Research Article

SOCIO-ECONOMIC PROFILE AND ACHIEVEMENT MOTIVATION OF MUSTARD GROWERS IN JAIPUR DISTRICT OF RAJASTHAN

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Abstract: The study was conducted at Bassi and Gamwaramgarh Blocks in Jaipur district of Rajasthan with an objective of studying socio-economic profile and achievement of mustard growers. The data indicated that out of total respondents, 67.0% of respondents belonged to middle age group, the majority (22.5%) of the respondents were having primary school level of education, 40.5% belonged to Scheduled tribes. Majority of the respondents (38.0%) were having experience of 21 to 30 years in mustard cultivation. The data also revealed that 51.5% respondents belonged to small farm size, 68.0% of respondents were having annual income between 69744 to 154064 rupees. The achievement motivation of majority (42.0%) of the respondents was found to be of medium level followed by high level (39.5%) and low level (18.5%).

Keywords: *Respondents, Level, Majority*

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Introduction

Mustard (*Brassica juncea*) has been used as a spice for over 5,000 years, with references appearing in ancient texts in Sumerian and Sanskrit (around 3000 BC), Egyptian texts (around 2000 BC) and Chinese texts (around 1000 BC). A large part of the output from Asian countries such as Nepal, Myanmar and China are more likely used to produce mustard cooking oil. In India, rapeseed–mustard is grown in diverse agro-climatic conditions ranging from north-eastern/north-western hills to down south under irrigated/rain fed, timely/late sown and mixed cropping. Indian mustard accounts for about 75-80% of the 6.6 million hectares under these crops in the country during 2013-14. The Technology Mission on Oilseeds (TMO) was initiated in 1986 by the Government of India for reducing dependence on imports and to increasing domestic production [1]. Technology Mission on Oilseeds (TMO) in 1986, Frontline Demonstration (FLD's) conducted by the Krishi Vigyan Kendra (KVK's) played a vital role in augmenting the production and productivity of mustard in both the states [2]. Bharatpur, eastern district of Rajasthan is the largest mustard growing division covering about 48 percent of the total production of state [3,4].

Material and methods

The study was conducted at Bassi and Gamwaramgarh Block in Jaipur district of Rajasthan. The Rajasthan state was selected purposively as the state is having maximum area under rapeseed-mustard but with a decrease of 7.7 percent in production and of 12.7 percent decrease in area in the year 2012-13. Out of 33 districts, Jaipur Districts was selected purposively. Jaipur district is having fifth position in area under mustard crop and 20th position in productivity. Out of the 13 blocks of Jaipur district, 2 blocks (Bassi and Jamwaramgarh) was selected randomly and out of the selected blocks, five villages from each block was selected randomly after making a list of all villages in the block. Therefore, a total number of 10 villages were selected. The proportionate random sampling was followed to select 200 mustard growing farmers as the respondents for the present study. Data collected were quantitative and were interpreted in terms of percentage and data were tabulated on the basis of approved categorization

method as described earlier. The following statistical techniques were used in the study. (i) Frequency (f) (ii) Percentage (%) (iii) Arithmetic Mean ($\overline{X}$) (iv) Standard Deviation (S.D.)

Results and Discussion

Table-1 *Distribution of respondents according to their age*

SN	Category	Respondents (n =200)	
		Frequency	Percentage
1	less than 32 years	29	14.5
2	32 to 55 years	134	67
3	Above 55 years	37	18.5
	Total	200	100
	Mean= 43.79	S.D.= 11.33	

The data in [Table-1] shows the percentage distribution of respondents according to their age. The data indicated that out of total respondents, 67.0 percent of respondents belonged to middle age group, 18.5 percent respondents belonged to old age group followed by 14.5 percent respondents belonged to young age group.

Table-2 *Distribution of respondents according to their education*

SN	Category	Respondents (n =200)	
		Frequency	Percentage
1	Illiterate	34	17
2	Primary school (1-4)	45	22.5
3	Middle school (5-7)	39	19.5
4	High school (8-10)	29	14.5
5	Intermediate/Diploma	33	16.5
6	Graduate	20	10
Total		200	100

[Table-2] shows the education level of respondents. The data shows that the majority (22.5%) of the respondents were having primary school level of education followed by (19.5%) respondents belong to middle school level, (17.0%) respondents are belong to illiterate category followed by (16.5%) respondents are

belong to intermediate level of education followed by (14.5%) respondents belong to high school followed by (10.0%) respondents are belong to graduation level of education.

Table-3 *Distribution of respondents according to their caste*

SN	Category	Respondents (n =200)	
		Frequency	Percentage
1	General	61	30.5
2	OBC	31	15.5
3	SC	27	13.5
4	ST	81	40.5
Total		200	100

[Table-3] show that the majority of caste (40.5%) belonging to Scheduled tribes followed by (30.5%) respondents belongs to general category followed by (15.5%) respondents belongs to othe backward class followed by (13.5%) respondents belong to schedule caste.

Table-4 *Distribution of respondents according to their experience*

SN	Category	Respondents (n =200)	
		Frequency	Percentage
1	1 to10 years	23	11.5
2	11 to 20 years	59	29.5
3	21 to 30 years	77	38.5
4	31 to 40 years	41	20.5
Total		200	100

[Table-4] show that the majority of mustard growing farmers 38.5 percent having (21 to 30 years) experience of mustard cultivation, followed by 29.5 percent respondents having (11 to 20years) experience, 20.5 percent respondents having (31 to 40 years) experience and 11.5 percent respondents having (1 to 10 years) experience respectively.

Table-5 *Distribution of respondents according to their farm size*

SN	Category	Respondents (n =200)	
		Frequency	Percentage
1	Marginal Farmer (up to1 ha)	36	18
2	Small Farmer (1-2 ha)	103	51.5
3	Semi-medium Farmer (2-4 ha)	42	21
4	Medium Farmer (4-10 ha)	13	6.5
5	Large Farmer (above 10 ha)	6	3
Total		200	100

The data presented in [Table-5] show the percentage distribution of respondents according to their total land holding. The majority of respondents (51.5%) has belong to small farm size followed by (21.0%) semi-medium farm size land holding, while (18.0%) had marginal farm size, (6.5%) had medium farmers and (3.0%) belonging to large farm size.

Table-6 *Distribution of respondents according to their family income*

SN	Category	Respondents (n =200)		
		Frequency	Percentage	
1	Less Than 69743	37	18.5	Mean = 111904
2	69744 to 154064	136	68	S.D. = 42160
3	Above 154065	27	13.5	
Total		200	100	

The data in [Table-6] shows the percentage distribution of respondents according to their annual income. The data indicated that out of total respondents, majority of respondents 68.0 percent had annual income between (69744 to 154064) followed by 18.5 percent of respondents had annual income less than (69743) and 13.0 percent respondents had annual income more than (154065). According to [Table-7], maximum responses for motivation activities of mustard growers were found for   I like being independent (92.5%) followed by When it is possible to avoid conflict, I do When it is possible to avoid conflict, I do so (90.0%), I like it when people say in front of others that I am doing a good job (88.0%), If you met me, you would say that I get on well with other people (81.0), If jobs and money are on the line, it is a good idea to let someone else be in charge, in case things go sour (79.5%), I would be more successful, but others try to disrupt my plans (62.5%), I ask others for advice even if I think I know the answer, because it is always better to be safe than sorry (59.5%), If I knew others disapproved of my actions, it would cause me to rethink my plans (59.0%), Most evenings, I kick back and relax rather than prepare for the next day's tasks (55.0%), I am basically a

competitive person, and I compete just for the sake of competing (54.5%), In a tight situation, I like it when I am in charge and the blame or praise will come to me (53.5%), Having good friends is important, but I could quickly make new ones if I had to (52.5%), People do not like to admit it, but success in life has less to do with hard work and more to do with luck and being in the right place at the right time (52.0%), Life would be better if more people stuck to their business so I could stick to mine (48.5%), In fantasies about my career, often I am in a group and they are praising me (47.5%), I dislike entering a room full of strangers and trying to connect (42.0%), People who work so hard that make the rest of us look bad really bother me (41.0%), I regularly list my goals where I can see them during the day (40.0%), I enjoy spending much of my time alone (31.5%), Being part of a team at work is less important than doing good work on your own (31.0%), Most people who know me say I am ambitious (28.5%) and I like taking risks (8.0%) respectively.

Table-8 *Distribution of respondents according to their level achievement motivation*

SN	Category	Respondents (n =200)	
		Frequency	Percentage
1	Low(Less than 10.11)	37	18.5
2	Medium (10.12 to 13.95)	84	42
3	High (Above 13.96)	79	39.5
Total		200	100
Mean=12.03 S.D.= 1.92			

The data in [Table-8] was subjected to percentage distribution of respondents according to their level of motivation. The data indicated that out of total respondents, 42.0 percent had medium level of motivation, followed by 39.5 percent high level of motivation and 18.5 percent had low level of motivation.

Conclusion
In case of age group, majority of respondents belongs to middle to old age group, the majority of the respondents were having primary school level of education, majority of caste belonging to Scheduled tribes, majority of respondents has belong to small farm size, majority of respondents had medium annual income, majority of respondents had medium to high level of motivation.

Application of research: Study of Mustard Growers in Jaipur District of Rajasthan

Research Category: Extension Education

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University: Banaras Hindu University, Varanasi, 221005, India
Research project name or number: PhD Thesis

Author Contributions: All authors equally contributed

Author statement: All authors read, reviewed, agreed and approved the final manuscript. Note-All authors agreed that- Written informed consent was obtained from all participants prior to publish / enrolment

Study area / Sample Collection: Bassi and Gamwaramgarh Blocks in Jaipur district of Rajasthan

Cultivar / Variety name: Mustard - *Brassica juncea*

Conflict of Interest: None declared

Ethical approval: This article does not contain any studies with human participants or animals performed by any of the authors.
Ethical Committee Approval Number: Nil

Table-7 *Distribution of respondents according to their achievement motivation*

SN	Statements	TRUE		Rank order
		Frequency	Percentage	
1	I like being independent.	185	92.5	I
2	When it is possible to avoid conflict, I do so.	180	90	II
3	I like it when people say in front of others that I am doing a good job.	176	88	III
4	If you met me, you would say that I get on well with other people.	162	81	IV
5	If jobs and money are on the line, it is a good idea to let someone else be in charge, in case things go sour.	159	79.5	V
6	I would be more successful, but others try to disrupt my plans.	125	62.5	VI
7	I ask others for advice even if I think I know the answer, because it is always better to be safe than sorry.	119	59.5	VII
8	If I knew others disapproved of my actions, it would cause me to rethink my plans.	118	59	VIII
9	Most evenings, I kick back and relax rather than prepare for the next day's tasks.	110	55	IX
10	I am basically a competitive person, and I compete just for the sake of competing.	109	54.5	X
11	In a tight situation, I like it when I am in charge and the blame or praise will come to me.	107	53.5	XI
12	Having good friends is important, but I could quickly make new ones if I had to.	105	52.5	XII
13	People do not like to admit it, but success in life has less to do with hard work and more to do with luck and being in the right place at the right time.	104	52	XIII
14	Life would be better if more people stuck to their business so I could stick to mine.	97	48.5	XIV
15	In fantasies about my career, often I am in a group and they are praising me.	95	47.5	XV
16	I dislike entering a room full of strangers and trying to connect.	84	42	XVI
17	People who work so hard that make the rest of us look bad really bother me	82	41	XVII
18	I regularly list my goals where I can see them during the day.	80	40	XVIII
19	I enjoy spending much of my time alone.	63	31.5	XIX
20	Being part of a team at work is less important than doing good work on your own.	62	31	XX
21	Most people who know me say I am ambitious.	57	28.5	XXI
22	I like taking risks.	16	8	XXII

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