Research Article

Training needs assessment of marigold growers

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SUMMARY : The first and foremost activity for planning a good training programme is to assess the training needs. Marigold growers need to be trained properly according to their needs so as to be fitted and proficient in performing their job, which would help in increasing production. With a view to measure the farmers training needs of marigold production technology and to understand the relationship between selected characteristics of marigold growers. The study was conducted in Anand district of Gujarat state. Finding revealed that majority of the marigold growers have medium (61.66 %) training needs. The farmers were expressed their aspect wise training needs on plant protection followed by fertilizer management, nursery raising, marketing management and field management. Relational analysis revealed that age, education, experience in marigold cultivation, social participation, extension contact, annual income, land holding, scientific orientation, risk orientation and market orientation were found negatively and significantly correlated with training needs.

BACKGROUND AND OBJECTIVES

Training is an important process of capacity building of individuals as to improve the performance. Training need should be expressed in terms of gap in attitude, knowledge and skills. Needs assessment helps to identify present problems and future challenges to be met through training and development. It is required to find out the needs of individual trainee on which professional competencies should be built to carry out the assigned job in the organizations. Hence, training needs assessment is vital to the training process.

The first and foremost activity for planning a good training programme is to assess the training needs. The marigold growers play a significant role in the production of marigold. They need to be trained properly according to their needs so as to be fitted and proficient in performing their job, which would help in increasing production. Marigold is in important ornamental crop generally grown by progressive farmers to fetch maximum return from unit area. The recommended marigold cultivation practices are complex and cost involving which require sufficient information on the part of farmers.

The production potential of marigold in Gujarat is higher than actual production on farmers' field. This existence of yield gap between potential yield and actual yield needs to be bridge. Training to farmers about important recommended cultivation practices can serve this purpose and to design training module for the farmers, training needs assessment is must.

Today, flower plants are no longer meant for only window garden but play an important role in the decoration of the living houses and office establishments. Floriculture is a fast emerging and highly competitive industry. With the continuous introduction of new cultivars and new crops, cultural techniques are changing and hence new products are developing. Looking to these facts, the present study was carried out with the following objectives to assess the training needs of marigold growers pertaining to marigold production technology and to study the relationship between selected characteristics of marigold growers and their training needs.

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RESOURCES AND METHODS

The present study was conducted in Anand district of Gujarat state. This district consists of eight talukas from which Anand, Sojitra and Petlad were selected purposively, as it covers more area under marigold crop. List of marigold growers from the selected villages was prepared and out of which the 120 marigold growers were selected by simple random method of sampling. An interview schedule was prepared in view of the objectives of the study and data were collected by personal interview from the selected marigold growers.

OBSERVATIONS AND ANALYSIS

The observations of the present study as well as relevant analysis have been summarized under the following heads:

Training needs:

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

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

Sr. No.	Training needs	Respondents	
		Number	Per cent
1.	High	22	18.34
2.	Medium	74	61.66
3.	Low	24	20.00
	Total	120	100.00
Mean = 59.94			S.D. = 17.40

The study on training needs (Table 1) revealed that 61.66 per cent of the respondents were under medium training needs category, 20.00 per cent had low training need where as rest of 18.34 per cent had high training need.

It can be concluded that majority of the marigold growers (61.66 %) fell under medium group, while 20.00 and 18.34 per cent of the marigold growers were categorized under high and low groups of training needs, respectively.

Data regarding distribution of respondents according to their training needs in different subject matters are presented in Table 2.

The data in Table 2 revealed that according to aspect

Table 2 : Distribution of the marigold growers according to their aspect wise training needs (n =120)

Sr. No.	Aspect	Mean score	Rank
1.	Nursery raising	2.00	III
2.	Field management	1.92	V
3.	Fertilizer management	2.02	II
4.	Plant protection	2.15	I
5.	Marketing management	1.96	IV

wise training needs hierarchy, plant protection ranked first with mean score 2.15 followed by fertilizer management (2.02), nursery raising (2.00), marketing management (1.96) and field management (1.92) with rank II, III, IV and V, respectively. Technical know-how of plant protection is complex in nature and it is beyond the reach of farmer to understand the different complex technical compounds of pesticides which are used for different pests and diseases with their recommended doses might lead to have poor knowledge resulted in to this types of results.

Correlation between selected characteristic and their training needs:

Personal, social, economical, and psychological characteristics play an important role in training needs on marigold production technology. With this view, efforts were made to study the correlation, if any, between selected characteristics of the marigold growers and their training needs. To examine this relationship correlation coefficient (r) was computed, the results are presented in Table 3.

Table 3 : Correlation between selected characteristics and training need of the marigold growers in marigold production technology (n=120)

Sr. No.	Variables	Correlation coefficient ('r' value)
1.	Age	-0.2075 *
2.	Education	-0.7468 **
3.	Experience in marigold cultivation	-0.1819 *
4.	Caste	0.0816 (NS)
5.	Social participation	-0.7034 **
6.	Extension contact	-0.2726 **
7.	Annual income	-0.1794 *
8.	Land holding	-0.1788 *
9.	Scientific orientation	-0.6774 **
10.	Risk orientation	-0.7042 **
11.	Market orientation	-0.6912 **

NS = Non-significant

* and ** indicate signification of values at P=0.05 and 0.01, respectively

The data depicted in Table 3 show that among ten characteristic studied six characteristics namely, education, social participation, extension contact, scientific orientation, risk orientation and market orientation were found to have negatively and significantly correlation with training needs at 0.01 level of probability. Where as, age, experience in marigold cultivation, annual income and land holding were correlated negatively and significantly at 0.05 level of probability. Further, it was noticed that caste did not show any relationship with training needs.

Verma (2012) also conducted an investigation on training needs assessment of marigold growers.

Conclusion:

It can be concluded from the investigation that majority of the marigold growers had expressed their need for training on marigold production technology. The analysis of correlation of selected characteristics like age, education, experience in marigold cultivation, social participation, extension contact, annual income, land holding, scientific orientation, risk orientation and market orientation were found negatively and significantly towards their training needs. It is also concluded that majority of marigold growers gave highest emphasis of training needs on plant protection, as this information can help them to a great extent while adopting in their fields. They are also require a training on fertilizer management, nursery raising, marketing management and field management. So while preparing farmers training programmes for the area of training required by the marigold growers should be given due importance to support them to take decision regarding adoption of marigold production technology. The transfer of technology agents shall keep the results of this study in view while talking decisions as regards to what contents of the technological information regarding marigold production technology should be taken to which type of the farmers. 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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