

CONTRACT FARMING IN SUGARCANE CULTIVATION AND DEVELOPMENTS OF THE GROWERS

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ABSTRACT

The contracting sugar industries in Odisha are continuously providing technical expertise, proper guidance, close monitoring, supplying crop inputs and procuring produce with remunerative price benefitting both the contracting firms and contracted growers. A study conducted with 80 each of contracted and non-contracted growers revealed that there were no significant developments of the contracted growers in sugarcane cultivation under contract farming. Poor responses were observed towards developments on technological, economical, material possession and farm activities in comparison to socio-cultural aspects. The contracting sugar industry officials essentially need to enrich the knowledge and skill competency of the sugarcane growers along with liaoning with credit institutions for financial support and input dealers for timely supply of additional quality inputs enabling the growers for better crop management accelerating production and income leading to their developments.

KEYWORDS: Contract Farming, Sugarcane, Developments, Farmers