

MARKETING PATTERN AND CONSTRAINTS PERCEIVED BY THE PAPAYA GROWERS IN PAPAYA CULTIVATION TECHNOLOGY

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ABSTRACT

Horticulture is a specialized branch of agriculture and constitutes a significant component of the total agricultural produce in India. Horticultural crops particularly fruits, have great export potential and can earn foreign exchange in the sizeable quantum, if the existing resources are tapped to the full extent. The present study was conducted by multi stage random technique and 120 papaya growers were selected from twelve villages belongs to Palanpur and Vadgam taluka of Banaskantha district, Gujarat state. The study conducted through the personal interviews and data collected was analysed by using the suitable statistical method and found that majority of the respondents sold their produce to the traders, which followed by auction method. The distance of market from the village where almost all the respondents have to go beyonds 25 kms. Regarding value addition of papaya, 95.83 per cent and 88.33 per cent papaya growers were doing sorting and grading. The source of information of papaya price for papaya growers was got from neighbour/friends/relatives and 43.33 per cent respondent's got payment after one week. The relatives were supporting to 90.00 per cent papaya growers for marketing. The major constraints were high cost of inputs, inadequate finance, lack of high yielding variety, high cost of seed/seedling, poor marketing facility and non-remunerative price. The major suggestions of papaya growers to overcome the constraints faced by them in adoption of recommended papaya cultivation technology were: reasonable price should be given to agricultural produce, market facility should be available nearby village and price of inputs should be minimised.

Keywords: nutritional security, sustainability, employment generation, diversification

INTRODUCTION

Fruit production plays an important role in generating employment, income and meeting household's nutritional security. It provides several times more calories and cash income than cereal per unit of land. Fruits and vegetables typically constitute an essential part of daily diet in India and are in great demand round the year. The commercial value of fruits and vegetables in terms of direct consumption, processing as well as trade has risen substantially in recent year. Fruits and vegetable crops play important role in economic growth particularly hilly area of the country. Their economic importance has also increased and high labour intensity in the production of most fruits and vegetables production also makes them important from the employment angle as well. To bring more area under horticultural crops has often been suggested for agricultural diversification, increased employment and income. The fruits and vegetable industry shall be expanded that producers must

be assured of better marketing facilities and reasonable price for their produce.

The area under papaya cultivation in the world was 4, 39,000 ha with production of 12.89 million tonnes. The major papaya growing countries in the world are India, Brazil, Indonesia, Dominican Republic, Nigeria and Mexico, where India ranks first in the world in its production, followed by Brazil and Indonesia which ranked second and third, respectively (Anonymous, 2014).

The market analysis and strategy for demand and supply pattern shows that only 0.08 per cent of domestic production is exported and rest is consumed within the country. The main markets of papaya are at Delhi, Mumbai, Jaipur, Bangalore, Chennai, Kolkatta and Hyderabad. The crop arrives in the market round the year in all major states viz. Andhra Pradesh, Assam, Karnataka, Kerala, Maharashtra, Orissa, Gujarat and West Bengal.

OBJECTIVES

- (a) To know the marketing pattern of papaya
- (b) To identify constraints faced by the papaya growers in adoption of recommended practices of papaya cultivation
- (c) To seek the suggestions from the papaya growers to overcome constraints faced by them in adoption of recommended papaya cultivation

METHODOLOGY

The study was confined to *ex-post facto* research design as the independent variables already operated in the study area. The present study was carried out in Banaskantha district of Gujarat state. The Banaskantha district comprises of 14 taluka of which two talukas *viz.*, Palanpur and Vadgam having more area and production of papaya compared to other talukas of the district were purposively selected for the study. Six villages from each selected taluka were randomly selected for the study. Using random sampling technique, equal number of respondents *i.e.*, ten from each village were selected. Thus, total 120 respondents were selected.

For studying, marketing pattern of papaya growers, structured schedule was developed. Respondents were asked to indicate when, where and how they sell their papaya. The responses thus obtained were expressed in frequency and percentage. Further the marketing pattern was departed in to eight aspects *viz.*, marketing channel, mode of marketing, distance of market, value addition, market information sources, mode of payment and marketing advisor.

For identifying constraints faced by the papaya growers in adoption of recommended papaya cultivation technology, the respondents were asked to suggest the possible constraints faced by them. Later on the frequency of each constraint was counted and converted into percentage and ranks were assigned. To overcome the constraints faced by the papaya growers in adoption of recommended papaya cultivation technology, they were asked to opine their valuable suggestions. The suggestions offered by them were ranked on the basis of frequency and percentage.

RESULTS AND DISCUSSION

Marketing pattern of papaya

The data about various aspect of marketing pattern have been presented in Table 1.

Table 1: Distribution of the respondents according to marketing pattern n = 120

Sr. No.	Marketing pattern	Frequency	Per cent
1	Marketing channel		
	a. Traders	119	99.17
	b. Commission agents	01	0.83
	c. Retailers	01	0.83
2	Mode of marketing		
	a. Auction	117	97.50
	b. Contract farming	03	02.50
3	Distance of market		
	a. 5 to 25 kms	02	01.17
	b. More than 25 kms	118	98.33
4	Value addition		
	a. Sorting	115	95.83
	b. Grading	106	88.33
5	Market information sources		
	a. News paper	100	83.33
	b. Television	21	17.50
	c. Neighbour/Friends/Relatives	114	95.00
	d. Information portal	06	05.00
6	Mode of payment		
	a. Cash on delivery	35	29.17
	b. After one week	52	43.33
	c. After one month	33	27.50
7	Marketing advisor		
	a. Farmers organization	17	14.17
	b. Co-operative society	62	51.67
	c. Relatives	108	90.00

The data presented in Table.1 indicates that Regarding marketing channel of papaya growers, the majority (99.17 per cent) of the respondent were found selling their produce to the traders..while, in case of selling method, nearly all (97.50 per cent) of the respondents were selling their produce through auction method. Where as, the distance of market from the village almost all (98.33 per cent) of the respondents had to go beyond 25 kms. .

In case of value addition of papaya product, sorting and grading were done by 95.83 per cent and 88.33 per cent papaya growers, respectively. While, the source of information about market information related to papaya price in market, 95.00 per cent of the farmers got information fromneighbour/friends and relatives, followed by 83.33 per cent and 17.50 per cent who got market information from news paper and television, respectively. Where as, in case of mode of payment, more than two fifth (43.33per

cent) of the respondents who got payment after one week, followed by 29.17 and 27.50 per cent respondent who got payment cash on delivery and after one month, respectively. Regarding market advice 90.00 per cent respondents took it from relatives followed by 10.00 per cent and 5.83 per cent who got advice from co-operative society and farmer organization, respectively.

Constraints faced by papaya growers in adoption of recommended practices

The papaya growers might be facing certain

problems in adoption of recommended papaya cultivation technology. Due to such constraints, they cannot adopt all the technology and hence could not make the papaya crop profitable. The respondents were asked to give the constraints faced by them in adoption of recommended papaya cultivation technology. The information collected was tabulated and frequency and percentage for each constraint were calculated. Then, the ranks were assigned to the constraints the data of which are presented in Table 2

Table. 2: Constraints faced by papaya growers in adoption of recommended papaya cultivation technology

n=120

Sr. No.	Constraints	Frequency	Percent	Rank	Overall Rank
A	Technical constraints				
1	Lack of high yielding variety	112	93.33	I	III
2	Lack of knowledge about recommended papaya cultivation technology	85	70.83	II	X
3	Lack of timely technical advice	70	58.33	III	XIII
4	Unavailability of improved implements	48	40.00	IV	XV
5	Lack of knowledge about market	25	20.83	V	XVII
6	Lack of knowledge about storage	20	16.66	VI	XVIII
B	Economical constraints				
1	High cost of inputs (fertilizer, insecticides, pesticides, herbicide etc)	115	95.83	I	I
2	Inadequate finance	114	95.00	II	II
3	High cost of seed/seedling	109	90.83	III	IV
4	Non-remunerative price	103	85.83	IV	VI
5	High wages of labour	101	84.16	V	VII
6	Non availability of timely credit	24	20.00	VI	XVIII
C	Organizational constraints				
1	Poor marketing facility	106	88.33	I	V
2	Complicated crop insurance procedure	100	83.33	II	VIII
3	Lack of timely and appropriate extension services	58	48.33	III	XIV
D	Situational constraints				
1	Non-availability of sufficient labour in time	95	79.16	I	IX
2	Non availability of market for selling	80	66.66	II	XI
3	Fluctuations in market price	73	60.83	III	XII
4	Lack of storage facility	34	28.33	IV	XVI

The data presented in Table 2 reveals that the most important overall constraints as faced by the papaya growers in adoption of recommended papaya cultivation technology were: high cost of input (95.83 per cent), inadequate finance

(95.00 per cent), lack of high yielding variety (93.33 per cent), high cost of seed/seedling (90.83 per cent), poor marketing facility (88.33 per cent) and non-remunerative price (85.83 per cent), high wages of labour (84.16 per cent), complicated crop insurance procedure (83.33 per cent), non-availability of sufficient labour in time (79.16 per cent) lack of knowledge about recommended papaya cultivation technology (70.83 per cent) which were ranked one to ten, respectively; whereas, the important constraints faced by the papaya growers in adoption of recommended papaya cultivation technology were non availability of market for selling (66.66 per cent), fluctuations in market price (60.83 per cent), lack of timely technical advice (58.33 per cent), lack of timely, appropriate extension services (48.33 per cent) and unavailability of improved implements (40.00 per cent) which were ranked eleven to fifteen, respectively.

The least important constraints were lack of storage facility (28.33 per cent), lack of knowledge about market (20.83 per cent), non availability of timely credit (20.00 per cent) and lack of knowledge about storage (16.66 per cent) with rank sixteen to nineteen, respectively.

The findings are in agreement with those reported by Desai (2013), Sharma (2008) and Bhati (2013).

Suggestions of the papaya growers to overcome constraints

An attempt was made in this study to seek the suggestions from the papaya growers to overcome the constraints faced by them in adoption of recommended papaya cultivation technology. The respondents were asked to suggest possible solution to overcome the constraints, the information received was tabulated and frequency and percentage for each suggestion were calculated. Then, the suggestions were ranked accordingly and presented in Table 3

The data presented in Table 3 indicates that the suggestions expressed by papaya growers to overcome the constraints faced by them in adoption of recommended papaya cultivation technology were; reasonable price should be given to agricultural produce (90.83 per cent), market facility should be available nearby village (81.66 per cent), price of inputs should be minimised (69.16 per cent), timely technical guidance should be provided (61.66 per cent), adequate crop loan should be provided to the farmers (57.50 per cent), sufficient electricity power should be available for irrigation (13.33 per cent) and pest and disease resistance variety should made available (6.66. per cent) and which were ranked first to seventh, respectively.

Table 3 : Suggestions of the papaya growers to overcome the constraints faced by them in extent of adoption n = 120

Sr. No.	Suggestions	Frequency	Per cent	Rank
1	Reasonable price should be given to agricultural produce	109	90.83	I
2	Market facility should be available nearby village	98	81.66	II
3	Price of inputs should be minimised	83	69.16	III
4	Timely technical guidance should be provided	74	61.66	IV
5	Adequate crop loan should be provided to the farmer	69	57.50	V
6	Sufficient electricity power should be available for irrigation	16	13.33	VI
7	Pest and disease resistant varieties should be made available	08	6.66	VII

The findings are in agreement with those reported by Dhandhukia (2009), Kavad and Pandya (2015) and Bariya (2010).

CONCLUSION

The results regarding marketing channel of papaya, it can be observed that most of all the respondents were found selling their produce to the trader, through auction method and almost all of the respondents had to go for market beyond 25 kms. The majority of the papaya growers did sorting and grading method for higher market value whereas, in case of sources of information related to papaya price in market vast majority (95.00 per cent) of the papaya growers got from neighbour/friends/relatives. More than two-fifth respondents got payment after one week of selling and their relatives worked as marketing advisor.

Major constraints faced by the papaya growers in adoption of recommended papaya cultivation technology were; high cost of input, inadequate finance, lack of high

yielding variety, high cost of seed/seedling, poor marketing facility and non-remunerative price..The suggestions expressed by papaya growers to overcome the constraints faced by them in adoption of recommended papaya cultivation technology were; reasonable price should be given to agricultural produce, market facility should be available nearby village, price of inputs should be minimised, timely technical guidance should be provided and adequate crop loan should be provided to the farmers.

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