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A study on the Constraints Faced by the Vegetable Growers and Suggestions to Overcome in East Singhbhum District of Jharkhand

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ABSTRACT

The study was undertaken in Jharkhand with a view to analyze the constraints faced by the vegetable growers with suggestions to overcome these problems. The study was conducted in Mosaboni, Ghatsila, Gudabanda, Dumuria and Patamda blocks of East Singhbhum district of Jharkhand. Both purposive and random sampling procedures were followed for selection of the state, district, blocks, villages and the respondents. The sample size covered 120 vegetable growers from 10 villages and response was obtained from each individual respondent with the help of a structured interview schedule pretested with 10% samples other than the respondents of the study. The study revealed that the problem of cold storage was a major problem (94.16%), followed by fluctuation in market prices (89.16%) and low price or lack of remunerative price (85%) were the major marketing constraints from the study area. The study also revealed that the problems of lack of appropriate irrigation facility (80%), lack of uninterrupted electric supply (77.5%) and lack of proper training on vegetable cultivation (73.33%) were some of the other constraints faced by the vegetable growers. Majority of the respondents suggested that cold storage/ ware house facilities should be available in the study area followed by declaration of support prices by the government, provision of better physical facilities in the market and timely availability of quality seeds for the desired yield.

Keywords Constraints, suggestions, vegetable growers

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INTRODUCTION

The newly created Jharkhand state has 24 districts and the total geographical area is 79.70 lakh hectares. The population of Jharkhand according to the 2011 census stands at about 32 million, making it

Table 1. Distribution of respondents based on their marketing constraints.

A.	Marketing problem	F	%	Rank
1	Forced sale/ Distress sale	71	59.16	IX
2	Distance of vegetable markets	22	18.33	XV
3	Inadequate transport facility	29	24.16	XIII
4	Fluctuation in market price	107	89.16	II
5	Exploitation of intermediaries	93	77.5	V
6	Lack of knowledge about grading and standardization of vegetable	52	43.33	XI
7	Low price/lack of remunerative price	102	85	III
8	Non-availability of market information	76	63.33	VIII
9	Absence of storage facilities (cold storage)	113	94.16	I
10	Lack of organized marketing	90	75	VI
11	Inadequate physical facilities in the market	97	80.83	IV
12	Spoilage during transportation	21	17.5	XVI
13	High cost of transportation	26	21.66	XIV
14	Lack of reasonable support prices	77	64.16	VII
15	Lack of processing and value addition centers	48	40	XII
16	Absence of local vegetable mandis	64	53.33	X

the 13th most populated state in India. Jharkhand is primarily an agricultural state, and nearly 78% of the population residing in 32620 villages depend mainly on agriculture and allied activities for their livelihood. The average annual rainfall in the state is about 1386 mm.

Department of Agriculture, Government of Jharkhand, 2014

The vegetable is one of the important crops of Jharkhand, which is being cultivated on a commercial scale. About 3.2% of the gross cropped area of the State is devoted to the vegetable crops. Vegetable development depends not only on production but also on marketing system. Vegetable cultivation being labor intensive, can substantially increase employment avenues too.

The problems of vegetable growers are numerous; however, lack of market infrastructure and price fluctuation seems to be the major bottleneck in the sustained development of vegetable production. The vegetable marketing problems in rural areas have not been studied in a systematic way even though numbers of studies have been conducted in the country. Presently, development of marketing infrastructure to solve the problems of vegetable growers in rural areas is the primary concern of the government. Intensified efforts are needed to identify the specific problems related to vegetable marketing. This paper attempted to identify the constraints faced by the vegetable growers with suggestions to overcome these problems.

MATERIALS AND METHODS

In this study, Ex-post-facto research design was used. This design is appropriate because the phenomenon has already occurred. The state of Jharkhand was selected purposively because it has immense potential for the marketing of agricultural produce and establishment of the local market, Hatt /weekly market. East Singhbhum district was selected purposively for the study. This district contributes a major share to the vegetable production of Jharkhand. The study was conducted in Mosaboni, Ghatshila, Baharagora, Dumaria, Patamda Blocks of East Singhbhum district of Jharkhand. Both purposive and random sampling techniques were followed in the study. The districts and blocks selected purposively, whereas the villages were selected randomly and from ten villages 120 respondents were selected through disproportion-

Table 2. Distribution of respondents according to other constraints.

B.	Other problems (social, organizational, technology transfer and economic)	F	%	Rank
1.	Lack of proper training on vegetable cultivation	88	73.33	III
2.	Less availability of agricultural farming/ market-related newspapers, literature, farm magazines, television programs.	36	30	VIII
3.	Non-availability of production inputs timely	78	65	V
4.	Lack of appropriate irrigation facility	96	80	I
5.	Lack of uninterrupted electricity supply	93	77.5	II
6.	Lack of awareness about new technologies related to vegetable cultivation	69	57.5	VI
7.	Poor co-ordination and co-operation among grass root level extension workers	83	69.16	IV
8.	Grazing of the field by stray cattle's	49	40.83	VII

ate random sampling method. The primary data were collected through personal interview method with the help of pre-tested interview schedule, which was prepared on the basis of objectives of investigation and variables. The interview schedule was thoroughly discussed with the member of the advisory committee and their suggestions were incorporated. The statistical tests and procedures likemean, standard deviation and percentage were used for the analysis of data.

RESULTS AND DISCUSSION

Marketing Constraints faced by the vegetable growers

Table 1 indicates the rank order of marketing constraints faced by the vegetable growers. Majority of the vegetable growers reported the problem of "absence of storage facilities (cold storage) as their major problem and ranked 1st (94.16%), followed by "fluctuation in market prices" ranked 2nd (89.16%), "low price/lack of remunerative price" ranked 3rd (85%), "inadequate physical facilities in market" ranked 4th (80.83%), "exploitation of intermediaries" ranked 5th (77.5%), "lack of organized marketing" ranked 6th (75%), "lack of reasonable support prices" ranked 7th (64.16%), "non-availability of market information" ranked 8th (63.33%), "forced/distress sale" ranked 9th (59.16%), "absence of local vegetable mandis" ranked 10th (53.33), "lack of knowledge about grading and standardization of vegetable" ranked 11th (43.33%), "lack of processing and value addition centers" ranked 12th (40%), " inadequate transport facility" ranked 13th (24.16%), "high cost of transportation" ranked 14th (21.66%), "distance of vegetable markets" ranked 15th (18.33%) and "spoilage during transportation" ranked 16th (17.5%) respectively.

Other constraints (social, organizational, technology transfer and economic) faced by the vegetable growers

Table 2 indicates the rank order of the other constraints faced by the vegetable growers, the majority of farmers were reported the problems of lack of appropriate irrigation facility ranked 1st (80%), lack of uninterrupted electric supply ranked 2nd (77.5%), lack of proper training on vegetable cultivation ranked 3rd (73.33%), poor co-ordination and co-operation among grass root level extension workers ranked 4th (69.16%), non-availability of production inputs timely ranked 5th (65%), lack of awareness about new technologies related to vegetable cultivation ranked 6th (57.5%), grazing of field by stray cattle's ranked 7th (40.83%) and less availability of agricultural farming/market related newspapers, literatures, farm magazines, television programs, ranked 8th (30%) respectively.

Suggestions given by vegetable growers to overcome the constraints

From Table 3, it was identified that among the ma-

Table 3. Distribution of respondents according to their suggestions

Sl. No.	Suggestions	F	%	Rank
1)	Procurement of produce by the local cooperatives	89	74.16	VII
2)	Cold storage/ warehouse facilities should be available	115	95.83	I
3)	Provision of better physical facilities in the market	99	82.5	III
4)	Declaration of support price for vegetables by the government	101	84.16	II
5)	Irrigation facilities should be provided	97	80.83	V
6)	Uninterrupted power supply to the irrigation points	95	79.16	VI
7)	Timely availability of quality inputs to get desired yield	98	81.66	IV
8)	Establishment of block-level vegetable mandis	82	68.33	VIII
9)	Training programs should be conducted related to vegetable production and marketing	81	67.5	IX
10)	Contract Farming/ Hedging for reducing price risk	27	22.5	XII
11)	Proper market information (related to price/time) should be provided at required time	49	40.83	XI
12)	Formation of kanji house for the stray cattle	79	65.83	X

jority (95.83%) of the respondents suggested that cold storage/ ware house facilities should be available in the study area had rank 1st followed by declaration of support prices by the government (84.16%) ranked 2nd, provision of better physical facilities in the market (82.5%) ranked 3rd, timely availability of quality inputs to get desired yield (81.66%) ranked 4th, irrigation facilities should be provided (80.83%) ranked 5th, uninterrupted power supply to the irrigation points (79.16) ranked 6th, procurement of produce by the local co-operatives (74.16%) ranked 7th, establishment of block level vegetable mandis (68.33%) ranked 8th, training programs should be conducted related to vegetable production and marketing (67.5%) ranked 9th, formation of kanji house for stray cattle (65.83%) ranked 10th, proper market information (related to price/time) should be provided at time (40.83%) ranked 11th and agriculture related TV channels/programs focusing on the state and local conditions (22.5%) ranked 12th respectively.

CONCLUSION

The major marketing constraints as revealed from the study were the absence of storage facilities, fluctuation in market price and low price/lack of remunerative price. Other major constraints reported were lack of appropriate irrigation facility, lack of uninterrupted power supply and lack of proper training on vegetable cultivation. Majority of respondents suggested that cold storage/ware housing facilities should be available in the area followed by the demand for declaration of support prices for the vegetables by the government, provision of better physical facilities in the market, provision of irrigation facilities and timely availability of quality inputs to get the desired yield.

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