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## Constraints faced by cash vegetable crops growers about production and marketing in Varanasi

**Vikas Singh, Sanjay Kumar and Ashish S Noel**

### Abstract

The present study was carried out to find the constraints faced by cash vegetable crops grower in Varanasi district of Uttar Pradesh. A complete list of all the cash crop grower from the two selected blocks. Thus, altogether 230 cash vegetable crop grower were selected in all the selected villages, which consist of 126 marginal, small 64, semi medium 25 and medium 15 size farm groups were randomly selected. Hence, in all 40 market intermediaries were selected, which include 25 contractor / wholesaler/ commission agent and 15 retailers. On the basis of merit of the problems, unstable yield of vegetable was ranked first with 68.60 average value followed by high perishable in nature was II having 67.80 average value, lack of labour was ranked III having 68.00 average value, high irrigation cost was ranked IV.

### Highlights

- Study finding indicates that the cash vegetable crops grower were non availability of good quality of seed, high cost of plant protection, uncertainty of yield.
- Lack of transport facilities, non-establishment of processing unit, and high cost of packing material and non-availability of storage facilities in nearby markets were the major constraints about marketing on cash vegetable crops.

**Keywords:** Cash vegetable crops, constraints

### Introduction

Constraints are defined as the situation or circumstances which restrict or limit the activity or performance of particular production and marketing of cash vegetable crop. The country has a total land area of approximately 14 500 sq km, with 600 000 ha suitable for crop and livestock production. Around 174 000 ha are estimated to be arable with an additional 124 000 ha of bushed gardens. The efficiency of marketing for vegetables in India has been significant concern in the recent years. Poor efficiency in the marketing channels and inadequate marketing infrastructure are believed to be the cause of not only high and fluctuating consumer prices, but also to lesser share of consumer rupee reaching to the farmer. Indian farmers typically depend heavily on middlemen particularly in fruits and vegetables marketing. The producers and the consumers often get a poor deal and the middlemen control the market, but do not add much value. There is also massive wastage, deterioration in quality as well as frequent mismatch between demand and supply both spatially and over time. Moreover, the small size of landholding and information about agriculture, therefore, crop diversification may be adopted strategy for profit maximization supplementary relationships for a competitive product. It may also act as a powerful tool in minimization of risk in the farming business. Under the situation of weather and market-induced risk and capital constraints, diversification may help in stabilizing farm income at a higher level.

### Materials and Methods

The present study was conducted for the period 2020-21 and primary data were used for analysis. Further, multistage stratified sampling technique was followed to select the respondents. Varanasi district from eastern Uttar Pradesh having largest horticulture production was selected purposively. Two blocks namely Arajiline and Pindra from Varanasi districts with maximum horticultural production were purposively. Block Arajiline and Pindra consists of 226 and 191 villages; out of which, 165 villages in Arajiline block and 140 villages in Pindra block because each block had a large area under vegetable farming, five percent of the villages in every block, i.e. eight and seven villages, were chosen at random for the research. Total 230 farmers were selected from 15 villages.

Constraints were analysed using Garrett's ranking technique. The respondents were asked to rank the different constraints.

Garrett's formula for converting ranks into per cent was given by:

$$\text{Percent position} = 100 * (\text{Rij} - 0.5) / \text{Nj}$$

Where,

Rij= rank given for ith factor by jth individual

Nj= number of factors ranked by jth individual.

## Results and Discussion

### Major constraints faced by vegetable growers in production

The data in table 1 reflected the twelve problems faced by farmers at the time of vegetable growers in production. On the

basis of merit of the problems, unstable yield of vegetable was ranked first with 68.60 average value followed by high perishable in nature was II having 67.80 average value, lack of labour was ranked III having 68.00 average value, high irrigation cost was ranked IV having 54.20 average value, unavailability of required seed was ranked V which have 46.60 average of value, less knowledge of recommended pesticide was ranked VI, less productivity of crop was ranked VII, Less knowledge about scientific farming was ranked VIII, problem related to price fluctuations was ranked IX, high price of input was ranked X, Lack of credit facility was ranked XI, less supply of organic manure was ranked XII respectively, hence it may be said on the basis of production for each major constraints that every constraints has a considerable degree of seriousness which were responsible for not having facilities available on vegetable grower level.

**Table 1:** Description of different constraints faced by farmers in Production of cash vegetable crops N=230

Sl. No	Particulars	Percent Position	Garret Value	Average of values	Rank
1.	Unstable yield	12.50	73	68.60	I
2.	Highly perishable in nature	20.83	66	67.80	II
3.	Lack of Labour	4.16	83	68.00	III
4.	High irrigation cost	37.50	56	54.20	IV
5.	Unavailability of required seed	29.16	60	46.60	V
6.	Less knowledge of recommended pesticide	95.83	17	45.80	VI
7.	Less productivity of crop	45.83	52	45.20	VII
8.	Less knowledge about scientific farming	54.16	48	45.00	VIII
9.	Problems related to price fluctuations	70.83	39	40.40	IX
10.	High price of Input	79.16	34	44.20	X
11.	Lack of credit facility	62.50	43	34.00	XI
12.	Less supply of organic manures	87.50	27	38.20	XII

### Constraints faced by vegetable producers in marketing

The table 2 showed that the different constraints of faced by vegetable producers in marketing as perceived by the vegetable growers farmers viz. Fluctuation in market price was ranked I indicated by 76.71 average of values followed by inadequate traders was ranked II by 72.71 average value, delay in payment ranked at III by 74.00 average value, inadequate storage facility ranked IV by 71.00 average value, high transportation cost ranked V, post- harvest losses ranked VI, Inadequate transportation facility ranked VII, high

marketing cost ranked VIII, absence of grading and processing ranked IX, lack of organized market ranked X, non-availability of market information ranked XI, lack of linkage ranked XII, malpractice ranked XIII, long chain of intermediaries ranked XIV, low price / lack of remunerative price ranked XV, hence it may be said on the basis of marketing for each major constraints that every constraints has a considerable degree of seriousness, which were responsible for not having facility available on marketing of vegetable.

**Table 2:** Description of different constraints faced by farmers in Marketing of cash vegetable crops N = 230

Sl. No	Particulars	Percent Position	Garret Value	Average of values	Rank
1.	Fluctuation in market price	96.66	15	76.71	I
2.	Inadequate traders	3.33	85	72.71	II
3.	Delay in payment	30.00	60	74.00	III
4.	Inadequate storage facility	16.66	69	71.00	IV
5.	High Transportation cost	23.33	64	70.00	V
6.	Post-harvest losses	50.00	50	67.71	VI
7.	Inadequate transportation facilities	10.00	75	60.71	VII
8.	High marketing cost	43.33	53	62.42	VIII
9.	Absence of grading and processing	63.33	43	62.14	IX
10.	Lack of organized market	36.66	57	61.14	X
11.	Non-availability of market information	90.00	24	54.00	XI
12.	Lack of Linkage	76.66	35	52.71	XII
13.	Malpractice	70.00	40	49.85	XIII
14.	Long chain of intermediaries	56.66	47	44.00	XIV
15.	Low price / lack of remunerative price	83.33	31	39.85	XV

## Conclusion

It may be concluded from the study that chilli and tomato is emerging vegetable crop in Varanasi and there is an

increasing area, production, and productivity trends of chilli and tomato in Uttar Pradesh which demonstrates the immense potential for rapid expansion Chilli and Tomato industry in

Uttar Pradesh. The study on constraints faced by the chilli growers in production of chilli and tomato revealed that unstable yield a major problem in chilli and tomato production along with problem perishable in nature. The context of marketing major constraints faced by the grower in fluctuation of market price and inadequate trader that raises the marketing cost and causes high fluctuations in price of chilli and tomato. The poor infrastructural facilities in the study area in terms of cold chain infrastructure, absence of processing units and cold storage facility also poses a considerable problem to the chilli and tomato growers.

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### Policy implications

The major constraints faced by cash vegetable crop grower in the marketing chilli and tomato of was found to be high fluctuations in price, low prices at the time of harvest and high marketing cost which highlights the need for strengthening the infrastructural facilities in the Varanasi district in terms of processing and cold storage facilities which will provide an additional market to the cash vegetable crop grower for disposing of their produce at fair price thereby reducing the dependence of producers on intermediaries.

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