of management Total score Mean score Rank Completely Partial Not of all

Planning

Time scheduling of operational work	32	62	26	126	1.05	III
Plan and analysis of cost & return	25	65	30	115	0.96	V
Planning of water management	22	68	30	112	0.93	V
Arrangement of field/nursery.	34	60	26	128	1.06	II
Preparation of contingent plan	39	61	20	139	1.16	I
Average mean score						1.03

Information seeking management

Individual contact	98	14	8	210	1.75	II
Group contact	100	16	4	216	1.80	I
Mass media contact	95	18	7	208	1.73	III
Average mean score						1.76

Information evaluation management

Discussion with family member	72	16	32	160	1.33	IV
Discussion with friend and neighbours	76	18	26	170	1.41	III
Discussion with progressive onion growers	82	21	17		1.54	II
Discussion with officers of line departments	86	22	185	194	1.61	I
Average mean score						1.47

Technology management

Sowing method	42	56	22	140	1.16	VI
Application of bio fertilizers	46	57	17	149	1.24	II
INM	39	65	16	143	1.20	IV
Weed management	38	70	12	146	1.22	III
Plant protection	36	70	14	12	1.18	V

Average mean score 1.20

Storage management

Storage at home	55	25	40	135	1.12	I
Weed management	22	56	42	100	0.83	III
Bamboo made storage	40	30	50	110	0.91	II

Average mean score 0.95

Marketing management

Trends of Mandi selling rate	38	58	24	134	1.12	II
Sale at block & district level	40	60	20	140	1.17	I
Selling out of state	30	65	35	125	1.4	III
Selling contract with traders	25	68	27	118	0.98	IV

Average mean score 1.07

Financial management

Kisan Credit card	30	44	46	104	0.87	II
Bank Loan	20	40	60	80	0.67	III
Own capital	68	10	42	146	1.20	I

Average mean score 0.91

Overall average mean score of all components 1.20

Regarding the planning mean score was highest regarding 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 regards the information evaluation management mean score arranged in descending order as discussion with officers of line departments (1.61), discussion with progressive onion growers (1.54), friends and neighbours (1.41) and discussion with family members (1.33).

As far as the information preservation management was concerted mean score as arranged in descending order as self-memory (1.50), note taking (1.48), collection of farm literatures (1.38), newspaper cutting (1.35) and use of computer storage device (1.30).

In case of it 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).

As far as input management mean score was concerned it was found to be highest regarding arrangement of seed (1.39), arrangement of insecticide (1.37), followed by arrangement of weedicide (1.33), arrangement of fungicide (1.25), arrangement of organic manners (1.20).

Among the technology management components mean score was highest for 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).

With regards marketing management 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 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 behaviour 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).

These data indicate that the respondents were managing the components adequately regarding information seeking management, followed by information evaluation management, information preservation management, input management and technology management while they managed the components to the low extent namely the financial management, storage management, labour management, planning and marketing management. The overall average mean score of agribusiness management behaviour was 1.20.

Main findings & Discussion

The main findings of the study have been presented in line with the objectives of the study. The details of the main findings are as under.

The major problems in agri-business management behaviour reported by the respondents were observed in the descending order as lack of knowledge about the control measures for various pests and diseases (76.67), costly storage facilities (65.00), high charges on transportation (63.33), time & labour consuming and expensive hand weeding (61.66), non-availability of respondent seed in time (60.00), lack of knowledge about improved varieties and their seed/planting material (51.66).

Suggestions experienced by the onion growers in relation to onion production and marketing.

The important suggestions appeared as arranged in descending order were provision of fix rate/support price based on production cost by government (58.33), to provide community godawn or public godawn on rental basis (55.83), procurement of onion by the government (52.50) subsidy on construction of onion storage structure (45.83), subsidy on inputs like fertilizers pesticide and other inputs (42.30) and extend of crop insurance scheme to onion (40.00).

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