



Motives behind marigold cultivation of marigold growers in Anand district

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Abstract : A motive is goal directed and need satisfying behaviour. It explains why people do the things they do. It influences a person to do a thing in a certain way. It has the promise for future award at the end of activity or later on. Marigold with their bright and attractive shades are considered good for ornamental purpose. However, these flowers are also known for their medicinal properties. It can be summarized that marigold growers were mainly motivated for growing marigold for getting higher production and income, and to fetch high price. The study was conducted in three talukas of Anand district of Gujarat state, 120 farmers were selected who were involved in marigold cultivation. The data were collected through pre-tested structured interview schedule and appropriate statistical procedures were employed to analyze the data.

Key Words : Marigold cultivation, Marigold growers, Motivation

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