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Hiwarale AS

M.Sc. Student, Department of Agricultural Extension Education, College of Agriculture, Vasantao Naik Marathwada Krishi Vidyapeeth, Parbhani, Maharashtra, India

Manvar VS

Assistant Professor, Department of Community Extension and Communication Management, College of Community Science, Vasantao Naik Marathwada Krishi Vidyapeeth, Parbhani, Maharashtra, India

Vaidya NG

M.Sc., Department of Agricultural Economics, College of Agriculture, Vasantao Naik Marathwada Krishi Vidyapeeth, Parbhani, Maharashtra, India

Sakhare SS

M.Sc., Department of Plant pathology, College of Agriculture, Vasantao Naik Marathwada Krishi Vidyapeeth, Parbhani, Maharashtra, India

Gohade GR

M.Sc. Student, Department of Agricultural Extension Education, College of Agriculture, Vasantao Naik Marathwada Krishi Vidyapeeth, Parbhani, Maharashtra, India

Corresponding Author:

Hiwarale AS

M.Sc. Student, Department of Agricultural Extension Education, College of Agriculture, Vasantao Naik Marathwada Krishi Vidyapeeth, Parbhani, Maharashtra, India

Study on profile of sweet orange grower

Hiwarale AS, Manvar VS, Vaidya NG, Sakhare SS and Gohade GR

Abstract

The present study was conducted on "Technological gap in adoption of recommended cultivation practices of Sweet orange growers" to find out the socio-economic characteristics of sweet orange grower. The present study was purposively conducted in Jalna district of Marathwada region in 2021-22. The study was conducted in purposively selected Jalna, Ghansawangi and Ambad taluka. The sample constituted 120 sweet orange growers from 12 villages. Ex-post facto research design was used for present study. Data from the respondents were collected by personally interviewing with the help of structured and pretested interview schedule. Collected data were classified, tabulated and analyzed by using statistical methods or tools like frequency, percentage, mean, standard deviation and correlation of coefficient. Among the 120 selected sweet orange grower's majority i.e., more than half (67.50%) of sweet orange growers have medium farming experience, 37.50 percent of the sweet orange growers were educated up to Secondary school level. It was reported that, less than half of the sweet orange growers 41.67 percent possessed semi medium category of land holding. The findings also indicated that 80.83 percent possessed small size of orchard up to 2 ha. Maximum percentage of sweet orange growers i.e., 79.17 percent belonging to medium annual income Category, 55.83 percent of the sweet orange growers belonged to medium extension contact category. It is revealed that 61.67 percent of the sweet orange growers had medium level of sources of information. Majority i.e., 65.83 percent of the sweet orange growers were having medium level of risk orientation. More than half of the sweet orange growers 63.33 percent belong to medium social participation category. More than half i.e., 60.83 percent of the sweet orange growers had medium level market orientation.

Keywords: Technological gap, adoption, recommended cultivation practices, sweet orange

Introduction

Citrus is one of the important fruit crops cultivated across the globe. Citrus fruit appeared on globe 7 million years ago. There seems to be evidence that citrus fruits were cultivated as early as 2200 BC in China. Sweet orange (*Citrus sinensis*) belongs to the plant family Rutaceae, sub family Aurantiodeae, which comprises 33 well known genera and 203 species. 78 species of family Rutaceae have their roots in Indian natives. Among the fruits, sweet orange serves as most refreshing, delicious and health promoting juicy fruit and hence it deserves a prominent place in daily diet. Sweet orange is also referred to as tight skin oranges and constitute major share of citrus production in India. Sweet orange (*Citrus sinensis* Osbeck) is considered as second important citrus species after mandarin orange in India and it shares 25% of production among all the citrus cultivars. Mandarins (*Citrus reticulata* Blanco) are the largest commercial citrus group in India with 43 percent share, followed by sweet orange (*Citrus sinensis* Osbeck) 25 percent, acid lime (*Citrus aurantifolia* Swingle), lemons (*Citrus limon*) 25 percent share and others sharing 7 percent. The major sweet orange producing states of India are Andhra Pradesh, Maharashtra, Karnataka, Punjab and Rajasthan. (Source: QRT report, ICAR-CCRI, Nagpur). Andhra Pradesh, and Maharashtra have the largest share. Maharashtra has area of 54,878 thousand hectare (or around 55,000 ha) with production 4068.38 thousand metric tons. In Marathwada region the total sweet orange area is 40,267 thousand hectares, out of which Aurangabad having highest area under sweet orange crop i.e. 21,475 thousand ha and Jalna ranks second in area of sweet orange crop i.e. 14,342 thousand ha (Source: HAPIS). As per latest data the area of sweet orange in Jalna is 20,150 ha and production are 48,755 metric tons in 2021-22 (Source: DSAO, Jalna). Therefore, the present study is carried out to know the socio-economic characteristic or profile of sweet orange grower with the specific objective to study the profile of sweet orange grower.

Materials and Methods

The present study was undertaken in Marathwada region of Maharashtra state during the year 2021-22 in Jalna district was selected purposively from Marathwada region, three talukas namely Jalna, Ghansawangi and Ambad were selected purposively and four villages from each taluka were selected randomly for the study. From each selected village, ten sweet orange growers were selected purposively, in this way total 120 respondents were considered for the study. An Ex-post-facto research design was followed for the study. Data was

collected by personally interviewing the sweet orange growers. The collected data was analyzed, classified and tabulated. Statistical tools such as frequency, percentage, mean, standard deviation, and coefficient correlation were used to interpret findings and draw conclusions.

Results and Discussion

Profile of Sweet orange grower

Distribution of sweet orange growers according to their socio-economic characteristics

Table 1: Distribution of sweet orange growers according to their socio-economic characteristics (N=120)

Sr. No.	Characteristics	Frequency	Percentage
1	Farming Experience		
i	Low (up to 5 years)	21	17.50
ii	Medium (6 to 12 years)	81	67.50
iii	High (above 13 years)	18	15.00
2	Education		
i	Illiterate	10	08.33
ii	Primary school (1-4 Std.)	14	11.67
iii	Secondary school (5-10 std.)	45	37.50
iv	Higher secondary (11 & 12 std.)	35	29.17
v	Graduate and more	16	13.33
3	Land Holding		
i	Marginal (Up to 1.00 ha)	11	09.17
ii	Small (1.01 to 2.00 ha)	36	30.00
iii	Semi-medium (2.01 to 4.00 ha)	50	41.67
iv	Medium (4.01 to 10.00 ha)	16	13.33
v	Large (above 10.01 ha)	7	05.83
4	Orchard size		
i	Small (up to 2 ha)	97	80.83
ii	Medium (2.01 to 4 ha)	21	17.50
iii	Large (above 4.01 ha)	2	1.67
5	Annual Income		
i	Low (Up to Rs.215652)	11	09.17
ii	Medium (Rs. 215653 to Rs. 415847)	95	79.17
iii	High (Rs. 415848 & above)	14	11.67
6	Extension Contact		
i	Low (up to 20)	29	24.17
ii	Medium (21 to 32)	67	55.83
iii	High (33 & above)	24	20.00
7	Sources of Information		
i	Low (up to 15)	27	22.50
ii	Medium (16 to 27)	74	61.67
iii	High (28 & above)	19	15.83
8	Risk Orientation		
i	Low (up to 17)	20	16.67
ii	Medium (18 to 24)	79	65.83
iii	High (25 & above)	21	17.50
9	Social Participation		
i	Low (up to 9)	27	22.50
ii	Medium (10 to 15)	76	63.33
iii	High (16 & above)	17	14.17
10	Market Orientation		
i	Low (up to 17)	22	18.33
ii	Medium (18 to 23)	73	60.83
iii	High (24 & above)	25	20.83

The data pertaining to Table 1 depicts socio-economic characteristics of sweet orange grower as following

1. Farming experience: It was found that majority i.e., more than half (67.50%) of sweet orange growers have medium farming experience, followed by 15.00 percent had high and remaining 17.50 percent of the sweet orange growers having low experience in farming. The above

findings were in accordance with Chavan (2016)^[2].

2. Education: It was observed that majority 37.50 percent of the sweet orange growers were educated up to Secondary school level category, while 29.17 percent sweet orange growers were educated up to higher school level. Primary school level education was availed by 11.67 percent of the sweet orange growers followed by

13.33 percent of the sweet orange growers was educated up to Graduate college level. Whereas, 8.33 percent of the sweet orange growers were Illiterate. Similar findings were reported by Chavan (2014)^[1].

3. **Land holding:** It was reported that 41.67 percent of the sweet orange Growers possessed semi-medium category of land holding, followed by 30.00 percent were belonged to small category, 13.33 percent were belonged to medium category, 9.17 percent were from marginal and 5.83 percent of sweet orange growers belonged to large category of land holding. The findings of the present study are similar with Chavan (2016)^[2].
4. **Orchard size:** Majority of the sweet orange growers 80.83 percent possessed small size of orchard upto 2 ha. whereas, 17.50 percent sweet orange growers were having medium size of orchard i.e., 2.01 to 4 ha followed by only 1.67 percent of the sweet orange growers were possessed large size of orchard i.e. above 4.01 ha under cultivation of Sweet orange crop. Similar result was found by Vithalkar (2021)^[6].
5. **Annual income:** It was observed that, maximum percentage of sweet orange growers 79.16 per of sweet orange growers are in medium annual income category (Rs.215653 to Rs.415847). While 9.17 percent of the sweet orange growers were from low annual income category (upto Rs.215652), whereas, 11.67 percent had high annual income category (Rs.415848 and above). This finding is similar to the finding of Pawar (2015)^[4].
6. **Extension contact:** It was depicted that, majority of the sweet orange growers 55.83 percent belonged to medium extension contact category while 20.00 percent and 24.17 percent of the sweet orange growers belonged to high and low extension contact category, respectively. The findings favours the findings of Chavan (2014)^[1].
7. **Sources of information:** It is revealed that, 61.67 percent of the sweet orange growers had medium level of sources of information while 22.50 percent and 15.83 percent of them uses low and high level of sources of information, respectively. The findings of the study are similar to the findings of Chavan (2014)^[1].
8. **Risk orientation:** It was noticed that, majority of sweet orange growers 65.83 percent having medium level of risk orientation while 16.67 percent who were under low category of risk orientation whereas, 17.50 percent sweet orange growers were under high category. The findings are similar to the findings of Kadam (2016)^[3].
9. **Social participation:** More than half 63.33 percent of the sweet orange growers had belonging to medium social participation category while 22.50 percent of the sweet orange growers had low social participation and 14.17 percent of them had high social participation. This finding is similar to findings of Pawar (2015)^[4].
10. **Market orientation:** It was found that, majority of the sweet orange growers 60.83 percent had medium level of market orientation followed by 18.33 percent in low market orientation category followed by 20.83 percent had high market orientation of the Sweet orange growers. This result is supported by findings of Chavan (2014)^[1].

to Secondary school level. It was reported that, less than half of the sweet orange growers 41.67 percent possessed semi medium category of land holding. The findings also indicated that 80.83 percent possessed small size of orchard up to 2 ha. Maximum percentage of sweet orange growers i.e., 79.17 percent belonging to medium annual income Category, 55.83 percent of the sweet orange growers belonged to medium extension contact category. It is revealed that 61.67 percent of the sweet orange growers had medium level of sources of information. Majority i.e., 65.83 percent of the sweet orange growers were having medium level of risk orientation. More than half of the sweet orange growers 63.33 percent belong to medium social participation category. More than half i.e., 60.83 percent of the sweet orange growers had medium level market orientation.

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Conclusion

Result indicated that majority i.e., more than half (67.50%) of sweet orange growers have medium farming experience, 37.50 percent of the sweet orange growers were educated up