

**CONSTRAINTS EXPERIENCED BY THE SUMMER CABBAGE GROWERS
AND THEIR SUGGESTIONS TO OVERCOME CONSTRAINTS IN MARKET
ORIENTED CULTIVATION OF SUMMER CABBAGE AND MARKETING**

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ABSTRACT

The cultivation of vegetables, which is done mainly for marketing purpose, is known as commercial vegetable cultivation. Having achieved self-sufficiency in production led agriculture, India have to focus on market oriented Agriculture, which generate additional value to the farm produce, income and employment for farmers. Market oriented agriculture means adding value may be in terms of on-farm and off-farm income and employment generation by the production of agriculture and product. Present study was conducted to find out the constraints experienced by the summer cabbage growers in market oriented cultivation of summer cabbage and marketing and to seek suggestions from the summer cabbage growers to overcome constraints in market oriented cultivation of summer cabbage and marketing. Study revealed that the major constraints faced by cabbage growers were viz., fluctuations in market rate, lack of market facility nearby village, lack of non-availability of sufficient labours in time, high cost of labours, lack of timely technical guidance, high cost of inputs, non-availability of infrastructure facility for storage and processing plants, high cost of transportation and irregular supply of irrigation due to irregular supply of electricity. Cabbage growers were endorsed the suggestions like, market facility should be available nearby village, market rate should be regulated, inputs should be available at reasonable price, timely technical guidance should be provided, timely technical guidance about storage and processing should be available for batter market price, selling of the cabbage should be done through co-operative society, sufficient electric power should be available in time for maintaining the regularity of irrigation and contract farming should be introduced in cabbage cultivation.

KEYWORDS: Cabbage Growers, Constraints, Market Oriented, Suggestions

INTRODUCTION

Having achieved self-sufficiency in production led agriculture, India have to focus on market oriented Agriculture, which generate additional value to the farm produce, income and employment for farmers. Market oriented agriculture means adding value may be in terms of on-farm and off-farm income and employment generation by the production of agriculture and product. As described by Verma (2008), Value addition to farm produce can be done at three level viz., post harvest primary processing, post harvest secondary processing and High end processing. Post-harvest primary processing included cleaning, grading, storing and packaging. This is mainly applicable for fruits and vegetables which are perishable nature and available only for a short period of time. In India less than 2% of the fruits and vegetable

produced are processed as against 65% in the US, 70% in Brazil, 78% in the Philippines, 80% in South Africa and 83% in Malaysia. Post harvest losses of fruits and vegetable are high in our country which accounts for about 25 to 35% of the total horticultural produce (Kokate - 2011).

The average productivity of cabbage in India is 22.0 tonnes / ha which is too low as compare to the hectare production of cabbage 55.3 tonnes in Korea Republic (Gopalakrishnan, 2007). Cabbage is a widely popular vegetable. It occupies an area of 0.27 m ha with a 5.45% share in total vegetable production (Ahuja *et.al* - 2010).

In last one decade cabbage production has multiplied 2.02 times, due to the availability of potential and high temperature resistant varieties (Singh and Malhotra - 2010). Cabbage crop is harvesting during December, January and February as a traditionally in Odisha, so the cabbage production supply is not uniform throughout the year. Also, the concept of marketing is not focus on the product, but to focus on the users. Hence user needs are vital in marketing. Owing to this, the average wholesale price of cabbage was also recorded highest in various cities of country during the period of April to August (Indian Horticulture Database - 2011). The highest price during the summer season is the driving force within the farmers of the Kandhamal district and they are motivated to cultivate the cabbage as a summer crop. Commodity marketing research is an essential item in the marketing continuum. Price forecasts, preferences for consumers and industries, cost of storage, transport, *etc.* collectively known as market intelligence and to be disseminated at the time of sowing and harvesting. Market intelligence is life blood of the market; therefore, it has great importance in market oriented cultivation.

Taking this fact in view, the present study entitled “The Constraints Experienced by the Summer Cabbage Growers and their Suggestions to overcome Constraints in Market Oriented Cultivation of Summer Cabbage and Marketing among the farmers of Kandhamal district of Odisha state.” was under taken to find out the constraints experienced by the summer cabbage growers in market oriented cultivation of summer cabbage and marketing and to seek suggestions from the summer cabbage growers to overcome constraints in market oriented cultivation of summer cabbage and marketing.

RESEARCH METHODOLOGY

Considering the area & production of cabbage crop Kandhamal district, was purposively selected for the study. G. Udayagiri taluka was also purposively selected, because this taluka have more cabbage growing area as compared to other talukas. Twelve villages form taluka were selected purposively. Using random sampling techniques, equal number of respondents *i.e.*, ten from each village was selected. Thus, total 120 respondents were selected. The constraints were operationally defined as the difficulties experienced by the farmers in adoption of market oriented cultivation of summer cabbage. To know the constraint in adoption of market oriented cultivation of summer cabbage an open ended question was asked to each respondent to mention his constraints in adoption of summer cabbage cultivation, which can hinder the adoption, were enlisted. Based on the responses received from the farmers frequency and the percentage were worked out against each constraint and ranked on the basis of higher percentage. Considering the constraints faced by the respondents an open ended question was asked to the respondents to overcome the same in adoption of market oriented cultivation of summer cabbage successfully, they were asked to give their valuable suggestions. The suggestions offered were ranked on the basis of frequency and percentage.

RESULT AND DISCUSSIONS

The Constraints Experienced by the Summer Cabbage Growers in Market Oriented Cultivation of Summer Cabbage and Marketing

Constraints in adoption of new technology never end. However they can be minimized. The respondents were requested to express the constraints faced by them in adoption of market oriented cultivation of summer cabbage crop. Frequency and percentage for each constraint were calculated and on that basis of that, the constraints were ranked and presented in table 1.

Table 1: Constraints Faced by Cabbage Growers in Adoption of Market Oriented Cultivation of Summer Cabbage and Marketing (n = 120)

S. No.	Constraints	Frequency	Per cent	Rank
1	Fluctuations in market rate	109	90.83	I
2	Lack of market facility nearby village	103	85.84	II
3	Non-availability of sufficient labours in time	72	60.00	III
4	High cost of labours.	71	59.16	IV
5	Lack of timely technical guidance	53	44.16	V
6	High cost of inputs	48	40.00	VI
7	Non-availability of infrastructure facility for storage and processing plants	29	24.16	VII
8	High cost of transportation	28	23.24	VIII
9	Irregular supply of irrigation due to Irregular supply of electricity	27	22.50	IX

As seen from the table major constraints faced by cabbage growers were fluctuations in market rate (90.83 per cent), lack of market facility nearby village (85.84 per cent), lack of Non-availability of sufficient labours in time (60.00 per cent), high cost of labours (59.16 per cent), lack of timely technical guidance (44.16 per cent), high cost of inputs (40.00 per cent), non-availability of infrastructure facility for storage and processing plants (27.16 per cent), high cost of transportation (23.24 per cent) and irregular supply of irrigation due to irregular supply of electricity (22.50 per cent) and were ranked one to nine, respectively.

Suggestions from the Summer Cabbage Growers to Overcome Constraints in Market Oriented Cultivation of Summer Cabbage and Marketing

In order to document the suggestion, the respondents were asked to offer their suggestion to overcome the constraints faced by them in adoption of market oriented cultivation of summer cabbage and obtaining market intelligence. Based on frequency and percentage, ranks were assigned to each suggestion. The results in this regard are presented in table 2.

Table 2: Suggestions Given by Cabbage Growers to Overcome Constraints Faced by Them (n = 120)

S. No.	Suggestions	Frequency	Per cent	Rank
1	Market facility should be available nearby village	111	92.50	I
2	Market rate should be regulated	102	85.00	II
3	Inputs should be available at reasonable price	56	46.66	III
4	Timely technical guidance should be provided	54	45.00	IV
5	Timely technical guidance about storage and processing should be available for batter market price	30	25.00	V

6	Selling of the cabbage should be done through co-operative society	23	19.16	VI
7	Sufficient electric power should be available in time for maintaining the regularity of irrigation	16	13.34	VII
8	Contract farming should be introduced in cabbage cultivation	09	07.50	VIII

Valuable suggestions expressed by cabbage growers are presented in table 2. It can be stated from the Table 2 that the cabbage growers were expressed the suggestions like, market facility should be available nearby village (92.50 per cent), market rate should be regulated (85.00 per cent), inputs should be available at reasonable price (46.66 per cent), timely technical guidance should be provided (45.00 per cent), timely technical guidance about storage and processing should be available for batter market price (25.00 per cent), selling of the cabbage should be done through co-operative society (19.16 per cent), sufficient electric power should be available in time for maintaining the regularity of irrigation (13.34 per cent) and contract farming should be introduced in cabbage cultivation (07.50 per cent) and ranked from one to eight in ascending order.

CONCLUSIONS

Major constraints faced by cabbage growers were *viz.*, fluctuations in market rate, lack of market facility nearby village, lack of non-availability of sufficient labours in time, high cost of labours, lack of timely technical guidance, high cost of inputs, non-availability of infrastructure facility for storage and processing plants, high cost of transportation and irregular supply of irrigation due to irregular supply of electricity.

Cabbage growers were endorsed the suggestions like, market facility should be available nearby village, market rate should be regulated, inputs should be available at reasonable price, timely technical guidance should be provided, timely technical guidance about storage and processing should be available for batter market price, selling of the cabbage should be done through co-operative society, sufficient electric power should be available in time for maintaining the regularity of irrigation and contract farming should be introduced in cabbage cultivation.

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