

The prototype of vegetable cropping, marketing and its determinants: A case study in Godavari delta region, A.P., India

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The marginal farmers of Godavari delta region of AP have been farming traditional vegetables and preferred it as cash crop because of their potential for lifting poor farmers out of poverty. The ATC of production of <1 acre land holdings was recorded to Rs. 68300, followed by Rs. 114305 and Rs. 14710 in case of 1-2 acres and 2-4 acres. The share of cost A_2 was higher in TC of the land holdings. The IOR was recorded by 1:0.62, 1:0.65 and 1:0.64 levels. Differences in feasibility of market facilities were caused due the price and FBI variations. However, the X^2 test results rejected the Null hypothesis at 5 per cent level of significance between the availability of markets and price received. The regression results showed that four independent variables have significant role at one per cent level in extension of farm operations. Implementation of MSP is suggested to reduce uncertainty in horticulture sector.

In India, diverse climate and spread of new agricultural technology etc. are extending agriculture especially in the vegetable production. It is evident that India has occupied second place next to China with 11.5 per cent of vegetable production in the world. The state of Andhra Pradesh (AP) has also attained 19 per cent of share in India's total vegetable production due to development of horticulture in the state as well as in the study area of Godavari delta region. The present paper is aimed to find out the input-out put relationship of vegetable production in the contemporary global retailing economic scenario by marginal cultivators who are recorded as an average at 48 per cent in the study area.

From the earlier studies, it was found that increase in cost of cultivation due to hike in charges of human labour and fertilizers (Raman and Sharma, 1981), problems in marketing (Bhugal, 1994), low prolific share (Agarwal

and Saini, 1995, Chinnappa, 1997 and Srinivas *et al.*, 1997), lack of integration of production, processing and marketing of agricultural products in view of globalization and liberalization policies (Malar and Pandey, 2008) have discouraging the vegetable growers. Further, improper use of land has reducing the cropping of vegetable production and it has also caused wide gap between costs/input and out put –(IOP) (Seidu Al-Hassan,2009).

Meanwhile, there is no specific and systematic study regarding the prototype of vegetable cropping, marketing and its determinants in Godavari delta region. The agricultural profile of the region shows that many of the marginal and small farmers have committed to shifting cultivation from paddy to vegetable production even though Cob-web conditions have taken place in this cropping. Besides, the increasing rate of consumer price index based inflation has favoured to vegetable growers and consequently, price of vegetables increased to 4-5 five times recently in East Godavari, AP (according to the report of Chief Planning Officer, Kakinada, A.P.).

In the present paper efforts have been made try to carry out the IOP relationship which indicates performance of vegetable cultivation, farm business income (FBI)/, net returns, role of various marketing channels and price spread and the factors affecting vegetable production in the study area.

Farm level data were collected with pre-designed questionnaire using randomly selected 100 farmers from 10 villages of Godavari delta region. The specific study district has been selected because of the area is situated near the river Godavari and also called as 'rice bowl' of Andhra Pradesh. Data on farm features including form size, values of input and out put and accessibility of markets etc. has been covered.

Input costs are classified in to Cost A_1 and Cost A_2 . Cost A_1 refers to human labour and Cost A_2 denotes material costs including fertilizers, pesticides, seeds, rent for land etc. Thus, total cost (TC) = ($A_1 + A_2$). In the examination of data- ratios, mean and cross table analysis is applied. Regression model in the form of semi-logarithm

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