

## Decision Making Ability of Chilli Growers of Chhindwara District of Madhya Pradesh

Shrankhala Mishra<sup>1</sup>, S.R.K.Singh<sup>2</sup>, D.K.Singh<sup>3</sup>, Sandeep Chouhan<sup>4</sup> and N.Kumari<sup>5</sup>

### ABSTRACT

The study was conducted to assess the decision making ability of chili growers and to know the relationship between selected attributes of respondents and their decision making ability. Data were collected through interview method from randomly selected 120 farmer respondents. Age, area under crop, knowledge level, economic motivation, and use of information sources were found to be significantly related with decision making ability, while education, size of land holding, family income, farm power, extension participation and contact with extension agency had non-significant relationship with decision making ability. Irregular supply of electricity for irrigation, lack of storage and processing facility and lack of credit facility were the major constraints faced by the chili growers. The main suggestions given by the respondents were proper post-harvest processing through block and village level processing units and adequate warehouse facility should be provided by the government.

**Key words:** Chilli growers, decision making ability, constraints, storage, precessing.

### INTRODUCTION

Decision making ability is the ability of an individual to decide on each cause of action and choose wisely among the alternatives available with them. It is very important aspect of the entrepreneurial behavior of the various agri-preneurs. India is the second largest producer of vegetables and fruits in the world. Further, it is the largest producer, consumer and exporter of spices. Chilli known as hot pepper was introduced into India from Brazil in 16<sup>th</sup> century. It has spread to an area of around 0.8 million ha covering almost all states of the country. Chilli crop covers around 44.7 to 51.00 lakh ha area in Madhya Pradesh with about 11.20 to 17.20 lakh tones production .

Chhindwara district of Madhya Pradesh is the most important spice growing district due to favorable climatic conditions and availability of proper market facilities *etc.* The total net sown area under spice crop is 128.03 ha. It is worth mentioning that India's first Spice Park was established in Chhindwara district on February 2009. Keeping in view the above progress on spice front, this study on decision making ability of chilli growers in Chhindwara district of Madhya Pradesh was conducted to ascertain the decision making ability of the chilli growers.

### METHODOLOGY

Chhindwara district of Madhya Pradesh was selected purposively for the study because the district comprises of

large number of chilli growing farmers. The district has 1975 villages and 11 blocks. Chhindwara block was purposively selected as it has maximum number of chilli growers. Six villages were selected randomly namely Linga, Simaria, Adwar, Gorakhpur, Chikly and Jaam. A list of farmers of each selected villages who were growing chili was prepared with the help of Gram Sevak. A sample 120 farmers were selected through proportionate random sampling for the study. The data were collected with the help of pre-tested interview schedule and converted into scores and then analyzed into frequencies and percentages and co-relation coefficient was calculated to observe the relationship between independent variables and decision making ability as dependent variables.

### RESULTS AND DISCUSSION

The results of the study revealed that most of the respondents belonged to middle age category, followed by young age and old age category. It was found that a higher per cent of respondents were educated up to college level.

The socio-economic characteristics of the spice crop growers were studied in terms of their size of land holding, family income and economic motivation. Majority of the respondents had land holdings under medium category. More than 60 per cent respondents belonged to joint family system. The results indicated that majority of respondents had low to medium family income.

---

<sup>1,4&5</sup> M.Sc. Scholar, <sup>2</sup>Sr. Scientist (AE), ZPD Zone VII, <sup>3</sup>SMS (Extn.), KVK Jabalpur (M.P.)

### Decision making attributes of chilli growers

Majority of spices crop growers possessed medium knowledge level about spices production. Kushwaha (2003) had similar findings. Most of the respondents had medium extension participation. Majority of respondents had medium level of use of information source. Most of respondents were found to have medium level of decision making ability.

**Table 1: Socio economic attributes of chilli growers**

Variables	Categories	% Beneficiaries
Age	Young (< 35 years)	33.70
	Medium (36.55)	43.10
	Old > 55	21.20
Education	Illiterate (0)	7.50
	Primary level(1)	12.50
	Middle level (2)	13.70
	Higher level (3)	26.20
	College level (4)	40.00
Size of Land Holding	Marginal land holding (1.5) ha	21.20
	Small land holding (1.6 to 2.5) ha	30.10
	Medium land holding (2.6 to 5)ha	41.20
	Large land holding > 5 ha	7.50
Area under Crop	Low (1.5 ha)	67.50
	Medium (1.6 to 2.3 ha)	23.70
	High (>2.5 ha)	8.80
Family Income	Low < Rs. 1,80,000	28.70
	Medium (Rs. 1,80,000 to 2,60,000 )	63.70
	High> (Rs 2,60,000 )	7.60
Farm power and other implements	Low (One)	18.07
	Medium (5 to 7 item)	57.50
	High (One them 7)	23.80

**Table 2: Decision making attributes of chilli growers**

Knowledge level	Low 7.9 (b)	5.10
	Medium 8.10 (b)	63.70
	High > 22 (b)	31.20
Use of information sources	Low up to 8.3 (b)	12.50
	Medium 8.4 to 16.2 (b)	73.70
	High > 16.2 (b)	13.80
Extension participation	Low up to 10.3	18.80
	Medium 10.4 to 13.2	66.20
	High > 13.2	15.00
Contact with extension agency	Low up to 17.8	25.00
	Medium 17.9 to 20.3	22.50
	High > 20.3 (b)	52.50
Decision making ability	Low up to 7.1	31.20
	Medium 7.2 to 10.7	43.80
	High > 10.7	25.00

### Relationship between independent and dependent variables

The positively significant relationship was found between decision making ability of chilli growers with the age, knowledge level and use of information sources. Education, size of land holding, family income, farm power, extension participation and contact with extension agencies had non-significant positive relation with decision making ability

**Table 3: Relationship between independent and dependent variables**

Independent Variable	Value (r) co-relation coefficient
Age	-0.32**
Education	0.13 <sup>NS</sup>
Land handling	0.010 <sup>NS</sup>
Family income	0.078 <sup>NS</sup>
Farm power	0.02 <sup>NS</sup>
Area under crop	0.66**
Knowledge level	-0.20**
Use of information	-0.25**
Extension participation	0.14 <sup>NS</sup>
Contact with extension agency	0.023 <sup>NS</sup>

\*\* Significant at 5% level of Probability

### Constraints perceived by Chilli growers

The major constraints perceived by the chilli growers were irregular supply of electricity for irrigation, lack of storage & processing facility and lack of credit facility. Hence, the growers suggested for warehouse facility, adequate post-harvest processing through block and village level processing units.

### CONCLUSION

Chilli is one of the most important crops in India. It is mainly used in culinary adding flavors, color and pungency. The study brought out that most of the Chilli growers possessed medium level of decision making ability.

However, there was negatively significant correlation between decision making ability and knowledge level. Proper and adequate post-harvesting and marketing facilities Should be provided.

*Paper received on* : August 07, 2014

*Accepted on* : September 08, 2014

**REFERENCES**

- Kushwaha., R. G 2003. Behaviour of vegetable growers towards plant protection measures. In solanaceous crop in Ghatogan block of Gwalior District (M.P) M.sc (Ag). Thesis (unpublished), JNKVV, Jabalpur
- Prajapati M.R., V.T Choudhary 2002. Constraints experienced by growers in adoption of chilli technology. Gujarat J.Extn.Edu. , 12-12: 32-34