

CONSTRAINTS AND SUGGESTIONS IN ADOPTION OF VALUE ADDED TECHNIQUES IN POTATO AMONG POTATO GROWERS

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ABSTRACT

Potato is the king of vegetables which provides higher returns along with providing more food per unit area in shorter time. There is a tremendous growth in food processing sector and export in recent years. The average productivity of potato was 30.8 tons/ha in Gujarat state, which was highest in India and now, Banaskantha produced 17.10 lakh MT of potato, which constituted 9% of total production in country. Gujarat has now become an alpha potato state. The present study was undertaken in Anand and Kheda district of Gujarat state. This study was conducted in 12 purposively selected villages of four purposively selected talukas i.e. Anand and Umreth of Anand district and Nadiad and Kapadwanj taluka of Kheda district. A total of 120 potato growers having experience more than 5 years were selected randomly. Aim of the study was to study constraints and suggestions in adopting value added techniques of potato among potato growers. The data were collected through personal interview using interview schedule. Major constraints were, Lack of knowledge about integrated disease management (Rank I), followed by lack of credit for manufacturing value added products of potato (Rank II), lack of knowledge about integrated pest management (Rank III). Minor constraints were, Lower price of potato products (Rank X), higher margin of middlemen during marketing. (Rank XI), lack of transportation facilities for potatoes (Rank XII), lack of scientific information about packaging of potatoes (Rank XIII). Major suggestions ascertained were, Literature about new scientific methods of potato cultivation should be provided (Rank I), potato seed varieties suitable for processing should be available (Rank II), credit should be available at lower interest rate for value addition of potato (Rank III),

Keywords : Adoption, value added techniques, potato growers, constraints

INTRODUCTION

As the horizontal expansion of land is not possible, farmers must switch towards vertical expansion of their farming enterprise by discovering and exploiting other different opportunities available round the globe, which our farmers can harness in order to produce different forms of a product employing different innovative techniques which forms new profitable business ventures. This poses new opportunities but also challenges to small-scale producers, traders and processors. Therefore, producing a quality product is of great importance.

Value addition, that is, enhancement added to a product or service at every step of its production, till the product is offered to customers is the need of an hour. This will in turn be profitable both for producers as well as consumers. The value chain runs from production to procurement, storage, wholesale, retail sale, packaging, distribution and processing.

Accounting for about 32 per cent of the country's

total food market, the food processing industry is ranked fifth in terms of production, consumption, export and expected growth, according to data released by the Agricultural and Processed Food Products Export Development Authority (India Brand Equity Foundation, 2017).

Potatoes are increasingly being figured as an important cash crop. Potato is the king of vegetables which provides higher returns along with providing more food per unit area in shorter time. There is a tremendous growth in food processing sector in recent years. The export value of potato in India was ₹ 387.38 crores with a share of 5.71 per cent in 2015-16. In the year 2014-15, the average productivity of potato was 30.8 tons/ha in Gujarat state, which was highest in India and now, Banaskantha produced 17.10 lakh MT of potato, which constituted 9% of total production in country. Gujarat has now become an alpha potato state.

Therefore, it seems necessary to conduct the study to document the Constraints and seek the Suggestions in adoption of value-added-techniques in potato Among potato growers

OBJECTIVE

To know the constraints and suggestions in adoption of value added techniques in potato among potato growers

METHODOLOGY

The present investigation was undertaken in Anand and Kheda district of central Gujarat under the jurisdiction of Anand Agricultural University. Among nine districts of central Gujarat, these districts have more area under potato cultivation with higher production. Taluka wise list of both the districts having information about area and production of potato crop was obtained from office of District Agriculture Officer (DAO). Four talukas i.e, Anand and Umreth talukas of Anand district and Nadiad and Kapadwanj talukas of Kheda district had been selected purposively. A random

sample of 120 potato growers were selected from 12 villages (i.e, 3 villages from each taluka) as these talukas had more area under potato cultivation in middle Gujarat. The Ex-post-facto research design has been used in present investigation. Data were collected through personal interview.

RESULTS AND DISCUSSION

Constraints faced by potato growers in adoption of value added techniques of potato

The constraints were grouped into two parts viz, (i) Major constraints i.e, constraints faced by more than fifty per cent potato growers and (ii) Minor constraints i.e, constraints faced by less than fifty per cent potato growers as shown in Table 1.

Table 1 : Constraints faced by potato growers in adopting value added techniques

n=120

Sr. No.	Constraints	Frequency	Per cent	Rank
(A)	Major constraints			
1	Lack of knowledge about integrated disease management	109	90.82	I
2	Lack of credit for manufacturing value added products of potato	98	81.66	II
3	Lack of knowledge about integrated pest management	96	80.00	III
4	Unavailability of suitable potato seed variety for processing	95	79.16	IV
5	Lack of information about value added techniques of potato	89	74.16	V
6	Unavailability of labours during harvesting and post harvesting operation of potatoes	80	66.66	VI
7	Lack of knowledge about new scientific methods about value added products	79	65.83	VII
8	Lack of knowledge about export of potatoes/ processed potatoes	71	59.16	VII
9	Lack of information about market of value added products of potato	69	57.50	IX
(B)	Minor constraints			
10	Lower price of potato products	60	50.00	X
11	Higher margin of middlemen during marketing.	54	45.00	XI
12	Lack of transportation facilities for potatoes	47	39.16	XII
13	Lack of scientific information about packaging of potatoes.	25	20.83	XIII
14	Lack of space in cold storage.	03	2.5	XIV

(A) Major constraints

Lack of knowledge about integrated disease management (Rank I), followed by lack of credit for manufacturing value added products of potato (Rank II), lack of knowledge about integrated pest management (Rank III), unavailability of suitable potato seed variety for processing (Rank IV), lack of information about value added techniques of potato. (Rank V), unavailability of labours during harvesting and post harvesting operation of potatoes (Rank

VI), lack of knowledge about new scientific methods about value added products (Rank VII), lack of knowledge about export of potatoes/ processed potatoes. (Rank VII), Lack of information about market of value added products of potato. (Rank IX).

(B) Minor constraints

Lower price of potato products (Rank X), higher margin of middlemen during marketing. (Rank XI), lack

of transportation facilities for potatoes (Rank XII), lack of scientific information about packaging of potatoes (Rank XIII), lack of maintenance, lack of space in cold storage (Rank XIV).

Suggestions from potato growers for adopting value added techniques of potato

An attempt was also made to ascertain suggestions from potato growers to overcome problems faced by them in adoption of value added technique. Suggestions given by the potato growers were.

Table 2 : Suggestions from potato growers for adopting value added techniques of potato n=120

Sr. No.	SUGGESTIONS	Fre-quency	Per cent	Rank
1	Literature about new scientific methods of potato cultivation should be provided	112	93.33	I
2	Potato seed varieties suitable for processing should be available	97	80.83	II
3	Credit should be available at lower interest rate for value addition of potato	95	79.16	III
4	Information about potential markets with market price should be provided	93	77.50	IV
5	Machinery for post harvesting operation of potatoes should be available at cheaper rates	89	74.16	V
6	Training on value added techniques should be given	88	73.33	VI
7	The procedure for export should be easy.	83	96.16	VII
8	Transportation support should be provided.	81	67.50	VIII
9	Cold storage facility should be available	68	56.66	IX

The result presented in Table 2 indicates that major suggestions given by the potato growers were Literature about new scientific methods of potato cultivation should be provided (Rank I), potato seed varieties suitable for processing should be available (Rank II), credit should be available at lower interest rate for value addition of potato (Rank III), information about potential markets with market price should be provided (Rank IV), machinery for post harvesting operation of potatoes should be available at cheaper rates (Rank V), training focusing on value added techniques should be given (Rank VI), the procedure for export should be easy (Rank VII), transportation support should be provided (Rank VIII), cold storage facility should be available (Rank IX).

CONCLUSION

In spite of becoming an alpha aloo state, potato growers of Anand and Kheda district are facing numerous major constraints of lack of credit, lack of knowledge on IDM, IPM and minor constraints related to price and higher margin of middlemen. Furthermore, it was realized that the impact of agricultural commercialization and mechanization might not have affected the people of the study areas in a balanced way. They are finding it difficult to advance their farming operations and go for value addition.

Suggestions given by the potato growers included mainly provision for qualitative inputs as literatures, suitable seeds for processing, specialized credit and machineries.

Information provided by potato growers regarding constraints and suggestions can be utilized to employ appropriate technique to harness the emerging opportunities for enhancing knowledge, greater adoption of innovative techniques and developing the capacity of farmers so that they can be adapted to prevailing competitive environment in order to gain more profit from their value added products.

For enhancing the profit of potato growers, focus should be laid towards value addition and demand based production of products through agro processing and agro marketing in the context of liberalization and globalization. Exports of potato should be encouraged in the form of value added products.

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