

Marketing Behaviour of Tomato Growers in Northern Madhya Pradesh

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Abstract – The present study was carried out in Shivpuri district (M.P.) due to the maximum area and production of tomato in this district. There are 8 blocks of Shivpuri district out of which 3 blocks were selected on the basis of maximum area and production. 120 respondents were selected with the help of simple random sampling without random sample. The purpose of this study is to find out the Constraints faced by tomato growers in adoption of improved tomato production technology. This study revealed that most of the farmers are not getting information on time about advanced technology of tomato production, they are considered as an important obstacle. Similarly, the farmers also had to face lack of cold storage, social and psychological constraints, technical constraints, training and financial related constraints and market related constraints.

Index Terms - Tomato growers, Constraints, adoption, and production technology.

I. INTRODUCTION

There is a huge gap between the production of tomato crops at the national and state-level per unite area. The reason for this gap is due to farmers not planting at the appropriate time, not providing adequate fertilizers, and not having sufficient irrigation facilities. There have been significant changes in agricultural development due to new tomato varieties and new innovative farming techniques. Tomato is one of the most vital "Protective food" both because of its unique nutritive value and also because of its widespread manufacturing. Tomato is one of the most essential vegetable crops cultivated for its fleshy fruit. Tomato is considered an important commercial and dietary vegetable crop. Tomato is protective supplementary food. As it is a short duration crop and gives a high yield, it is important from an economic point of view and hence area under its cultivation is increasing day

by day. Tomato is used in products like ketchup, sauce, chutney, soup, paste, puree, etc.

II. METHODOLOGY

This study was carried out in Shivpuri district of Madhya Pradesh. Shivpuri district is situated in the central India state of M.P. due to the maximum area (8145 ha) and production (252495 MT) of tomato in this district. 8 blocks come under Shivpuri district out of which 3 blocks (Pohari, Kolaras and Shivpuri) were precast on the basis of maximum area and production. 120 respondents were selected with the help of simple random sampling without random sample. Primary data were gathered from the respondents by using the semi structured interview schedule, which was pretested before actual applications. In order to understand the farmer well and answer, Hindi was used in the interview Schedule. The knowledge 3 for complete, 2 for partial and 1 for low knowledge of each practice was assigned.

III. RESULT AND DISCUSSION

Constraints faced by tomato growers in adoption of improved tomato production technology:

Table 13 revealed that not knowing timely knowledge advanced technology of agriculture were considered as most important constraints by the respondent. It was given rank first. Followed by the number of middlemen in the market is high, high prices of chemical fertilizers, pesticides and weedicides available in the market, no transport facility and market distance far away and unfair market price were ranked II, III, IV and V, respectively.

In case of cold storage related constraints, main constraints expressed by the respondents were lack of

cold storage, different first followed by lack of proper technology to build a cold storage locally, not to be properly cared for crops in cold storage and there is no proper loan available for keeping crop in the cold storage were ranked II, III and IV, respectively.

In case of social and psychological constraints expressed by tomato growers were insufficient

training for farmers. It was given rank first. Followed by lack of coordination between beneficiaries, lack of motivation, lack of active leaders and unskilled work by innovator were ranked II, III, IV and V, respectively.

Table 1: Constraints faced by tomato growers in adoption of improved tomato production technology:

S. No.	Constraints	MI	I	LI	TS	MS	R
Market related constraints							
1	Not knowing timely knowledge of the advanced technology of agriculture	72	42	06	306	2.55	I
2	High prices of chemical fertilizers, pesticides and weedicides available in the market	49	36	35	254	2.11	III
3	Market distance far away and unfair market price	37	40	43	234	1.95	V
4	No transport facility	38	25	57	221	1.84	IV
5	The number of middlemen in the market is high	46	45	29	257	2.14	II
Cold storage related constraints							
1	Lack of cold storage	67	49	04	303	2.53	I
2	Not to be properly cared for crops in cold storage	41	51	28	253	2.10	III
3	There is no proper loan available for keeping crop in the cold storage	55	18	47	248	2.06	IV
4	The lack of proper technology to build a cold storage locally	63	32	25	278	2.31	II
Social and psychological constraints							
1	Insufficient training for farmers	75	43	02	313	2.60	I
2	Lack of motivation	41	63	16	265	2.20	III
3	Lack of coordination between beneficiaries	65	40	15	290	2.41	II
4	Lack of active leaders	35	30	55	220	1.83	IV
5	Unskilled work by innovator	32	26	62	210	1.75	V
Training related constraints							
1	Information about cold storage is not enough	76	25	19	297	2.47	I
2	Information not received on time by SMS	26	35	59	207	1.73	III
3	Less time for training	67	15	38	269	2.24	II
4	No packaging related information	26	16	78	188	1.57	IV
5	Norefrigerated truck related information	23	20	77	186	1.56	V
Financial related constraints							
1	The amount received under crop insurance scheme is not available on time	65	25	30	275	2.29	II
2	Due to natural calamities, the government does not give proper compensation of the waste crop	80	10	30	290	2.42	I
3	There is no minimum support price system in the market	61	15	44	257	2.14	III

MI= Most important, I= Important, LI= Less important, TS= Total score, MS= Mean score, R= Rank

In case of training related constraints, main constraints information about cold storage is not enough. It was given rank first. Followed by less time for training, information not received on time by SMS, no packaging related information and no refrigerated

truck related information were ranked II, III, IV and V, respectively

In case of financial related key constraints expressed by the respondents were due to natural calamities, the government does not give proper compensation of the

waste crop, different first followed by the amount received under crop insurance scheme is not available on time and there is no minimum support price system in the market were ranked II and III respectively.

IV.CONCLUSION

The major constraints in improved tomato production technology as perceived by the tomato growers were "lack of cold storage", "social and psychological constraints", "training and financial related constraints", "market related constraints", "unavailability of fertilizers in the local market at the time of sowing". "There is no minimum support price system in the market" and "lack of knowledge and training experience about proper method of tomato production". The "financial constraints" were most perceived by the tomato growers followed by "technical constraints" and "educational constraints".

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