



Adoption behaviour of the commercial vegetable growers in Kullu district of Himachal Pradesh

R.S. SUMAN

Correspondence to :

R.S. SUMAN

IARI Regional Station,
Katra, KULLU
VALLEY (H.P.) INDIA
Email : sumanrs@
hotmail.com

ABSTRACT

Fifteen recommended practices included in the package of practices in vegetable cultivation were used for measuring this adoption. The findings of this study highlighted that about 83 per cent of the vegetable growers had low or medium adoption of commercial vegetable cultivation practices meaning there by medium adopters were more energetic, knowledgeable, dynamic and having more interest in adopting modern vegetable technologies.

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INTRODUCTION

The cultivation of vegetables, which is done mainly for economic gain or for marketing purpose, is known as commercial vegetable cultivation. India is one of the largest producers of raw materials for the food processing industries in the world, the industry itself, is under developed in India. Less than 2 per cent of fruit and vegetable production is processed, compared with 30 per cent in Thailand, 70 per cent in Brazil, 78 per cent in Philippines and 80 per cent in Malaysia. The value addition in food sector is as low as 7 per cent. There is need for increasing food processing from 2 per cent to 10 per cent by 2010. This will require an investment of Rs. 1,40,000 crore in food processing sector. The investment will generate direct employment for 77 lakh persons and indirect employment for three crore. This will also reduce wastages by Rs. 8000 crores. Apart from these advantages, the value addition of food product will go up from 7 per cent to 35 per cent, which will be reflected, in the corresponding increase in Gross National Product. Vegetable cultivation has great potentiality and scope for improving socio-economic condition of small and marginal farmers since it provides higher yield and high economic return in short time as compared to food grains. It is an indispensable part of balanced diet and according to Indian Council

of Medical Research recommendations that average person should consume nearly 300g of vegetable daily. Growing of vegetables is 4 to 8 times more remunerative than cereals and it also generates employment in the rural areas. Commercial vegetable cultivation is not getting as popular as it should be among growers because of high input costs, lack of irrigation facilities and difficulties in their marketing and storage. India is the second largest producer of vegetable in world next to China. Currently per capita consumption of vegetable is 175g per capita per day, which is far below recommended dose of 300g (ICMR). It is estimated that by 2010 country's vegetable demand would be around 135 million tonnes. There is an urgent need to increase the productivity of vegetable in order to provide nutritional security to increasing population of India. Keeping this in mind, a study was conducted to find out the adoption behaviour of vegetable growers in Kullu district for commercial cultivation of the vegetables.

METHODOLOGY

The study was carried out in five blocks of Kullu district namely, Kullu, Naggar, Ani, Nirmand and Banjar. Out of these five blocks, only two blocks viz., Kullu and Naggar were selected purposively for the study as these were having more than 50 per cent area under

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