

RESEARCH ARTICLE :

Constraints faced by farmers of Kathua district in adoption of marigold production technology

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SUMMARY : Marigold is an important commercial crop among all flower crops. Its flowers are available year around. Marigold flowers are used for various purposes like : worshipping , as cut flower, for beautification of beds and borders in lawns, in textile industry and for medicinal purpose. Marigold cultivation is highly commercialised now a days. But still area and production of marigold under Jammu province is less due to several factors. The present study was undertaken in Kathua district of Jammu and Kashmir to investigate the constraints faced by marigold growers during production and marketing of marigold. This district consists of eight blocks from which block Hiranagar, Barnoti, and Kathua were selected purposively. From each block four villages and from each village thirty farmers were selected, where the farmers were having largest area under marigold cultivation. A random sample of 120 farmers were drawn by randomization. A structured interview schedule was prepared for collection of data with a view to study various aspects regarding marigold cultivation. The data were collected through pre structured interview schedule and statistical procedure were employed to analyse the data. The study highlighted that majority of farmers had medium knowledge as well as medium level of adoption of marigold production techniques. The study further highlighted that majority of farmers were not adopting marigold cultivation due to various constraints like input constraint, technical constraints, economic constraints, extension constraints and marketing constraints. The major constraints expressed by marigold grower in each group of constraints were lack of timely availability of good quality seed material, lack of knowledge about production technology, high cost of hybrid seeds, lack of information through mass media and lack of co-operative institutions for marketing.

KEY WORDS :

Constraints, Production technology, Marigold, Adoption

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BACKGROUND AND OBJECTIVES

Floriculture is a fast emerging and highly competitive industry. Flowers are the beauty in human life. Flowers may be cheaper as well as costly one. But marigold is a flower of common man. Marigold flower are available

year around. In addition to being a poplar garden flower today marigold are approved for use in the European Union as a food additive, acting as a natural food colorant and nutritional supplement. Now a days, marigold become popular among most of the farmers because this crop fetch maximum price from

per unit area. Recommended package of practice for the marigold are cost effective and moreover, farmers are not aware about its cultivation techniques. Potential of marigold crop in Jammu province is more than their actual production on farmer field. The gap between the potential yield and actual yield needs to be cover. Marigold have also an important spiritual and religious significance. Its flowers are used for making garlands as well as loose flowers for worshipping God. Flowers with long stalks are used as cut flowers. The vivid orange colour of marigold make them ideal for use décor on wedding cakes and other pastries prepared for celebratory occasions. Marigold flowers are also fed to chickens to increase lutein content of eggs and as a way to naturally produce an egg with a rich yellow hued yolk. In field, marigold is grown for keeping the nematode population under control and also as a trap crop against fruit borer in vegetables. In Kathua district production and productivity of marigold is low as compare to other leading districts of state, as there is need to increase the potential of marigold crop.

RESOURCES AND METHODS

The present study was undertaken in Kathua district of Jammu and Kashmir. This is an investigation related to marigold growers and constraints faced by them during production and marketing. This district consists of eight blocks from which block Hiranagar, Barnoti, and Kathua were selected purposively. From each block four villages and from each village thirty farmers were selected, where the farmers were having largest area under marigold cultivation. The farmers from each village were arranged alphabetically and random sample of 120 farmers were drawn by randomization. A structured interview schedule was prepared for collection of data with a view to study various aspects. During investigation, the respondents expressed many reasons due to which they could not use recommended practices in their farming. The reasons or the causes were termed as constraint in the studies. The respondent were asked to indicate the constraints faced in adoption of recommended practices with its intensity of feeling on “yes or no answer.” Obtained

problems were expressed in terms of frequency and percentage. Rank order was given from the highest percentage to the lowest percentage.

OBSERVATIONS AND ANALYSIS

The observations of present study as well as relevant discussion have been summarised under following head:

Knowledge and adoption level of marigold growers:

Knowledge and adoption level of the respondents were measured and data have been presented in Table 1. It has been observed from the data that more than half of the respondents were having medium knowledge level about marigold production technology *i.e.* 53 per cent, 20 per cent and 25 per cent respondents were possessing low and high knowledge level, respectively. Further, it is evident from the table that 49 per cent of the respondents were medium adopters. It may be resulted from the above findings that majority of the respondents were possessing medium knowledge level about marigold production technology and were medium adopters of the technology. Similar finding have been reported by Sharma and Sharma (2008) and Meena and Sisodia (2005).

Constraints faced by the respondents in adoption of marigold cultivation :

During study, the respondent expressed many constraints which were grouped into following categories:-

1. Input constraints 2. Economic constraints 3. Knowledge and information constraints 4. Marketing constraints.

The findings on the constraints faced by marigold growers as perceived by the respondents related to input, technical know-how, financial, extension related and marketing are given in Table 2.

Input constraints faced by the marigold growers:

With regard to input supply constraints, the data revealed that, lack of timely availability of good quality

Table 1 : Distribution of marigold farmers according to their knowledge and adoption level

Sr. No.	Categories	Knowledge	Extent of adoption
1.	High	31 (25.83)	29 (24.16)
2.	Medium	64 (53.33)	59 (49.16)
3.	Low	25 (20.83)	32 (26.66)
	Mean	33.33	33.32

seed material was the first major constraint faced by 68.33 per cent of marigold growers, followed by non availability of fertilizers in time (64.16%), less availability of subsidised inputs (51.6%), lack of pesticides and insecticides whenever required (46.6%), lack of organic manures (40%) and lack of live saving irrigation facilities (43.33%).

Technical constraints faced by the marigold growers:

With respect to technical constraints, lack of

knowledge about production technology (75.83%), lack of knowledge about varieties suitable to their area (66.66%), lack of knowledge about plant protection measures (60.83%), lack of knowledge about fertilizers application (57.50%), lack of knowledge about marketing aspects (53.33%), lack of knowledge about exact harvesting stage and packing of flowers (50.00%), lack of knowledge about important cultural operations (48.33%), lack of knowledge about selection and preparation of land (43.3%) were the major constraints faced by marigold growers.

Table 2 : Constraints faced by the marigold growers in adoption of marigold production technology

Sr. No.	Constraints	Frequency	Per cent	Rank
Input constraints				
1.	Lack of timely availability of good quality seed material	82	68.33	I
2.	Non-availability of fertilizers in time	77	64.16	II
3.	Lack of insecticides and pesticides whenever required	56	46.66	IV
4.	Lack organic manures	48	40	VI
5.	Lack of assured irrigation	52	43.33	V
6.	Less availability of subsidized inputs	62	51.6	III
Technical constraints				
1.	Lack of knowledge about production technology	91	75.83	I
2.	Lack of knowledge about varieties suitable to their areas	80	66.66	II
3.	Lack of knowledge about plant protection measures	73	60.83	III
4.	Lack of knowledge about marketing of flowers	64	53.33	V
5.	Lack of knowledge about exact harvesting stage and packing of flowers	60	50.00	VI
6.	Lack of knowledge about fertilizer application	69	57.50	IV
7.	Lack of knowledge about selection and preparation of land	52	43.33	VIII
8.	Lack of knowledge about important cultural operations	58	48.33	VII
Economic constraints				
1.	High cost of hybrid seeds	94	78.33	I
2.	High cost of manures and fertilizers	78	65.00	IV
3.	High cost of insecticides and pesticides	76	63.33	V
4.	High cost of labour	86	71.66	II
5.	Costly in plant protection appliances	69	57.56	VI
6.	Costly transportation	80	66.66	III
Extension constraints				
1.	Lack of information through mass media	65	54.16	II
2.	Lack of communication between extension persons and farmers	72	60.00	I
3.	Non-availability of literature in local language	58	48.33	III
Marketing constraints				
1.	Lack of knowledge about proper place of sale of produce	64	53.33	IV
2.	Lack of co-operative institute for marketing	78	65.00	I
3.	Unavailability of vehicle for timely dispose of produce	46	38.33	VI
4.	Commission agents are not giving proper rates to the farmers	72	60.00	II
5.	Commission rates are high	58	48.33	V
6.	Lack of storage van for transportation	68	56	III

Economic constraints :

With regard to economic constraints high cost of hybrid seeds was major constraint (78.33%), followed by high cost of labour (71.66%), costly transportation (66.33%), high cost of manure and fertilizers (65%), high cost of insecticides and pesticides (63.33%), costly plant protection appliances (57.56%). Due to high cost of cultivation farmers showed less interest regarding marigold cultivation.

Extension constraints faced by marigold growers:

Among extension constraints the marigold growers endorsed major constraints about lack of communication between extension personals and farmers (60%), lack of information through mass media (54.16%), non availability of literature in local language regarding marigold cultivation (48.33%) were the major problems among the growers to understand its cultivation also.

Marketing constraints among marigold growers :

In relation to the marketing constraints, lack of cooperative institute for marketing of produce (65%) was the first constraint expressed by the growers followed by the commission agents, they were not giving proper rates to the farmers (60%), another one of the major constraint endorsed by the farmer was lack of knowledge about the proper place of sale of produce (53.33%), lack of storage van for transportation(56%) because marigold flowers deteriorate due to their perishable nature; when they are packed uneven, unavailability of vehicle for timely dispose of produce was 38.33 per cent and commission rates were very high 48.33.

It can be concluded that the major constraints expressed by marigold grower in each group of constraints were lack of timely availability of good quality seed material, lack of knowledge about production technology, high cost of hybrid seeds, lack of information

through mass media, lack of co-operative institutions for marketing. Similarly Verma (2012) also conducted an investigation on training need assessment of marigold farmers. Sharma *et al.* (2006) also studied the constraints in guava production.

Conclusion:

While analyzing over all constraints as perceived by the farmers it was concluded that there is need to educate the farmer, either through organizing training programmes, proper demonstrations of improved technologies, awareness camps and by the use of mass media to encourage the farmers to go for marigold cultivation. There is also a need to educate the farmer on various marketing services available because the main aim of farmer is to dispose off his sale at proper place with a handsome earning. So that the farmers can be profited by cultivation of marigold crop. Therefore, it is suggested that need based training programme should be conducted during crop season to improve the knowledge as well as the skill of the farmers.

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