



Research Article

## Constraints in adoption of marigold production technology

■ H.K. VERMA, B.M. PATEL, J.K.PATEL AND PRADEEP YADAV

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**SUMMARY :** Marigold crops are a fast emerging and highly competitive industry. With the continuous introduction of new cultivars and new crops, cultural techniques are changing and hence, new products are developing. Fields of flower crops are often harvested by hand so the blooms don't get bruised or damaged. They are sold loose or strung together in beautiful garlands. Marigold cultivation has become highly commercialized. But still there is a wide gap between current production and potential productivity. To find out various constraints faced by the marigold growers in marigold production technology, the study entitled constraints associated with adoption of marigold production technology by marigold growers was undertaken. The study was conducted in three talukas of Anand district of Gujarat state, among 120 farmers 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. Investigation was made relating to constraints associated with adoption of marigold cultivation technology *i.e.* supply constraints, economic constraints, technical constraints, extension constraints and marketing constraints.

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**Author for correspondence :**

**H.K. VERMA**

Department of  
Extension Education,  
B.A. College of  
Agriculture, Anand  
Agricultural University,  
ANAND (GUJARAT) INDIA

See end of the article for  
authors' affiliations