



A Case Study

SWOT (Strengths weaknesses opportunities threat) analysis: A case study through PRA

■ VINOD PRAKASH, ARUN KUMAR SINGH AND RAJESH RAI

ARTICLE CHRONICLE :

Received :

30.09.2013;

Accepted :

23.10.2013

SUMMARY : Participatory rural appraisal (PRA) is the most effective tools which can be utilized to understand the technology adoption profit of the farming community and to get the first hand information about the needs, resources available, priorities, problems and prospects of the farming community. This process helps understanding the technology dissemination process, rural development activities, linkage mechanisms existing among research, training and extension, credit and input supply systems etc. (Jones, 1995). Highly productive/adoptive variety of moong like PDM 139 followed by K850 and Local variety in Table 5. Similarity, in Table 6 majority of production/adoptive variety of paddy Pusa Sugandh 4 and 5 followed by Pro-Agro 6444, Kranti and Mahamaya and in Table 7 High productive/adoptive variety of wheat like PBW550 followed by PBW 343, Unnat halana and Local wheat variety. The major problems were non- availability of seed at time, imbalance use of fertilizers, problem of milk sale at higher rate, degradation in soil health day by day, lack of small scale industries centre for youth, insect-pest incidents, blast disease, weed infestation, non- availability of labour at time of potato digging, non- timely supply of water in canal, problem to wild animals and paddy transplanting and lack of establish ponds/watershed and rejuvenate.

How to cite this article : Prakash, Vinod, Singh, Arun Kumar and Rai, Rajesh (2013). SWOT (Strengths weaknesses opportunities threat) analysis: A case study through PRA. *Agric. Update*, 8(4): 673-678.

KEY WORDS :

SWOT, PRA,

Strengths,

Weaknesses

Author for correspondence :

RAJESH RAI

Krishi Vigyan Kendra,
Daleep Nagar, KANPUR
(U.P.) INDIA

Email: rajeshrai.kanpur@gmail.com

See end of the article for
authors' affiliations