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EXTENSION STRATEGIES FOR CAULIFLOWER GROWERS: A RESEARCH INVESTIGATION

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Abstract

The present study was conducted in Udham Singh Nagar district of Uttarakhand. Total numbers of 100 Cauliflower growers were selected. The main aim of present investigation is to study the constraints faced by Cauliflower growers and to develop extension strategy for Cauliflower growers. Results revealed that majority of respondents were facing constraints viz; lack of knowledge about high yielding varieties, lack of knowledge about innovative technologies, lack of credit facility, lack of transportation facilities, lack of credit facility, lack of updated knowledge about mobile apps, portal social media etc.

Keywords: cauliflower growers, constraints

1. Introduction

Agriculture sector is the backbone of the Indian economy. It is main occupation of India. Vegetables in India are counted as an important food crops for food trade. Due to the wide variety of climatic conditions available in India, different types of food products (grains, fruits, vegetables, legumes, seeds, etc.) are available in sufficient quantity for consumption at any time. According to **Sharma and Kandpal (2019)** people from rural areas continue to get regular employment opportunities due to the inclusion of intensive cultural activities, from sowing of vegetables to marketing.

Vegetables are used in the processing industry. According to **Indian Horticulture Database-2018**, India is second largest producer of vegetables in world (169.478 mil MT) after China (China, 473.06 mil MT). India ranks first in the world in the area of okra production (5.708 mil MT) and second in the production of brinjal, potato, onion, cabbage, cauliflower and tomato. Top 5 vegetable producing countries in the world are China, India, United States, Turkey and Iran. (**Horticulture statistics, 2018**)

In hilly areas, fruits like apple, pear, peach, plum, khumani and walnut are produced while mango, litchi, malta,

santra, lemon, aonla, guava, and pomegranate are mostly grown in Tarai and valley areas. Major vegetables grown in the state are potato, cauliflower, tomato, onion, brinjal, pea, cabbage and okra. The state has a unique advantage of producing off-season vegetables in hilly areas, which fetches good price in the market. Major spices are ginger, garlic, turmeric and chilly. **(Horticulture crops in the state, 2015-16)**. The area of cauliflower is 3007.04 ha and production is 38484.61 MT.

Past researches showed that cauliflower growers were facing many problems due to lack of knowledge, information and education on many aspects. Constraints faced by the cauliflower growers differ from individual to individual depending upon their social status, communication behaviour, livelihood requirement. Out of the major problems, farmers were lacking technical knowledge especially in mechanization of agriculture, soil testing programme and integrated pest management. **(Rajasree et.al., 2017)**. Average productivity of vegetables crop in Uttarakhand is very low (97.32 q. /ha.) and far from the National average yield of 154.6 q. ha-1. It is mainly because of poor knowledge as well as adoption of scientific technologies of vegetable cultivation. According to **Sahu et. al. (2013)**, a wide gap exists between the yields obtained and the potential yields. By adopting improved varieties and technologies, the production and productivity can be increased. Promotion of hybrid vegetable technology or improved varieties is major strategy for increasing productivity. Thus, present research investigation was to study the constraints faced by Cauliflower growers.

Materials and Methods

The study was conducted among Cauliflower growers of the Rudrapur block of Udham Singh Nagar district of Uttarakhand. Five villages were purposively selected and a comprehensive list of the farmers who were involved in

Cauliflower cultivation was obtained from vegetable cluster unit. The 100 respondents were randomly selected from the villages of Rudrapur block. A pre-structured questionnaire schedule was prepared for collecting data with regard to the constraints perceived by the farmers.

Need Assessment of Cauliflower growers in relation to the farm mechanization.

The problems faced by the Cauliflower growers in their day to day farm activities are accounted as the constraints. To obtain the better result of any adoption of technology constraints must be minimized. Therefore, constraints must be studied thoroughly and remedies must be made regarding the same.

Table 1

Distribution of respondents according to the needs of Cauliflower Growers

Sl. No.	Category	Number	%
1.	Lack of information on irrigation facility	87	87
2.	Lack of knowledge about high yielding varieties	89	89
3.	Lack of knowledge about innovative technologies	68	68
4.	Lack of training on scientific vegetable production	69	69
5.	Lack of knowledge about soil testing labs	99	99
6.	Lack of knowledge about IPM technologies		
7.	Lack of	98	98

	information about local market		
8.	Lack of information about credit	95	95
9.	Lack of knowledge about communication sources	91	91
10.	Lack of updated knowledge about mobile apps, portal social media etc.	97	97

Resource Constraints: All the respondents were facing several constraints in vegetable cultivation. Majority of respondents (99 per cent) were facing the constraint Lack of knowledge about high yielding varieties followed by Lack of cold strategy (89 per cent). Total 68 per cent respondents were facing the constraint of Lack of irrigation facility followed by Small size holding (68 per cent).

Technological Constraints: Majority of respondents (98 per cent) were facing the problems of Lack of knowledge about innovative technologies followed by Lack of knowledge about IPM technologies (97 per cent). Most of the respondents (95 per cent) were facing the problems of Lack of training on scientific vegetable production followed by Lack of knowledge about soil testing labs (91 per cent).

Marketing Constraints: Majority of respondents (96 per cent) were reported Marketing facilities were poor followed by Lack of transportation facilities (95 per cent) and Non availability of local market (94 per cent). Total 82 per cent respondents reported Poor road is also a big constraint.

Finance constraints: Total 91 per cent respondents were facing lack of credit facility followed by Lack of subsidy (76

per cent) and High labour charge (73 per cent).

Communication Constraints: Majority of respondents (93 per cent) were facing constraint as Lack of updated knowledge about mobile apps, portal social media etc followed by Lack of knowledge about communication sources (79 per cent) and Lack of extension agent contact (71 per cent).

Communication and Extension Strategies for Cauliflower Growers:

Group Meetings/Group Discussion: As this study depicts that Cauliflower growers were facing various types of challenges. Group Discussion and Group meeting can be a big approach for changing the behavior or attitude of fish farmers as well as for the awareness aspects. In this approach, key informants, leaders, experts, scientists and fish farmers should be involved. The group meetings can end with a question and answer session where by the fish farmers get a chance to clarify their doubts or express their views.

Exhibitions: An exhibition can be set up on special occasions/ days like fish day, employment day etc. associated with fish farmers to generate awareness about the Government schemes for fish farmers, credit facilities, loan facilities, funding agencies etc among fish farmers.

Poster/Slogan/Chart: The poster highlighting doubling farmers income through fish farming can be displayed at various places to generate awareness about the fish farming. A slogan, in Hindi, can bring home the idea in a clear but to the point manner. A poster would be appropriate for enhancing awareness and help in recall among the community as it can be displayed at public places in the village. Slogan would be relevant, brief, simple and catchy. The illustration would strike a responsive chord in the viewer's mind. The slogan and the illustration would be clear to be read and understand, even from a distance. A chart depicting pictures of fish farming in a specific order can help in remembering and recalling the

items that need to be included in the fish farming. Due to low literacy levels it is essential that the chart depicts pictures for easy comprehension. Besides this, a chart listing points to remember while doing fish farming can be helpful as both men and women.

Community Radio/Radio: Community radio can be used to fulfil a wide range of functions including education, information, and awareness generation and bringing about attitude change. Keeping this ubiquitous nature of the medium, wide ownership and low literacy rate among fish farmers in the study area, the communication strategy includes a radio programme. To educate the fish farmers on all aspects of fish farming, a series of interviews with experts on the subject can be broadcast a pre-announced date and time. The number of episodes will help in providing complete information to the fish farming. The topics covered, in Hindi, can be on allocation of pond, hatchery management aspects, how to prepare quality feed in home, care and management of fish etc. Since, the programme is proposed to be broadcast at night when all the family members are present.

Video: Video can be a potent source of learning and behavior change as it involves both rural and visual senses. Although majority of people owned television and mobile phone, hence, it was decided to include a docu-drama in the communication strategy. As, it is not possible to cover all aspects of fish farming in a short span of 30 minutes, this video film will mainly be used to generate awareness about the serious consequences of fish farming in the initial stages of the campaign. This docu-drama can also inform the audience about one or two aspects related to fish farming. Further, this video film can also be used by the local health workers as a standalone programme or telecast via the local cable network during more intensive campaigns.

Folk Media: Folk media is a lyrical, short and simple artistic performance rendered by/ for the community, especially during religious occasions. Folk songs can be good source of information. As people in hilly area understand hilly language rather than hindi or other language. Thus, folk media will be a source of information dissemination.

Discussion

On the basis of above results, it can be concluded that majority of respondents were facing various types of challenges viz; lack of information, credit facilities, finance problems, marketing problems etc. In this case, an extension strategy can be a good way to disseminate the information among the fish farmers.

Conclusion

On the above discussion, this can be concluded that majority of vegetable growers were facing many problems as technical, communication, finance etc. Thus, there is an urgent need to develop an extension strategy for the development of vegetable growers. Training can also be organized on the need based areas.

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