



Research Article

Constraints in adoption of marigold production technology

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SUMMARY : Marigold crops are a fast emerging and highly competitive industry. With the continuous introduction of new cultivars and new crops, cultural techniques are changing and hence, new products are developing. Fields of flower crops are often harvested by hand so the blooms don't get bruised or damaged. They are sold loose or strung together in beautiful garlands. Marigold cultivation has become highly commercialized. But still there is a wide gap between current production and potential productivity. To find out various constraints faced by the marigold growers in marigold production technology, the study entitled constraints associated with adoption of marigold production technology by marigold growers was undertaken. The study was conducted in three talukas of Anand district of Gujarat state, among 120 farmers who were involved in marigold cultivation. The data were collected through pre-tested structured interview schedule and appropriate statistical procedures were employed to analyze the data. Investigation was made relating to constraints associated with adoption of marigold cultivation technology *i.e.* supply constraints, economic constraints, technical constraints, extension constraints and marketing constraints.

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Constraints, Adoption, Production technology

BACKGROUND AND OBJECTIVES

Today, marigold plants are no longer meant for only window garden but play an important role in the decoration of the living houses and office establishments. Marigold is an important ornamental crop generally grown by progressive farmers to fetch maximum return from unit area. The recommended marigold cultivation practices are complex and cost involving which require sufficient information on the part of farmers. The production potential of marigold in Gujarat is higher than actual production on farmers' field. This existence of yield gap between potential yield and actual yield needs to be bridge. In India, these are used commonly for making garlands for religious and social functions. Globular shaped flowers with long stalks are used for cut-flower purposes. In gardens marigold provides beautification of beds and borders. An orange pigment extracted from petals is in great demand for poultry feed. Marigold is also grown for keeping the nematode population in soil under control.

Gujarat state has 5496 ha. area and 49562 MT. production under marigold, in Anand district production and productivity of marigold is low as compare to some of the leading districts of the state, hence, there is potentiality of increasing production and productivity in Anand district. Anand district have 500 ha. area and 5885 MT. production under marigold cultivation. Looking to these facts, the present study was carried out with the objective to ascertain the constraints faced by the marigold growers in adoption of marigold production technology.

RESOURCES AND METHODS

The present study was conducted in Anand district of Gujarat state. This district consists of eight talukas from which Anand, Sojitra and Petlad were selected purposively, as they cover more area under marigold crop. List of marigold growers from the selected villages was prepared and out of which the 120 marigold growers were selected by simple random method of sampling. An interview schedule was prepared in view of the objective of

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the study and data were collected by personal interview from the selected marigold growers. The marigold growers were asked to give the information about the constraints countered by them. For each of these constraints, total number of marigold growers in percentage was worked out and rank order was given from the highest percentage to the lowest percentage.

OBSERVATIONS AND ANALYSIS

Constraints in this study were measured by taking into consideration all the possible common difficulties that arouse while adoption of marigold production technology. During the course of the present investigation, the respondents expressed many constraints which were grouped into five categories viz., (i) supply constraints, (ii) economic constraints, (iii) technical constraints, (iv) extension constraints and (v)

marketing constraints. Each marigold grower was asked to indicate the constraints with its intensity of feeling on 'Yes' or 'No' answers. The constraints were ranked on the basis of frequency and percentage of marigold growers who reported respective constraints. The responses of the marigold growers with regard to the constraints are presented in Table 1.

Supply constraints faced by the marigold growers:

With regard to supply constraints, lack of timely availability of guaranteed seeds/planting materials was the first major constraint faced by 64.16 per cent of marigold growers, followed by non-availability of seeds in time (57.50 %), lack of availability of F.Y.M. (50.00 %), lack of loan facility (49.16 %), lack of insecticides, pesticides and chemical fertilizers when required (47.50 %) and shortage of water for irrigation (45.00 %).

Table 1 : Constraints faced by the marigold growers in adoption of marigold production technology

(n =120)

Sr. No.	Constraints	Frequency	Per cent	Rank
Supply constraints				
1.	Lack of timely availability of guaranteed seeds/planting materials	77	64.16	I
2.	Non-availability of seeds in time	69	57.50	II
3.	Lack of availability of F.Y.M.	60	50.00	III
4.	Lack of loan facility	59	49.16	IV
5.	Lack of insecticides, pesticides and chemical fertilizers when required	57	47.50	V
6.	Shortage of water for irrigation	54	45.00	VI
Economic constraints				
1.	Costly transportation	91	75.83	I
2.	High costs of chemical plant protection	86	71.16	II
3.	High costs of manures and fertilizers	75	62.50	III
4.	Seeds are costly	72	60.00	IV
Technical constraints				
1.	Lack of knowledge about plant protection	90	75.00	I
2.	Lack of knowledge about marigold cultivation technology	73	60.83	II
3.	Lack of knowledge about export of flowers	69	57.50	III
4.	Lack of knowledge about varieties	66	55.00	IV
5.	Lack of knowledge about planting methods	64	53.33	V
6.	Lack of knowledge about packing of flowers	62	51.66	VI
7.	Lack of knowledge about selection of land	60	50.00	VII
8.	Lack of knowledge about manures and fertilizers	59	49.16	VIII
Extension constraints				
1.	Lack of information about marigold cultivation through mass media	60	50.00	I
2.	Extension agencies and extension workers are not giving information properly and timely	53	44.16	II
3.	Unavailability of literature in local language related to marigold	41	34.16	III
Marketing constraints				
1.	Unavailable of vehicle for timely transport of marigold	72	60.00	I
2.	Lack of co-operative institutions for marketing of marigold	68	56.66	II
3.	Marigold quality deteriorates during transportation	64	53.33	III
4.	Commission agents not give proper price to the farmer	59	49.16	IV
5.	The commission rates are high	56	46.66	V

Economic constraints faced by the marigold growers:

Among economic constraints the marigold growers endorsed major constraints were: costly transportation (75.83 %), high costs of chemical plant protection (71.16 %), high costs of manures and fertilizers (62.50 %) and seeds are costly (60.00 %).

Technological constraints faced by the marigold growers:

As regards the technological constraints, lack of knowledge about plant protection (75.00 %), lack of knowledge about marigold cultivation technology (60.83 %), lack of knowledge about export of flowers (57.50 %), lack of knowledge about varieties (55.00 %), lack of knowledge about planting methods (53.33), lack of knowledge about packing of flowers (51.66 %), lack of knowledge about selection of land (50.00 %) and lack of knowledge about manures and fertilizers (49.16 %) were the most important constraints mentioned by marigold growers.

Extension constraints faced by the marigold growers:

With respect to the extension constraints, Lack of information about marigold cultivation through mass media was the first major constraint expressed by marigold growers (50.00 %), followed by extension agencies and extension workers are not giving information properly and timely (44.16 %) and unavailability of literature in local language related to marigold (34.16 %).

Marketing constraints faced by the marigold growers:

With regard to the marketing constraints, unavailable of vehicle for timely transport of marigold (60.00 %) was the first major constraint endorsed by marigold growers, followed by lack of cooperative institutions for marketing of marigold (56.66 %), marigold quality deteriorates during transportation (53.33 %), commission agents not give proper rate to the farmer (49.16

%) and the commission rates are high (46.66 %).

It can be concluded that the major constraints faced by marigold growers in each group of constraints were lack of timely availability of guaranteed seeds/planting materials, costly transportation, lack of knowledge about plant protection, lack of information about marigold cultivation through mass media and Unavailable of vehicle for timely transport of marigold.

Similarly Verma (2012) also conducted an investigation on training needs assessment of marigold growers.

Conclusion:

It is evident from the study that the major constraints like supply constraints, (ii) economic constraints, (iii) technical constraints, (iv) extension constraints and (v) marketing constraints are faced by the growers. Thus there is a need to organize training programmes, proper demonstration of improved technologies, and introduction of post harvest technologies to encourage the farmers for marigold production technology so that the farmers become more economically independent. Therefore, it is suggested that need based training programme should be conducted during crop season to improve the knowledge as well as skill of the fennel growers.

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