



Study on use of MARKNET facility by vegetable growers

M.D. VEER, S.U. MOKHALE, A.N. DESHMUKH AND R.R.LANJEWAR

See end of the article for authors' affiliations

Correspondence to :

S.U. MOKHALE

Department of
Agricultural Extension
Education, Shri Shivaji
Agriculture College,
AMRAVATI (M.S.)
INDIA

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, cosmopolitanness 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.

Veer, M.D., Mokhale, S.U., Deshmukh, A.N. and Lanjewar, R.R. (2011). Study on use of MARKNET facility by vegetable growers. *Agric. Update*, 6(3&4): 94-96.

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-economic 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.

Key words :

Marknet,
Marketing
information,
Information
Technology

Received:

May, 2011;

Revised:

Jul., 2011;

Accepted :

Aug., 2011

The interview schedule was constructed by formulating relevant questions in accordance with objectives of the study. The schedule included questions pertaining to age, education, sources of information use, social participation, land holding, annual income, cosmopolitanism, and awareness as well as use of 'MARKNET' facility by vegetable growers.

The information from respondents was collected by personal interview methods and their responses were considered for the purpose of the present study. Data related to the use of 'MARKNET' and constraints faced by vegetable growers while effective use of 'MARKNET' facility was collected. Mean, standard deviation, correlation and 't' test methods were used for analysis of the data.

OBSERVATION AND ANALYSIS

The findings of the study as well as relevant discussion have been summarized under the following heads:

Distribution of personal, socio-economic and psychological profile of respondents :

Table 1, shows that the age profile of respondents was of 40.83 per cent from middle age group. The majority of respondents (62.50 per cent) were having medium education level. The sources of information used for profile of respondents showed that, majority of respondents (55.83 per cent) were having medium sources of information level. The social participation profile of respondents showed that, majority (66.67 per cent) of respondents were having no social participation level. The land holding profiles revealed that 32.50 per cent of the farmers had small size of holding. The annual income profile of respondents showed that majority, 40.83 per cent of respondents had high level of annual income. The cosmopolite profile of respondent's showed that majority of respondents (55.83 per cent) had medium level of cosmopolitism.

Level of aware of 'MARKNET' facility:

It is observed from findings presented in Table 2 that, majority of respondents *i.e.* 81.67 per cent had unaware group, whereas only 18.33 per cent of respondents were in aware group about 'MARKNET'.

Level of use of 'MARKNET' facility :

It is observed from findings presented in Table 3 that, 89.17 per cent of vegetable growers did not use 'MARKNET' facility while only 10.83 per cent of vegetable growers were in use of 'MARKNET' facility.

Table1: Personal, socio-economic and psychological profile of respondents

| Sr. No. | Profile | Number (n=120) | Per cent |
|---------|------------------------|----------------|----------|
| 1. | Age | | |
| | Young | 39 | 32.50 |
| | Middle | 49 | 40.83 |
| | Old | 32 | 26.67 |
| 2. | Education | | |
| | Low | 20 | 16.67 |
| | Medium | 75 | 62.50 |
| | High | 25 | 20.83 |
| 3. | Sources of information | | |
| | Low | 38 | 31.67 |
| | Medium | 67 | 55.83 |
| | High | 15 | 12.50 |
| 4. | Social participation | | |
| | No participation | 80 | 66.67 |
| | Low | 18 | 15.00 |
| | Medium | 6 | 5.00 |
| | High | 16 | 13.33 |
| 5. | Land holding | | |
| | marginal | 7 | 5.83 |
| | Small | 39 | 32.50 |
| | Semi medium | 32 | 26.67 |
| | Medium | 28 | 23.33 |
| | Large | 14 | 11.67 |
| 6. | Annual income | | |
| | Below poverty line | 0 | 0 |
| | Low | 0 | 0 |
| | Low medium | 22 | 18.33 |
| | Medium | 25 | 20.83 |
| | Moderately high | 24 | 20 |
| | high | 49 | 40.83 |
| 7. | Cosmopolitanism | | |
| | Low | 33 | 27.50 |
| | Medium | 67 | 55.83 |
| | High | 20 | 16.67 |

Table 2: Distribution of respondents according to awareness of 'MARKNET' facility

| Sr. No. | Level | Number | Percentage |
|---------|---------------|--------|------------|
| 1. | Unaware group | 98 | 81.67 |
| 2. | Aware group | 22 | 18.33 |
| | Total | 120 | 100 |

Table- 3: Distribution of respondent's according to use of 'MARKNET' facility

| Sr. No. | level | Number | Percentage |
|---------|-----------|--------|------------|
| 1. | Non users | 107 | 89.17 |
| 2. | Users | 13 | 10.83 |
| | Total | 120 | 100.00 |

Table 4: Coefficient of correlation of selected characteristics of respondents with use of 'MARKNET' facility

| Sr. No. | Variables | Participation | |
|---------|------------------------|---------------|--------------|
| | | 'r' | 't' |
| 1. | Age | -0.2588 | 2.9096** |
| 2. | Education | 0.2268 | 2.5294* |
| 3. | Sources of information | 0.1229 | 1.3455 NS |
| 4. | Social participation | 0.1901 | 2.1036* |
| 5. | Land holding | 0.1257 | 1.3762 NS |
| 6. | Annual income | 0.2145 | 2.3898* |
| 7. | Cosmopolitaness | 0.2385 | 2.6680** |
| 8. | Awareness | 0.6804 | 10.0856** |

**and *indicate significance of valus at P=0.05 and 0.01, Respectively
NS Non-significant

Relational analysis :

It could be seen from Table 4 that out of personal and socio-economic characteristics, namely education, social participation, annual income, cosmopolitaness and awareness were found to be positive and significantly correlated with use of 'MARKNET' facility. Age showed negative and significant relationship with use of 'MARKNET' facility while sources of information and land holding showed non-significant and positive relationship with use of 'MARKNET' facility. Velumani (2003) emphasizaed on the use of documentation of websites related to Agricultural and allied subjects. Ingole (2006) studied the awareness about Marknet facility by fruit and vegetable growers in pune district while Chauhan (2010) made observations on the expectation of the farmers from ITC in agriculture.

Conclusion:

These findings revealed that 18.33 per cent respondents aware about 'MARKNET' facility and only

10.83 per cent of vegetable growers were in use of 'MARKNET' facility. The study also indicated that education, social participation, annual income, cosmopolitaness and awareness all showed positive and significant correlation with use of 'MARKNET' facility. Out of the selected characteristics, sources of information used and land holding of vegetable growers showed positive and non-significant relationship with use of 'MARKNET' facility and age characteristics shows negative and significant relationship with use of 'MARKNET' facility.

Authors' affiliations:

M.D. VEER AND R.R. LANJEWAR, Department of Agricultural Extension Education, Shri Shivaji Agriculture College, AMRAVATI. (M.S.) INDIA

REFERENCES

- Chauhan, Nikulsingh M.** (2010). Expectation of the farmers from ICT in agriculture. *Indian Res. J. Extn. Edu.* **10**(I):42-45.
- Doke, R. U.** (2007). Documentation and evaluation of websites related to agriculture and allied subject. *M.Sc. (Agric.) Thesis*, Dr. Panjabrao Deshmukh Krishi Vidyapeeth, AKOLA, M.S. (India).
- Ingole, N. V.** (2006). Study on awareness about MARKNET facility by fruit and vegetable growers in Pune District. *M.Sc. (Agric.) Thesis*, Mahatma Phule Krishi Vidyapeeth Rahuri, AHMENDNAGAR, ((M.S.) (India)
- Velumani, G.** (2003). Documentation of websites related to Agril. and allied subject. Ph. D. Thesis, Dr. Panjabrao Deshmukh Krishi Vidyapeeth, AKOLA, M.S., (India)

