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BEHAVIOURAL PATTERN OF NURSERY GROWERS IN RELATION TO NURSERY MANAGEMENT PRACTICES

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Recently nursery plays an important role throughout the globe. Demand of fruits, flowers and vegetables have become gradually increased. India is equally competing with global trends. Its multitude of agro-climatic conditions make it possible to grow various kinds of fruits, flowers and vegetables in its different parts all the year round. Similar advantages are also found in the state of West Bengal.

Nursery has not built up in organised ways in the rural areas in the State. But this State is thought of as good field for nursery production and management. People of the State are not well aware of the scope, benefits and importance of nurseries of various kinds. Moreover, it requires a strong agro-climatic footing for diversification of various activities like production, management and distribution in the country.

People have not spontaneously accepted this occupation. Now, some unemployed are accepting this job. They are mostly lacking of teachnical skill about nursery farming.

Extension aducational and training programme on nursery should be provided to the nursery growers so that they may carry out necessary operational practices effectively and efficiently as a result of which they may develop vocational proficiency in their behavioural complex. Keeping these in view the following objectives have been delineated for this study :–

1. To study the Psycho-socio-personal characteristics of the nursery growers.
2. To study the behavioural pattern of nursery growers with respect to planning behaviour, decision-making behaviour, participatory behaviour and economic behaviour in relation to scientific nursery management practices.
3. To study the relationship between various behavioural pattern of nursry growers and their Psycho-Socio-personal characteristics.

METHODOLOGY :

The study was conducted in some nursery belt areas of Southern parts of West Bengal. Purposive and multi-stage random sampling techniques were adopted for the study. Southern parts of West Bengal was selected purposively. For selection of districts, sub-divisions and blocks, multi-stage random sampling technique was adopted. Stagewise firstly three revenue districts, secondly six sub-divisions and 12 blocks were randomly selected. 10 nursery growers from each of the selected blocks were selected at random. Thus a total sample size of the study was 120. The dependent variable in the study was behavioural pattern of nursery growers with respect to nursery management practices.

Behavioural pattern of nursery growers was measured as a composite score of planning behavioural pattern (Pl. B. P.), decision-making behavioural pattern (D.B.P.), participatory behavioural pattern (Pt. B. P.), interactional behavioural pattern (I.B.P.) and economic behavioural pattern (E.B.P.) with respect to nursery management practices and be illustrated with the help of following equation.

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Behavioural pattern (B.P.)= (Pl. B.P.) + (D.B.P.) + (Pt. B. P.) + (I. B. P.) + (E. B. P.)

Where,

B. P. = Behavioural Pattern
Pl. B. P. = Planning Behavioural Pattern
D. B. P. = Decision-making Behavioural Pattern
Pt. B. P. =Participatory Behaviour Pattern
I. B. P. =Interactional Behavioural Pattern
E. B. P. =Economic Behavioural Pattern

Again, the components of behavioural pettern *viz.* planning behavioural pattern (Items concerning situation analysis, problem identification, setting up objectives, solution and execution of plan), decision-making behavioural pattern (items of choices involved), participatory behavioural pattern (itmes concerning participation), Interactional behavioural pattern (itmes concerning interpersonal communication *i.e.* information seeking and information disseminating) five-point rating scale was developed for the study.

For measuring economic behavioural pattern, structured schedule was developed having items on serving behaviour, purchasing behaviour and selling behaviour of nursery growers. Independent variables such as age, occupation, caste, education, family size, family education status, income, venturesomeness, fatalism, faith, dependency, empathy and creativity were studied. Variables *viz.* age, occupation, caste, education, family size, income were measured with help of measuring devices developed for the study.

Variable family education status was measured with help of inventory developed by Malay and Roy (1965). Variables like empathy, faith and creativity were measured with the help of inventories developed by Mohanty (1991) with slight modifications. Variables such as venture someness and fatalism were measured with help of inventories developed by Sarkar (1995). Data were collected directly form the respondents by personal interviewed technique with the help of structured schedule. Statistical tools such as percentages, mean and multiple correlation analysis were used.

RESULTS AND DISCUSSION :

Psycho-socio-personal Characteristics : Maximum number of nursery growers belonged to middle aged (80%), general and backward caste (78%) and medium family size (60%). Majority of the respondents had nursery as primary occupation (76·34%), primary and middle level of education (74·66%), medium family educatior. status (58%), medium income (52·34%), low venturesomeness (56%), low fatalistic value (54%), low faith (58%), low dependency (56·66%), Moderate empathy (62%) and moderate creativity.

Behavioural Pattern : Maximum number of nursery growers expressed their high (behavioural) involvement in planning, decision-making, participatory and economic concerning

Table 1. Distribution Nursery Growers according to their various behavioural pattern.

N = 120

Components of behavioural Pattern of Nursery growers	Levels					
	High		Moderate		Low	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Planning Behavioural pattern (Pl.B.P.)	72	60·00	7	5·84	41	34·16
Decision-making Behavioural pattern (D.B.P.)	60	50·00	22	18·34	38	31·66
Participatory behavioural pattern (Pt.B.P.)	88	73·33	22	18·33	10	8·34
Interactional behavioural pattern (I.B.P.)	52	43·34	14	11·66	54	45·00
Economic behavioural pattern (E.B.P.)	87	72·50	12	10·00	21	17·50
Overall behavioural pattern	40	33·34	66	55·00	14	11·66

nursery management practices by 60%, 50%, 73·33% and 72·50% respectively (Table 1). The results may be explained that nursery growers had to set up their activities with suitable alternatives well in advance.

For this they were able to analyse situations, problems identification, fixing objectives, targets and plan of work so that they might be able to reach a satisfactory production target to meet the demands of their respective operational areas. Without proper planning especially in nursery occupation it would have every possibility of failure due to want of quality produce, alternative course of action due to uncertainty and lack of supply and services inputs and raw materials. Thus most of the nursery growers usually give maximum emphasis on planning. Similarly, in decision-making they often share their choices local growers, growers of outside, extension and technical personnel or even family members so that possibility right and effective choices be ensured for production, management and marketing of nursery products. Nursery growers always favour to participate effectively in all kinds nursery related programmes *viz.* group discussion meeting, training, demonstration, achievement days, festivals, exhibitions and fairs for gaining knowledge, understanding, skill and seeking information opinion and reactions from extension personnel, specialists and their clients and customers.

So far, economic behavioural pattern, most of the nursery growers have to very much conscious and try to ensure their economic security in terms of saving, purchasing quality raw materials (i.e. varieties of seed and plant materials) brand of materials and equipments, prices relating to purchasing and sale.

For involvement of interactional processes probably fairly good number of growers are used to develop an interpersonal relations through information seeking and passing with other fellow growers, extension and technical personnel for decisions and confirmation about nursery innovations. Their interactions are very much prominent in group and mass communication context *viz.* demonstration, group meeting, training, exhibitions, festivals, campaign etc.

Table 2. Relationship between different components of behavioural pattern of nursery growers as well as pooled and certain independent variables related to their psycho-socio, personal characteristics.

	Planning behavioural pettern	Decision making behavioural pattern	Participatory behavioural pattern	Interactional communication behavioural pattern	Economic behavioural pattern	pooled
	Y_1	Y_2	Y_3	Y_4	Y_5	Y_6
Age (X_1)	– 0·3722	0·40123**	0·304425*	0·304215*	0·301245*	0·312451*
Occupation (X_2)	0·161408	0·022527	0·352353*	0·30025*	0·324512*	0·320125*
Caste (X_3)	– 0·096565	– 0·055371	0·223414	0·261929	– 0·251246	0·241523
Education (X_4)	– 0·421512**	–0·41212**	– 0·401235**	– 0·402135**	– 0·41257**	– 0·412563**
Family composition (X_5)	– 0·012975	0·083108	0·020474	0·022027	0·043939	0·052537
Family education status (X_6)	– 0·390123**	0·51247**	0·45123**	0·451123**	– 0·41256**	0·452136**
Income (X_7)	0·3945**	– 0·391522**	0·301247**	– 0·301245**	0·324412*	0·32564*
Venturesumness (X_8)	0·4511**	0·401257**	0·421311**	0·357713*	0·28451	0·264578
Fatalism (X_9)	– 0·4011**	– 0·4112**	– 0·401155**	– 0·451123**	– 0·299754*	– 0·299645*
Faith (X_{10})	0·131508	0·047371	0·195991	0·168018	0·083011	0·242640
Dependency (X_{11})	0·048393	– 0·150628	– 0·274573	– 0·259833	0·235789	0·231425
Empathy (X_{12})	0·390745**	0·390012**	0·386779**	0·381115*	0·394751*	0·325889*
Creativity (X_{13})	0·359556*	0·30112*	0·32124*	– 0·24887	0·224323	0·21452

0·3852 Significant value at 0·01 0·2978 Significant value at 0·05

* Significant at P = 0·05 ** Significant at P = 0·01

Multiple correlational analyses were done between various components of behavioural pattern of nursery growers as well as pooled and psycho-socio-personal characteristics with respect to nursery management practices (table 2). Positive and significant correlation was found between age, occupation, venturesomeness, empathy and creativity and most of the components of behavioural pattern of nursery growers like planning, decision-making, participatory, interactional, economic and pooled.

The plausible eexplanation of the above results may be interpreted that elderly and aged nursery growers were more rational, thoughtful and innovative minded that led them to actively angage in nursery related activities.

Nursery growers having more number of worthwhile occupations were able to involve in behavioural activities like planning, decision-making, participation and interaction in various programmes and activities of nurseries.

Positive relationship of venturesomeness might be explained that growers were possessed ability to take risk in some sorts of uncertainties that led them towards active involvement of behavioural processes.

Higher the empathy, higher the behavioural pattern of nursery growers; this may be interpreted that growers might have developed an insight knowledge and deep sense of fellow feeling towards their friends, fellow growers, clients and customers through regular and continuous contact and interaction which subsequently made them empathic. Higher the creativity, higher the involvement in behavioural pattern. This may be interpreted that good planning, rational decision-making, effective participation, interaction, and sound economic mindness require creativity that includes imagination, strong feelings, emotional disposition, good conduct and effective communicability of nursery growers which probably help them to exploit and attain higher plan of behavioural processes. Variables education and fatalism exhibited negative and significant association between all the components of behavioural pattern and pooled.

Lower education higher the attainment of behavioural performance. This may be explained that growers had attened a remarkable behavioural performance with respect to planning, decision making, participation, interaction, economic affairs. Inspite of low education, probably they had very much practical experiences, skill, extrovertness, positive social mobility, high interaction which led them to assimilate various elements of behavioural pattern relating to nursery.

Lower the fatelism, higher the involvement in all kinds of behavioural processes. This result may be inferred that growers, mostly possessed the value of scienticism that led them towards better planning, concrete decision making ability, active participation and sound interaction and economic activities. Negative and significant correlation was found between family education status and planning and economic behavioural pattern. This means that growers inspite of their low family education status possessed more ability to plan effectively and make sound economic mindness.

Again family education status showed positive and significant relationship with decision-making, participatory, interactional and overall behavioural pattern of nursery growers. That means higher the family education status, higher the decision making, participation, interaction and overall behavioural pattern of nursery growers. These result may be interpreted that high family education status perhaps influence positively to their family members because education mainly changes the behaviour of the people desirably and strive to developmental elements of

the people. This finding is in agreement with the finding of Sarkar (1994) who found the similar results between family education status and involvement of women in various aspects of behavioural processes relating to household crop, and livestock farming practices.

Variable income exhibited positive and significant relationship between planning, participatory, economic and pooled behavioural pattern of nursery growers while negative and significant correlation was found between the decision-making and interactional pattern of behavioural of nursery growers.

The above finding might be explained in a manner that better economic condition probably led the nursery growers to plan them effectively because all kinds of plans and participation in organisation mostly require economic potentiality and soundness.

Further income indicated negative and significant association with decision-making and interactional behavioural pattern. Perhaps this was happened so because decision-making and interactional behavioural pattern mostly occured symbolically within the family circle, and at the village and block level which did not reflect the better economic position of the nursery growers.

Variable caste, family composition, faith and dependency did not show any significant relationship with behavioural pattern of nursery growers.

CONCLUSION :

Practical approaches should be made for the nursery growers to involve them in various extension programmes and activities like meeting, training, demonstration, filed days, achievement days, exhibition etc. as a result they may able to develop their behavioural complex *viz.* planning, decision making, participation, interaction and economic mindness which in turn lead them towards the promotion of scientific nursery management practices and nursery related activities.

Further effort to be given to change their psycho-socio-personal attributes like family education status, faith, venturesomeness, dependency, creativity, fatalistics value so that they may be more planning and economic minded, decisive, participative and interactive relating to growth and development of nurseries.

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