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## To determine performance management efficiency of vegetable growers in Khargone district of Madhya Pradesh

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**Abstract**

The present study was undertaken in Khargone district of Madhya Pradesh. A random sampling design was used to select the sample for examine. A total of 80 vegetable growers were selected for the study purpose, the primary data required for the study were collected from selected sample growers through structured interview schedule. It was showed that 37.20 per cent vegetable growers had always performed management efficiency followed by 33.50 per cent vegetable growers had sometime performed management efficiency whereas, 29.13 per cent vegetable growers had never performed management efficiency. The results clearly indicated that the most of the vegetable growers had always performed management efficiency.

**Keywords:** Vegetable growers, performance, management efficiency

**Introduction**

Vegetables are important food crops playing a greater role in food trade in India. India's diverse climatic conditions ensure availability of all varieties of fruits and vegetables for consumption throughout the year. India stands second in fruit and vegetable production in the world rankings. During 2012-13, India has produced 81.285 million metric tons of fruits and 162.19 million metric tons of vegetables. The area under cultivation of fruits stood at 6.98 million hectares while vegetables at 9.21 million hectares. Among the major vegetable crops cultivated in India, Tomato (*Solanum lycopersicum*), Brinjal (*Solanum melongena*), Red chilli (*Capsicum annum*) and Beans (*Phaseolus vulgaris*) are having the major share in terms of quantity and area under cultivation. Vegetables are rich and relatively less expensive wellspring of nutrients. Utilization of these things gives taste, satisfactoriness, builds hunger and gives fiber to assimilation and avoids obstruction. India remains as the biggest vegetables maker on the planet after China; it contributes more than 15 percent to the world vegetable generation. India has 7.59 million hectares of vegetables under development with a generation of 97.50 million tons. In excess of 40 sorts of vegetable from various gatherings, for example, the cucurbitaceous, leguminous, cruciferous, root and verdant sorts is outfit in tropical, subtropical and calm areas. Their utilization in bounty gives or supplies considerable measure of protein and furthermore assumes a key job in killing the acids created amid absorption of vainglorious and greasy nourishments and furthermore gives important roughages which help in development of sustenance in digestive tract. Vegetables assume a vital job in adjusted sustenance, as they are significant wellspring of sugars and proteins. The productivity of vegetable creation is exceptionally significant in deciding the profits on speculation. Regularly the presentation of new innovation has been utilized as a standard for recognizing a cutting edge framework and a customary framework and for enhancing the productivity of the generation framework. Anyway in the creating scene, some new advances have been fruitful in enhancing gainful productivity. This has frequently been faulted for the absence of management efficiency with respect to makers. So the study on Level of performance on Management Efficiency of Vegetable Growers was conducted.

**Research Methodology**

The study was entirely concerned with performance management efficiency conducted by Vegetable growers. A cumulative list of village panchayats was prepared on the basis of vegetable growers who covered maximum area under vegetables. The village panchayats having equal number of vegetable growers were selected from prepared list and five village panchayats were selected from selected block, thus a total of five village panchayats were

selected from block, the vegetable growers are main source of information. A total 80 vegetable growers will be selected through random sampling method from the selected village panchayats. A well-structured and pretested interview schedule was used for data collection through personal interview method. The following statistic was used for "To determine the Management Efficiency of Vegetable Growers in Khargone District of Madhya Pradesh". The data was analyzed by using percentage, frequency, standard deviation and correlation coefficient.

## Result & Discussion

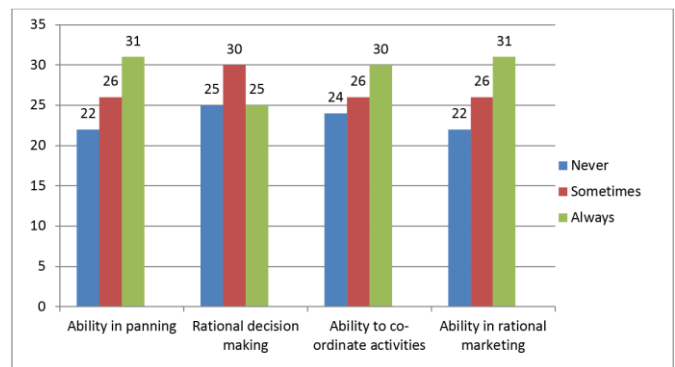
**Table 1:** Socio-personal, economical and communicational attributes of vegetable growers

Variables	Characteristics	No. of respondents	Percentage
Age	Young	17	21.67
	Middle	36	45.00
	Old	27	33.33
Education	Illiterate & formal education	36	45.00
	Primary to middle education	35	45.33
	HSSC & above	9	11.67
Family type	Nuclear	29	36.67
	Joint	51	63.33
	low	16	20.00
Farming experience	Medium	27	33.33
	High	37	46.67
	low	36	45.00
Size of land holding	Medium	23	28.75
	High	21	26.25
	low	33	41.67
Size of land holding under vegetables	Medium	27	33.33
	High	20	25.00
	low	33	41.67
Annual income obtained by vegetables	Medium	27	33.33
	High	20	25.00
	low	27	33.33
Mass media exposure	Medium	28	35.00
	High	25	31.67
	low	24	30.00
Risk bearing ability	Medium	27	33.33
	High	29	36.67
	low	17	21.67
Marketing behaviour	Medium	29	36.67
	High	33	41.66

The data presented in table 1 shows that higher per cent of vegetable growers (45.00%) had medium age, 45.33% had primary to middle school education, 63.33% had joint family, 46.67% had high farming experience, 45.00% had low size of land holding, 41.67% had low size of land holding under vegetables, 41.67% had low annual income obtained by vegetables, 35.00% had medium mass media exposure, 36.67% had high risk bearing ability and 41.66% had high marketing behavior. The present findings are inconformity with other reporters viz., Adenuga *et al.* (2013) [1], Owusu-Sekyere *et al.* (2013) [4], Rajan *et al.* (2017) [5] and Rana *et al.* (2018) [5].

**Table 2:** Overall level of performance about management efficiency of vegetable growers

S.N.	Items	Never	Sometime	Always
1.	Ability in planning	22 (27.92)	26 (32.92)	31 (39.16)
2.	Rational decision making	25 (31.25)	30 (37.92)	25 (30.83)
3.	Ability to co-ordinate activities	24 (29.58)	26 (32.92)	30 (37.50)
4.	Ability in rational marketing	22 (27.92)	26 (32.92)	31 (39.17)
	Overall	23 (29.16)	27 (33.50)	29 (37.50)



**Fig 1:** The data presented in Fig 1 indicates that 22 vegetable growers never, 26 vegetable growers sometimes & 31 vegetable growers always ability in planning, 25 vegetable growers never, 30 vegetable growers sometimes & 25 vegetable growers always rational decision making, 24 vegetable growers never, 26 vegetable growers sometimes & 30 vegetable growers always ability to co-ordinate activities followed by 22 vegetable growers never, 26 vegetable growers sometimes & 30 vegetable growers always ability in rational marketing.

The data presented in Table 2 indicates that higher numbers of the vegetable growers 37.50 per cent had always performed management efficiency followed by sometimes 33.50 per cent and never 29.16 per cent respectively. The similar reports were also published earlier by Amoah (2014) [2].

**Table 3:** Relationship between socio-personal, economical and communicational variables with management efficiency

S.N.	Character	'r' value
1.	Age	0.186*
2.	Education	0.838**
3.	Family type	0.594**
4.	Farming experience	0.766**
5.	Size of land holding	0.626**
6.	Size of land holding under vegetables	0.429**
7.	Annual income obtained from vegetables	0.508*
8.	Mass media exposure	0.605**
9.	Risk orientation	0.705**
10.	Marketing behaviour	0.748**

\*\*Significant at 0.05 level of probability, \*Significant at 0.01 level of probability

The data presented in table 3 indicates that vegetable growers shows that, age, education, family type, farming experience, size of land holding, size of land holding under vegetable, annual income obtained from vegetables, mass media exposure, risk orientation and marketing behaviour found to be significantly correlated with management efficiency of vegetable growers. The present findings are inconformity with other reporter's viz., Chinwuba (2006) [3].

### Conclusion

Regarding management efficiency of vegetable growers' highest per cent 37.50 per cent of vegetable grower's had performed high management efficiency followed by sometimes 33.50 per cent and never 29.16 per cent respectively.

Correlation between independent variables with management efficiency of vegetable growers', revealed that age, education, family type, farming experience, size of land holding, size of land holding under vegetables, annual income obtained from vegetables, mass media exposure, risk orientation and marketing behaviour with management efficiency of vegetable growers were positively and significantly correlated due to middle age group of vegetable growers, sufficient experience about vegetable cultivation, effective use of mass media and intelligence in taking risk during cultivation & marketing of vegetable.

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