



Study on use of MARKNET facility by vegetable growers

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ABSTRACT

This investigation was carried out during the year 2010-2011. From 10 villages of Achalpur Taluka of Amravati district, 120 respondents (vegetable growers) were randomly selected for the study. Data were collected through structured pretested personal interview schedule. The result showed that only 18.33 per cent respondents were aware about 'MARKNET'. The result revealed that majority (89.17 per cent) of the vegetable growers not used of the 'MARKNET' facility while only 10.83 per cent of vegetable growers had used 'MARKNET' facility. The correlation analysis related to independent variables viz., social participation, annual income, cosmopolitaness awareness about 'MARKNET' showed significant and positive relationship with use of 'MARKNET' facility. While age showed negative and significant relationship with use of 'MARKNET' facility and sources of information showed non-significant and positive relationship with use of 'MARKNET' facility.

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INTRODUCTION

Agriculture has played and shall continue to play a crucial role in process of development of a country. Now country has achieved self-sufficiency in food grains which reflect the enormous promise and potential of agriculture. Due to self-sufficiency, the farmers are exporting agriculture produce and earning foreign exchange. It is therefore essential for the farmers having knowledge about marketing network existing in the country.

MARKNET is an agricultural market intelligence network in Maharashtra State. It was established to provide comprehensive information system solution to Agriculture Produce Market Committees (APMC) and farmer in the state. MARKNET helps for information exchange with objectives to provide daily arrival of APMC to assist them where to be sold for better price, for better administration and effective functioning. The information is downloaded by APMC's for further dissemination through projection Television.

There are 295 APMC's and 609 sub yards in the state, out of these 295 APMC's and 54 sub yards have been computerized and connected to MSAMB's (Maharashtra State

Agriculture Marketing Board), web site through internet. MSAMB set up its own network in 1995. This project is free of cost under 'AGMARKNET' scheme of Director of marketing and Inspection, Government of India.

The specific objectives have been undertaken as follows :

- To study the personal, socioeconomic and psychological characteristics of the respondents.
- To study the awareness about 'MARKNET' facility.
- To study the extent of use of MARKNET by the farmers.
- To study the relationship between personal, socio-economy and psychological characteristics with their use of 'MARKNET'

METHODOLOGY

Achalpur block was properly selected for the study. The study was conducted in Achalpur Taluka of Amravati district. Vegetable growers in 10 villages were contacted at their places of residence and data were collected by personal interview. From 10 villages, 120 vegetable growers were selected.

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