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Profile Analysis of Sweet Orange Growers

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ABSTRACT
The present study was conducted during the year 2016–2017. SThe study was purposively conducted in Nanded district because this district occupies highest area under sweet orange in Marathwada region. The district consists 16 talukas, out of which Hadgoan and Nanded talukas were chosen purposively based on maximum area under cultivation. Six villages from garden of at least 5 years old were selected. From each village, 10 sweet oranges growers were selected purposively. Thus total 120 respondents were the sample of the study with objective to measure training needs of sweet orange growers in Marathwada region. As regard with the profile of sweet orange growers it was observed that respondents had medium farming experience, land holding, annual income, extension contact, risk orientation, economic motivation, market orientation sweet orange growers middle age group, education qualification up to primary level, small area under sweet orange and low participation of the growers.
KEYWORDS: *Profile Analysis & Sweet Orange Growers*

INTRODUCTION
Horticulture plays an importance role in Indian Economy. Horticulture is an art, science and business. It is branch of agriculture concerned with intensively cultured parts directly used by man for food and aesthetic purposes. Sweet orange belong to the plant family Rutaceae, sub family Aurantiodeae, which comprises 33 well known genera and 203 species. Among all the fruits produced either for export or logical markets, sweet orange contributes 71 per cent of total citrus fruits production in world. Brazil is the largest producer of oranges followed by USA. Orange is the second largest fruits grown and processed in the world after grapes. India ranks 5th in sweet orange production .Sweet orange are the 3rd largest fruit in India after mango and banana having large production. The major sweet orange producing states of India are Andhra Pradesh, Maharashtra, Karnataka, Punjab and Rajasthan [1-3]. Total production of fruits and vegetables in the world is around 370 MT. India ranks first in the worlds with an annual output of 32 MT accounts for about 8 per cent of the world's fruits production. Citrus constitute around 20 per cent of world's total fruits production. Major Indian fruits consist of mango, banana citrus fruits, apple, guava, papaya, pineapple and grape etc. The dietician recommended 180 gm. of fruits for daily consumption. India is having total population of approximately 110 crore. So we require 19800 crore MT fruits. In spite of that, we have only 32 MT fruits production that means 166 crore MT of deficit in fruit production. So, we have vast scope for fruit cultivation. Horticulture crops such as a citrus, mango, banana, and different vegetables play an important role in Indian economy.

MATERIALS AND METHOD
Present study was purposively conducted in Nanded district because this district occupies highest area under sweet orange in Marathwada region. The district consists 16 talukas, out of which Hadgoan and Nanded talukas were chosen purposively based on maximum area under cultivation. Six villages from garden of at least 5 years old were selected. From each village, 10 sweet oranges growers were selected purposively. Thus total 120 respondents were the sample of the study. The Ex-post facto research design was used in the present study. The respondents were
personally interviewed and the data collected were processed and statistically analyzed by using statistical techniques like frequency, percentage.

RESULTS AND DISCUSSIONS

So as to facilitate the comprehension of the sample and interpretation of results, a set of relevant personal, socio-economic and psychological characteristics of the respondents was included in the study. Therefore, the characteristics viz. Farming experience, Education, Land holding, Area under sweet orange, Annual income, Social participation, Extension contact, Risk orientation, Economic motivation and Market orientation were included in the study. The data on personal profile were sought, computed and discussed accordingly.

Table-1: Distribution of sweet orange growers according to their personal profile (N=120).

Sr. No.	Character	Category	Frequency	Percent
1	Farming experience	Low (Up to 4)	3	2.50
		Medium (between 5 to 15)	**90**	**75.00**
		High (Above 16)	27	22.50
		Total	120	100
2	Education	Illiterate	15	12.50
		only read and write	36	30.00
		Primary School Level	24	20.00
		Middle School Level	28	23.33
		Secondary School Level	17	14.70
		Total	120	100
3	Land holding	Marginal (upto 1.00)	9	7.50
		Small farmers (1.01 to 2.00)	15	12.50
		Semi medium (2.01 to 4.00)	20	16.67
		Medium(4.01 to 10.00)	40	33.33
		Large farmers (10.01 and above)	36	30.00
		Total	120	100
4	Area under sweet orange	Small (Up to 1.00 ha)	50	41.67
		Medium (between l.00 to 2.00 ha)	43	35.83
		Large (Above 2.00)	27	22.50
		Total	120	100
5	Annual income	Low (Up to Rs. 1,50,000/-)	27	22.50
		Medium (Rs. 1,50,000/- to 4,00,000/-)	75	62.50
		High (Above 4,00,000/-)	18	15.00
		Total	120	100
6	Social participation	Low (Up to 1)	48	40.00
		Medium (2 to 3)	42	35.00
		High (Above 4)	30	25.00
		Total	120	100
7	Extension contact	Low (Up to 4)	29	24.16
		Medium (5 to 14)	74	61.67
		High (Above 15)	17	14.17
		Total	120	100
8	Economic motivation	Low (Up to 14)	14	11.67
		Medium (15 to 21)	94	78.33
		High (Above 22)	12	10.00
		Total	120	100
9	Risk orientation	Low (Up to 13)	14	11.67
		Medium (14 to 22)	89	74.16
		High (Above 23)	17	14.17
		Total	120	100
10	Market orientation	Low (Up to 14)	8	6.67
		Medium (15 to 19)	97	80.83
		High (Above 20)	15	12.50
		Total	120	100

Near about (75%) of sweet orange growers had medium i.e.5 to15 years farming experience, while 22.50 per cent of the growers had high farming experience i.e. more than 16 years, whereas 2.50per cent of them were found in low farming experience in sweet orange cultivation. Thus 78.50per cent sweet orange growers had low to medium experience in sweet orange cultivation. In educational qualification It was observed from that majority of the respondents 30.00 per cent were educated only and write, while 23.33 per cent of the respondents were educated up to middle school, followed by 20.00 per cent of

respondents were educated up to primary education and 14.70 per cent of respondents were educated secondary school. Very less percentage of them 12.50 each was illiterate. It was seen from that in more than (33.33 %) of the cases the sweet orange growers comes in medium land holding, followed by those with large 30.00 per cent, semi medium16.67 per cent and marginal 7.50 per cent size of land holding.

The data from clearly shows that higher percentage (41.67%) of growers were found in small area under sweet orange cultivation category, 35.83 per cent were in medium area under sweet orange cultivation category while 22.50 per cent of sweet orange growers were found in large area under sweet orange cultivation category. It is observed from that 62.50per cent of sweet orange growers had medium annual income (Rs 1, 50,000/- to 4, 00,000/-) followed by 22.50 per cent and 15.00 per cent had low (Up to Rs 1, 50,000/-) and high annual income (Rs 4, 00,000/- and above) respectively. It is observed from that 40.oo per cent of sweet orange growers had low social participation, while 35.00 per cent had medium social participation and 25.00 per cent of them were found in high social participation category [4].

The data from indicates that more than half (61.67%) of the respondents were found in medium level of extension contact and 24.16 per cent of them were had low extension contact. Whereas, 14.17 per cent of them were had high extension contact. It is noticed that from, 78.33 per cent of the respondents had medium economic motivation, followed by 11.67 per cent of the respondents from low economic motivation while 10.00 per cent of the respondents had high economic motivation. The data in revealed that 74.16 per cent of the respondents had medium risk orientation, followed by 14.17 per cent of the respondents had high risk orientation and 11.67 per cent of the respondents had low risk orientation. It is observed from that more than (80.83%) of sweet orange growers had medium marketing orientation while, 12.50 per cent of the growers had high marketing orientation, followed by 6.67 per cent of the growers low marketing orientation.

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