

Development and standardization of management ability scale for mango orchard enterprise

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ABSTRACT

Managing is always concerted with productivity, which implies the effectiveness and efficiency of individuals. Agricultural is considered as an important enterprise in India, show it is worthwhile to study the related factors responsible for the productivity of the commodities involved in agriculture and its allied field. Mango undoubtedly deserves to be national fruit of India. In area, production, nutritive value and popularity of apple, no other fruit can compete with it. Mango orchard growing enterprise also requires the skill and knowledge pertaining to the latest technological know how in the context of management aspects. There are several factors affecting to the productivity of orchard crops. Management is one of the important factors for fruit production for better achievement in the enterprise. Moreover, the mango growers perform many functions in carrying out the better production such as: preparing a plan of work, giving clear instructions, integrating the work, taking proper decision at right time, implementing the decision etc. in carrying out the management activity in mango orchard. All the above functions are involved in one or the other way many management components viz., planning, organizing, directing, controlling, human relation, leading, coordinating and decision making.

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INTRODUCTION

All the enterprises are interested in increasing the productivity. The agriculture being an enterprise is not an exception to this. The farmers, as the manager of the enterprise, are except to bring about maximum profit with available resources irrespective of the economic, social, cultural, physical and technological environment. The farmers manage a production system to get a return from it, consciously or unconsciously. Management is the process essential to accomplish enterprise goal and objectives. In general, we may say management is as the process of working with one through individuals and groups and other resources such as equipment capital and technology. Managing is always concerted with productivity, which implies the effectiveness and efficiency of individuals. Management ability in present study has been defined as the degree of ability to which an individual acquires and adopts effective factors in an enterprise to reach higher level of performance.

Belshaw (1974) rightly stated that today farming enterprise is becoming more complex and complicated and therefore, management is a key to face this problem. Agriculture is considered as an important enterprise in India, so, it is worthwhile to study the related factor

responsible for the productivity of the commodities involved in agriculture. Orchard growing enterprise also requires the skill and knowledge pertaining to the latest technological know how in the context of management aspect. There are several factors affecting to the productivity of orchard crops such as knowledge of scientific cultivation, planning, organizing, supervising, budgeting, coordinating activities, communication, controlling, decision making. Number of studies have made an attempt to study management ability in a systematic and scientific way at operational level, Therefore, in the present study, attempt has been made to develop and standardize and objective scale to ensure management ability of mango orchard growers.

Development of scale to measure management ability of mango orchard:

Identification of indicator:

In order to identify the basic components of management ability, a good number indicator and sub indicator pertaining to mango orchard growers were collected through review of literature, correspondence with experts and discussion with extension management specialists. A total number of 11 main indicators and 105 sub indicators were selected tentatively as possible indicators and sub-

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Management scale, Mango orchard, Validity, Reliability

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