

Training Needs of Marigold Farmers on Production Technologies in Samba District

Neerja Sharma* and Vinod Gupta

Krishi Vigyan Kendra, Samba and Division of Extension Education, Sher-e-Kashmir University of Agricultural Sciences & Technology, Jammu, India

*Corresponding author: neerja1975@gmail.com

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ABSTRACT

The first and foremost important step for planning a good training programme is to assess its needs. In recent years, farmers are gradually sensitized and oriented to cultivate the high value crops other than their traditional farming. The flower crops have the inherent advantage of providing higher productivity per unit of land resulting in higher income. Likewise marigold growers need to be trained according to their requirements so as to get higher production of their crop. Looking to these facts, the present study was carried out with the general objective of this research in Samba district. Results revealed that majority of the marigold growers have 64% training needs. The farmers expressed their aspects wise training on plant protection, nursery raising, fertilizer management, field management and marketing management as well as on the economic return of the marigold crop. Correlation analysis revealed that education, farm size, annual income, decision-making behaviour, risk orientation, marketing orientation were found positively and significantly correlated with training needs, whereas age, caste were found non-significant with the training need of marigold growers.

Keywords: Training needs, assessment, marigold production, growers

Training is an important process of capacity building of individual as to improve the performance. It may be defined as the act of increasing the knowledge and skill of employee in doing a particular job. Training is mostly directed at improving the ability of individual to do his job better. Singh (1989) described training need as the gap between what is going on and what should go on. Training need should be expressed in terms of gap in attitude, knowledge and skills. Needs of the training are diverse and vary from crop to crop (Farinda and Ajay 2005). Training is essential to induce motivation, create confidence and inculcate efficiency in an individual. The training needs assessment is vital to the training process. The assessment of training need is first and foremost activity for planning a good training programme.

Production of marigold mainly depends on the farming system of marigold growers. In order to make any training programme meaningful and effective, it is imperative on the part of training institution to identify the training needs of the marigold farmer based on which a suitable training module can be developed so that the appropriate training is given to the people, in right form at right time so that higher degree of productivity and profitability can be achieved. Need assessment helps to identify present problems and future challenges to be met through training and development. They are

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to be trained properly according to their need so as to be fitted and proficient in performing their jobs which would help in increasing production.

Floriculture is a fast emerging and highly competitive industry. Flower plants are no longer meant for only window garden but play an important role in decoration world for decorating houses, office establishment and cars also. With the introduction of new cultivars, important crops, their cultural practices are changing. Marigold, important and commercial crop among flowers. It is highly remunerative crop because this crop fetch maximum price from per unit area. The recommended marigold cultivation practices are complex and costly which require sufficient information on the part of farmers. Training to the farmers about recommended cultivation practices can serve this purpose and to design training module for the farmers, training need assessment is must.

Area and production of marigold under Samba district is less. Thus, there is need to extend area and production of marigold in Samba district. Looking to these facts, the present study was carried out with the following objectives to ascertain the training need of marigold growers. Pertaining the marigold production technology and to find out the relationship of selected characteristics of marigold farmers with their level of training needs.

MATERIALS AND METHODS

The present study was undertaken in Samba district of J&K state. The district consists of nine blocks from which block Vijaypur, Ramgarh and Gaghwal were selected purposively, as they cover more area under marigold crop. From each block four villages were selected and from each village thirty farmers were selected randomly to serve as sample respondents. In this way list of 120 marigold growers was prepared by simple random method of sampling. The primary data was collected using a pre tested structured interview schedule by conducting personal interview from the selected marigold growers.

RESULTS AND DISCUSSION

Training needs data regarding distribution of respondents according to their training needs were collected and classified in three groups. The data in this regard presented in Table 1.

Table 1: Distribution of the marigold growers according to their training needs with regard to marigold production technology (n=120)

Sl. No.	Training level	Frequency	Percentage
1	High	77	64.16
2	Medium	25	21
3	Low	21	17

The study on training needs revealed that 64.16% of the marigold respondents were under high training need category. 21% had medium training need where as rest of 17% had low training need. Majority of marigold growers had high level of training needs followed by medium level of training need. It means that farmers were not aware regarding the production technology of marigold and also about the programme conducted by extension and other agencies. The farmers should be inculcated the spirit of attending the training programmes for their benefits. So, the training programmes may be organised according to the need base and interest of the farmers of that particular area. Similar results were studied by Suneetha (2003).

Important training need area identified with respect to marigold cultivation practices

Data regarding distribution of respondents according to their training needs in different subject matters were presented in the table 2.

Table 2

Sl. No.	Aspects	Mean score	Rank
1	Nursery raising	2.10	II
2	Field management	2.00	IV
3	Fertilizer management	2.04	III
4	Plant protection	2.19	I
5	Economics & Marketing	1.90	V

Table 2 revealed that training needs of the farmers based on overall mean score obtained was found essential in plant protection aspects. The respondents perceived the training need in plant protection ranked first with mean score 2.19 due to significant damage reported by aphids, caterpillar, red spider mite and diseases like bud rot and wilting. These factors may be motivated them to assign the top

rank. Training was found to be essential in the area of subject relating to nursery raising and management with mean score of 2.10 having ranking II followed by fertilizer management with mean score of 2.04 having ranking III. Marigold farmers also expressed their training need regarding field management which include land preparation, care and maintenance of crop etc. having mean score of 2.00 and ranked IV. The least essential training need area was identified as marketing of produce having mean score of 1.90 and was ranked VI with respect to other training need area.

Distribution of the marigold growers according to their aspect wise training needs.

Correlation between different selected characteristics and these training needs: To examine this relationship between selected characteristics of marigold, correlation coefficient (r) value was computed. Social economical characteristics were studied for assuming the training need on marigold production technology. Keeping this in mind efforts were made to find the correlation, if any between the selected characteristics of marigold growers. And their training need. To examine this relationship between different characteristics of marigold growers, correlation coefficient was computed and presented in the table 3.

Table 3

Sl. No.	Variables	Correlation Coefficient (r value)
1	Age	1.253NS
2	Education	0.275*
3	Experience in marigold production	0.023NS
4	Farm size	0.423**
5	Annual Income	0.184*
6	Caste	0.0816NS
7	Extension contact	0.272*
8	Decision-making behave	0.288**
9	Risk orientation	0.716*
10	Market orientation	0.212*

NS- Non significant; and ** indicate significant of value at $P = 0.05$ and 0.01 respectively.

The data depicted in table 3 indicate that among

ten characteristics studied, farm size and decision making behaviour were found positively and significantly correlated with training need at 0.01% level of probability, where as education, annual income, extension contact, risk orientation, market orientation were correlated positively and significantly at 0.05% level of probability. Further it was noticed that age, experience in marigold production and caste did not show any relationship with training needs.

High Economic Return: An important factor for training need

Furthermore, the input and output prices were taken for calculating cost of cultivation, gross returns, net returns and benefit: cost ratio (table 4). With the adoption of improved technology higher gross return (₹700000/ha), net return (₹615,000/ha) and B:C ratio (1:7.2) can be obtained in Marigold farming. This may be attributed due to higher yields obtained under improved technologies. Moreover, it will attract the farmer to go for marigold cultivation by getting the knowledge through training programmes. These results are in close conformity with the findings of (Hiremath *et al.* 2009 and Mokidue *et al.* 2011).

Table 4: Cost of cultivation (₹/ha), gross return (₹/ha), net return (₹/ha) and B:C ratio by adopting improved technology

Yield (q/ha)	Cost of cultivation (₹/ha)	Gross Return (₹/ha)	Net Return (₹/ha)	B:C ratio
200	85000	700000	615,000	7.2

Selling price of Marigold - ₹ 35/kg.

The formal school education possessed by the farmers and the training need of the farmers on marigold production technology definitely enhances the training needs because education facilitate to synthesises comprehensively the external information into the given situation. Training need identification and providing training according to needs of the farmer sharpens the hidden skills and act as medium to imbibe any new knowledge or skill in a given profession. Hence, these variables were positively and significantly related to the training needs of the marigold farmers. The variable annual

income has direct contact with training needs. The raised income level of the farmer act as driving force to search for new information regarding new technology. Decision-making behaviour of the farmers depends on the ability to forming clear opinion and acting on them. This could be the reason of positive and significant relationship with the training needs of marigold growers on production technology and decision making behaviour. Verma (2018) also conducted an investigation on training need assessment of marigold growers.

CONCLUSION

It can be concluded from the investigation that majority of marigold growers expressed their need for training on marigold production technology. The analysis of selected characteristics like education, farm size, annual income, decision making behaviour, market orientation, risk orientation were found positively and significantly correlated with their training needs. It was also concluded that after coming to know its economic return, majority of marigold farmers gave emphasis of training need on marigold production technology as this information can help them to great extent while adopting in their field. They also required training especially on nursery management, field management, plant protection measures, nutrient management and marketing management respectively. So, while preparing farmer training programmes for the area of training required by marigold growers should be given due importance to support them to take decision regarding adoption of marigold technology.

The extension personnel's, policy makers and scientists shall keep the results of this study in view, while taking decision as regard to what contents of the technological information regarding marigold production technology should be taken to which type of the framers. Further they should concentrate on major areas, identified by this study for deciding the content of the message to be prepared for the marigold growers.

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