Journal of Agricultural Engineering and Food Technology
p-ISSN: 2350-0085; e-ISSN: 2350-0263; Volume 5, Issue 2; April-June, 2018, pp. 77-79

http://www.krishisanskriti.org/Publication.html

A Study on the Perceived Constraints Faced by the Vegetable Growers and Invite Suggestions to Overcome These Problems in Jagatsinghpur District of Odisha

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Abstract—*India is mainly a vegetarian country and second largest producer of vegetables (121.02 Million ton.), next to China (583.32 Million ton.) in 2013 (FAOSTAT Website). As per National Horticulture Database published by the NHB, during 2014-15 India produced 169.478 million metric tonnes of vegetables from 9.542 million hectares. Vegetables play a vital role in the maintenance of human health and make the diet nutritive and balanced. The study was conducted in Biridi, Jagatsinghpur and Raghunathpur blocks of Jagatsinghpur district, Odisha. Both purposive and random sampling procedure was followed for selection of the district, blocks, gram panchayats, villages and the respondents. The total sample size of the study was 120. The response was obtained from each individual respondent in a structured interview schedule which was pretested with 10 per cent samples other than the respondents of the study. The respondent indicated that majority (85.83%) of vegetable growers faced lack of storage facilities (cold storage) as the problem and mostly (92.50%) vegetable farmers suggested to provide regular information on market prices must be present in the marketing system of vegetables. Increase in the storage facilities and processing industries will automatically improve contract farming which will reduce their risk and avoid distress sale of vegetables. To augment vegetable production and vegetable marketing in the state, the new proven and viable technology on vegetable production which should be diffused through various extension activities to accelerate its adoption.*

1. INTRODUCTION

India is mainly a vegetarian country and second largest producer of vegetables (121.02 Million ton.), next to China (583.32 Million ton.) in 2013 (*FAOSTAT Website*). As per National Horticulture Database published by the NHB, during 2014-15 India produced 169.478 million metric tonnes of vegetables from 9.542 million hectares. Odisha produces about 10.30 m.MT of horticultural produce from an area of 1.21 m.ha. and accounts for 4.28% of the total horticultural production in the country. Orissa is the second largest producer of brinjal and cabbage accounting for about 20% and 14% respectively of the total production in the country. The state produces 2.20 m. MT of brinjal from an area of 0.13 m ha. with productivity of 16.6 t/ha and about 1.15 m. MT of cabbage from an an area of 0.04 m. ha. with productivity of 28 t/ha which is the highest among cabbage producing states.

Vegetable development not only depends on production but also on marketing system. Vegetable cultivation being labour intensive can substantially increase employment avenues too. The production and productivity have to be stepped up by availing the available advanced technology. Lack of market intelligence the potential markets, pattern of market arrivals and prices in important regional and national markets further add to the woes of farmers. While significant strides have been made in increasing agricultural production over the years, immense problems continue to cloud the system of agricultural marketing in the country. Indian agriculture is characterized by lack of strong linkages between production and marketing, may be due to inadequate marketing infrastructure. Majority of the farmers dispose their produce in the village itself immediately after harvest. This results in the intervention of most middlemen between the producer and the final consumers of his produce. The existence of long chain of middlemen reduces the share of the producer/ farmer in the consumer price.

2. MATERIALS AND METHODS

The study was conducted in Biridi, Jagatsinghpur and Raghunathpur blocks of Jagatsinghpur district. Both purposive and multistage random sampling methods were adopted for selection of the district, block, gram panchayat, village and respondents. A list of vegetable growing farmers of these selected villages was obtained from the scientists, assistant horticulture officer and assistant agriculture officer, from this list structure proportionate stratified random sampling method was followed to select respondents of the study. A total of 120 (hundred twenty) number of respondents

were selected for the purpose of the investigation. The response was obtained from each individual respondent in a structured interview schedule which was pretested with 10 per cent samples other than the respondents of the study.

3. RESULT AND DISCUSSION

1. Problems in vegetable marketing:

The problems faced by the vegetable growers were numerous, collection and analysis of problems as depicted in the Table 1 gives a broad impression of marketing problems.

Table 1: Problems of respondents in vegetable marketing (N=120)

Sl. No.	Marketing problem	Frequency	Percentage	Rank
1.	Vegetable Markets are far away	38	31.66	XII
2.	High cost of transportation	54	45.00	VIII
3.	Fluctuation in market price	96	80.00	II
4.	High commission charges of middle men	74	61.66	IV
5.	Delayed cash payment	12	10.00	XV
6.	Faulty system of weighment	37	30.83	XIII
7.	Illegal deduction while selling	41	34.16	XI
8.	Absence of storage facilities (cold storage)	103	85.83	I
9.	No grading facilities	42	35.00	X
10.	Inadequate physical facilities in the Market	96	80.00	II
11.	Higher labour charges	63	52.50	VI
12.	Lack of market information	60	50.00	VII
13.	Spoilage during Transportation	68	56.66	V
14.	Inadequate of transport facility	31	25.83	XIV
15.	Lack of reasonable support prices	82	68.33	III
16.	Lack of processing and value addition Centers	52	43.33	IX

A perusal of the table 1 indicated that about 85.83 per cent of the absence of storage facilities (cold storage), inadequate physical facilities in the market and fluctuation in market price (80% each), Lack of reasonable support prices (68.33%), high commission charges of middle men (61.66%), spoilage during transportation (56.66%), higher labour charges (52.50%), lack of market information (50%) and high cost of transportation (45%) whereas delayed cash payment (10%) and inadequate of transport facility (25.83%) were least felt problems faced by the vegetable growers. Other problems were no grading facilities (45%), lack of processing and value addition centers (43.33%), no grading facilities (35%), illegal deduction while selling (34.16%), vegetable Markets are far away (31.66%) and faulty system of weighment (30.83%).

Absence of storage facilities (cold storage) 85.83 per cent major problem faced by vegetable growers. The vegetable growers are under loss as they do not have cold storage facility. The government is also lagging behind in establishing cold storage, where they can store their perishable vegetables. So, the market intermediaries are taking advantage of the situation. The vegetable growers were unable to take their produce to the distant markets in offseason as well as on season where prices are high. So, they sold their produce at nearby market or to village level traders at a less price.

The main aim of the farmers was to produce more and get better prices for their produce. But unfortunately, if the supply of produce increases, the demand and price of that produce decreases and vice versa as a result of which high fluctuations in the prices will prevail. Hence, the fluctuations in the market prices 80 per cent have been found to be a major problem in the marketing of vegetables by the farmers. Development of processing industries near vegetable growing regions will solve many problems of vegetable growers.

68.33 per cent of the vegetable growers expressed that lack of reasonable support prices is more in the market even though the prices were good. This was because of the domination of middle men in the market yard. The farmers were helpless and they had to pay more commission charges in order to market their produce at right time.

2. Suggestions to overcome the marketing problems:

Respondents recommended the suggestions for the marketing improvement as depicted in the Table 2 below;

Table 2: Suggestions to overcome the marketing problems (N=120)

Sl. No.	Suggestions	Frequency	Percentage	Rank
1	Increase in number of farmer's market	109	90.83	II
2	Providing concession in transportation charges	48	40.00	XI
3	Fixing minimum labor charges	72	60.00	VI
4	Providing lodging and boarding facilities at market place	102	85.00	III
6	Display of prices at each market place	100	83.33	IV
7	Marketing Credit facilities	49	40.83	X
8	Fixing Minimum price for the produce based on production cost	97	80.83	V
9	Regular Information on Market prices	63	52.50	IX
10	Provide Storage Facilities (cold storage)	111	92.50	I

11	Contract Farming/ Hedging for reducing price risk	45	37.50	XII
12	Vegetable production and marketing related information through mobile SMS	65	54.16	VII

It is evident from the table 2 that vegetable growers were suggested to provide storage facilities (cold storage) (92.50%) followed by increase in number of farmer's market (90.83%), providing lodging and boarding facilities at market place (85%), display of prices at each market place (83.33%), fixing minimum price for the produce based on production cost (80.83%) whereas contract farming/ hedging for reducing price risk (37.50%) and providing concession in transportation charges (40%) were least suggested to overcome the problems faced by them. Other suggestions include fixing minimum labor charges (60%), training on ICT tools & subsidy on procuring them (55.83%), vegetable production and marketing related information through mobile SMS (54.16%), regular Information on market prices (52.50%) and marketing credit facilities (40.83%).Majority 92.50 per cent suggested that there is need to provide storage facilities (cold storage) in local level as vegetables are perishable in nature. Increase in the number of farmer's market will enhance direct marketing without middle men involvement thus benefits only shared by the growers.

Only 37.50 per cent suggested Contract Farming/ Hedging for reducing price risk perhaps growers not aware of its advantage of them.

4. CONCLUSION

It can be concluded from the study that, regular supply of information using the new technologies, at the same time make farmer aware and train on social networking and mobile phone which is a perfect and easy way of disseminating market information at present scenario. Apart from these concerned organizations should take care in increase in number of farmer's market, providing lodging and boarding facilities at market place, display of prices at each market place, fixing Minimum price for the produce based on production cost. However, there is need to strengthen the post-harvest infrastructure facilities to stabilize the prices and improve marketing system for vegetable growers. High priority need to be given to remove some of the identified defects in the existing system. These measures can contribute to a large extent to improve the marketing system for perishable commodities like vegetables and thereby contribute to increase the income of vegetable growers.

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