

Information Source Consultancy Pattern of Vegetable Growers in Saraikela Kharsawan District of Jharkhand

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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. There may be surplus production due to the above advantages but the farmers need to be benefitted by proper disposal of their produce through good marketing system. 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. Therefore, there is a need for proper marketing intelligence system focused in the studies of many scholars (Kalloo and Pandey, 2002; Rai and Pandey, 2004; Singh *et al.*, 2004). Benefits of increased production of the agricultural commodities are still not realized by the farmers of the country. 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 middle men 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 Chandil, Ichagarh and Nimdih blocks of Saraikela Kharsawan 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

Information source consultancy pattern of vegetable growers:

Information on information source consultancy pattern marketing behaviour which is to get an idea level of consultancy of vegetable growers as in the Table 1 below;

Table 1: Categorization of information source consultancy pattern (N=120)

Sl. No	Category	Frequency	percentage
1	Low Information source consultancy pattern	111	92.50
2	Medium Information source consultancy pattern	7	5.83
3	High Information source consultancy pattern	2	1.68
	Total	120	100

It is clear from the table 1 that majority of the vegetable growers had low information source consultancy pattern 92.50 per cent followed by 5.83 per cent of medium information source consultancy pattern and 1.67 per cent high information source consultancy pattern.

Table 2: Information source consultancy pattern content analysis (N=120)

S I . No.	Source of information	E x t e n t o f C o n s u l t a n c y						Total sco	Mean sco	Rank
		R e g u l a r l y		O c c a s i o n a l l y		N e v e r				
		f	%	f	%	f	%			
F o r m a l S o u r c e s										
1	District Agriculture Officer	0	0 . 0 0	2	1 . 6 6	1 1 8	9 8 . 3 3	1 2 2	1 . 0 1 6	X V I I I
2	V L W / B A O	2 9	2 4 . 1 6	3 1	2 5 . 8 3	6 0	5 0 . 0 0	2 0 9	1 . 7 4 1	V I
3	S c i e n t i s t s , SMS(Horticulture)	3	2 . 5 0	3	2 . 5 0	1 1 4	9 5 . 0 0	1 2 9	1 . 0 7 5	X I V
4	V i l l a g e S e c r e t a r y	0	0 . 0 0	4	3 . 3 3	1 1 6	9 6 . 6 6	1 2 4	1 . 0 3	X V I
5	I n p u t a g e n c i e s	2 3	1 9 . 1 6	4 9	4 0 . 8 3	4 8	4 0 . 0 0	2 1 5	1 . 7 9 1	V
6	M a r k e t i n g O f f i c e r s	1	0 . 8 3	4	3 . 3 3	1 1 5	9 5 . 8 3	1 2 6	1 . 0 5	X V
I n f o r m a l S o u r c e s										
1	P r o g r e s s i v e f a r m e r s	1 2	1 0 . 0 0	2 6	2 1 . 6 6	8 2	6 8 . 3 3	1 7 0	1 . 4 1 6	I X
2	V i l l a g e P a n c h a y a t M e m b e r s	0	0 . 0 0	3	2 . 5 0	1 1 7	9 7 . 5 0	1 2 3	1 . 0 2 5	X V I I
3	R e l a t i v e s	4 3	3 5 . 8 3	2 5	2 0 . 8 3	5 2	4 3 . 3 3	2 3 1	1 . 9 2 5	I I I
4	N e i g h b o r s	1 5	1 2 . 5 0	3 4	2 8 . 3 3	7 1	5 9 . 1 6	1 8 4	1 . 5 3 3	V I I
5	F r i e n d s	4 0	3 3 . 3 3	2 9	2 4 . 1 6	5 1	4 2 . 5 0	2 2 9	1 . 9 0 8	I V
M a s s M e d i a										
1	N e w s P a p e r	5 3	4 4 . 1 6	3 4	2 8 . 3 3	3 3	2 7 . 5 0	2 6 0	2 . 1 6 6	I I
2	R a d i o	1 6	1 3 . 3 3	1	0 . 8 3	1 0 3	8 5 . 8 3	1 5 3	1 . 2 7 5	X I I
3	T e l e v i s i o n	8 1	6 7 . 5 0	2 5	2 0 . 8 3	1 4	1 1 . 6 6	3 0 7	2 . 5 5 8	I
4	F i l m s h o w s / v i d e o s	0	0 . 0 0	0	0 . 0 0	1 2 0	1 0 0	1 2 0	1	I X X
5	F a r m l i t e r a t u r e (l e a f l e t s , magazines, folders)	1 7	1 4 . 1 6	4	3 . 3 3	9 9	8 2 . 5 0	1 5 8	1 . 3 1 6	X I
6	E x h i b i t i o n	5	4 . 1 6	2 3	1 9 . 1 6	9 2	7 6 . 6 6	1 5 3	1 . 2 7 5	X I I
7	C a m p a i g n	2	1 . 6 6	1 9	1 5 . 8 3	9 9	8 2 . 5 0	1 4 3	1 . 1 9 1	X I I I
8	M o b i l e	4	3 . 3 3	5 2	4 3 . 3 3	6 4	5 3 . 3 3	1 8 0	1 . 5 0	V I I I
9	S o c i a l M e d i a (f a c e b o o k a n d whatsapp)	1 5	1 2 . 5 0	1 9	1 5 . 8 3	8 6	7 1 . 6 6	1 6 9	1 . 4 0 8	X

An insight into the table 2 showed that Television, News Paper, Relatives, Friends, Input agencies, VLW/BAO , neighbors ranked I, II, III, IV, V, VI, VII respectively where as DAO and village panchayat members were least preferred information source consultancy. Input agencies, relatives, Television were topped in the formal Sources, informal Sources and mass media sources respectively. Mobile and social networking were in 8th and 10th position respectively.

Reason for consulting TV as their information source may be due to expertise of interviewed personnel less cost, ease of communication and agriculture programmes for all TV channels. The results were in line with Kappa, K. (2016).

Friends, relatives and input dealers served as an important source of information. The reason might be that these sources available to farmers at local level and it is the tendency of the farmers to share their ideas with friends, relatives and input dealers than any other outside sources. They have easy accessibility with their Friends, relatives and input dealers to get the information.

4. CONCLUSION

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.

Majority of the vegetable growers had low information source consultancy pattern (95.83%) followed by 4.16 % of medium information source consultancy pattern.

It is observed that television, news paper, relatives, friends, input agencies, horticulture Officer/agricultural officer , neighbors ranked I, II, III, IV, V, VI, VII respectively as the information sources for the farmers where as ADH/ADA and village panchayat members were least preferred information source consultancy. Input agencies, relatives, television were topped among the formal Sources, informal sources and mass media sources respectively.

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