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## Role of farm women in decision making pattern about marketing of horticultural crops production in Raisen district of Madhya Pradesh

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### Abstract

The present study was conducted in Raisen district of Madhya Pradesh during 2020-21 at the school of Agriculture sciences BRAUSS Mhow, M.P. The main objective of the present research was to study the role of farm women in decision making pattern about marketing of horticultural crops production. For this study 180 randomly selected farm women were taken as a sample from study area. The study revealed that majority of the farmwomen belonged to medium decision making pattern about marketing of horticultural crops production followed by low and high decision making pattern about marketing of horticultural crops production respectively.

**Keywords:** farm women, decision making pattern, marketing and horticultural crops production

### Introduction

Across India, women contribute in land preparation; seed selection and seedling production; sowing; applying manure, fertilizer and pesticides; weeding; transplanting and threshing, winnowing and harvesting. Apart from this, they also engage in important on-farm activities that are not solely cultivation-oriented. Thus women are critical in augmenting family incomes through tasks such as collection of fuel, fodder, drinking water and water for use by household members and domestic animals. Despite the importance of women in agriculture and especially in horticulture crops, they are scarcely recognized as farmers. In social terms, there are all sorts of restrictions that persist to different degrees in different parts of rural India, such as cultural restrictions on women's ability to plough, which in turn affects their ability to use mechanical instruments like tractors. Farm women decision-making process with respect to horticulture crop production certain the effects their efficiency in work and in the development of horticulture production. Their access to marketing channels is also usually more constrained, both for reasons of physical difficulty of movement and restraints on their mobility as well as for social reasons.

Keeping this in view the present study was undertaken with objective, Role of farm women in decision making pattern about marketing of horticultural crops production in Raisen District of Madhya Pradesh.

### Material and Methods

The state of Madhya Pradesh is having 52 districts. Out of which one district i.e. Raisen was selected randomly, for the present study. The district beside the area under field crops, significant area comes under the horticultural crops. The Raisen district comprises of 5 blocks namely Raisen, Sanchi, Bareli badi, Begamganj, Obedullaganj, Udaipura and Silwani. Out of these blocks Sanchi block was selected randomly. The selected Sanchi block comprised with 77 Village Panchayats . Out of the total 77 village panchayats ten (10) were selected randomly for the study. The village panchayat wise list of horticultural crop growers farm women was prepared with the help of Rural Horticulture Extension Officers and farmers friends. Eighteen (18) horticultural crop growers farm women were selected randomly from each selected village panchayats to get a sample of 180 farm women.

### Result and Discussion

It is obvious that any decision taken in strongly influenced by the attitude and opinion of concerned person. In the present study role of farm women in decision making regarding marketing in horticultural crops production has been ascertained.

Distribution of farm women in respect to their decision making pattern in marketing about horticulture crops

production was presented in Table 1.

**Table 1:** Distribution of farm women according to their Role in decision making pattern about marketing of horticultural crops production

S. No.	Practices	Decision making pattern about marketing				Total score	Mean score	Rank
		Self-Decision	Decision taken with spouse	Decision taken with consultation of family members	Follow the Decisions of others			
1	Transportation	36	87	42	15	324	1.80	XI
2	Grading	51	91	26	12	361	2.00	III
3	Packaging	51	78	41	10	350	1.94	V
4	Storage	59	82	35	14	376	2.08	I
5	Processing	58	78	24	20	354	1.96	IV
6	Market information	41	93	18	28	327	1.81	X
7	Price determination	56	64	40	20	336	1.86	VII
8	Place where sell	63	52	41	24	334	1.85	VIII
9	Time of selling	64	72	27	17	363	2.01	II
10	Whom to be sell	36	59	61	24	287	1.59	XII
11	Marketing with the help of brokers	45	85	40	10	345	1.91	VI
12	Online/offline marketing	67	45	39	29	330	1.83	IX

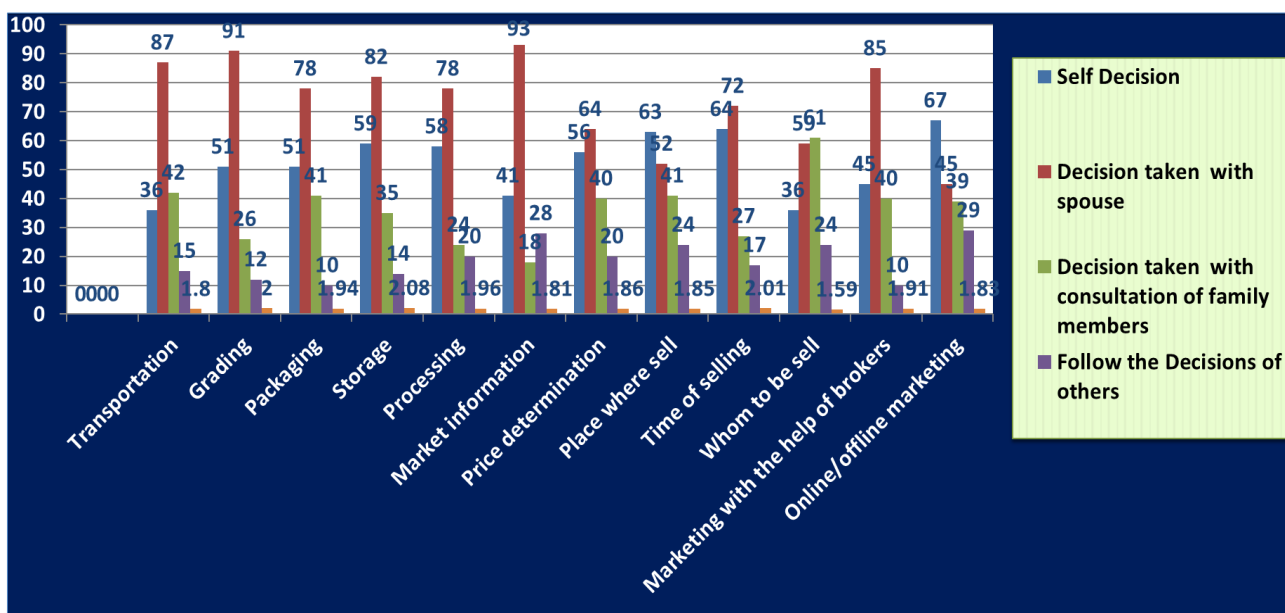
The result presented in table 1 and fig 1 revealed that, majority of storage (2.08) was observed as most preferred marketing aspect, followed by time of selling (2.01), grading (2.00), processing (1.96), packaging (1.94), marketing with the help of brokers (1.91), price determination (1.86), place where sell (1.85), online/offline marketing (1.83), market information (1.81), transportation (1.80) and whom to be sell (1.59).

The result presented in table 2 and fig 2 shows the percentage distribution of respondents according to their decision making about marketing of horticultural crops production. Majority of farm women belonged to medium decision making about marketing of horticultural crops production 41.67 per cent followed by low 31.67 per cent and high marketing of horticultural crops production 26.66 per cent.

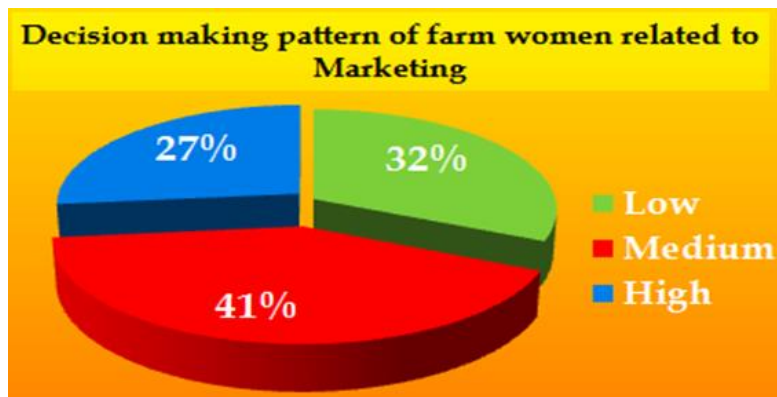
This is might due to male dominating in marketing practices and due to social pressure their male counterparts might be reluctant to give them power and involve them in certain matters. Low education level of farm women is also a reason behind medium decision making about marketing of horticultural crops. This finding is in conformity with the findings as reported by Anshu and verma (2016) [1], Kavithaa and Rajkumar (2016) [3], Dudi (2017) [2], Singh (2017) [5] and Purbia (2019) [4].

**Table-2:** Over all Distribution of farm women according to their Role in decision making pattern about marketing of horticultural crops production

S. No.	Categories	Frequency	Percentage
1	Low	57	31.67
2	Medium	75	41.67
3	High	48	26.66
Total		180	100



**Fig 1:** Activity wise Decision-making pattern of farm women related to marketing



**Fig 2:** Over all decision making Pattern of farm women about marketing of horticultural crops production

### Conclusion

It was concluded that the role of farm women in decision making pattern about marketing of horticultural crops production in study area, majority of farm women belonged to medium decision making about marketing of horticultural crops production respectively. It might be due to they had taken joint decision with their spouse either with family members or follow the decisions of others, younger age and less confident to take decisions independently.

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