



RESEARCH ARTICLE :

SWOC anlysis of tomato cultivation in Chittoor district of Andhra Pradesh

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SUMMARY : SWOC as an acronym which represents strengths, weaknesses, opportunities and challenges of an organization, programme and project. SWOC analysis was applied to unearth the strengths, weaknesses, opportunities and challenges of tomato cultivation as perceived by the 120 respondents selected from chittoor district of Andhra Pradesh. Higher net income, requires less number of irrigations and better price in the market were the major strengths of tomato cultivation. Weaknesses include price instability, whole salers and retailers role in price fixation and non-availability of labour. Opportunities in tomato cultivation were facilitates for strengthening public and private partnership in agriculture, provision of storage facilities and opportunities to set up processing industries. Non-availability of seed in time, weak management information system and labour migration to nearby towns/cities were the challenges as perceived by the respondents.

KEY WORDS :

Tomato,
SWOC,
RBQ

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