

Motivational Sources of Cabbage Growers for Market Oriented Summer Cabbage Cultivation

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Abstract

Source of motivation is the physical bridge between the research station, market, service and input supplier institutions and the farmers. The farmers become aware by several different methods of communication such as formal, informal, mass media and other methods. There are various sources through which, farmers motivate about farm technologies. Therefore, an attempt has been made to know which sources are generally used by the farmers for motivation. Total 15 formal motivational sources listed out and out of 15 formal motivational sources, only seven formal motivational sources have forced the cabbage growers to motivate for summer cabbage cultivation. While, among the five informal motivational sources, the village / local leaders do not play any role to motivate the farmers. Among the formal motivational sources, cent per cent of the respondents were motivated by seed supplier companies (Bijoshital, Mahyco, Pahuja, Syngenta and Sent) and ranked first. While the cabbage growers were motivated by pesticide companies / Dealers (45.84 per cent), market agents (30.84 per cent), village level worker (27.50 per cent), fertilizer department (15.00 per cent), related printed agricultural literatures (14.16 per cent) and news paper (5.00 per cent) and ranked second, third, forth, fifth, sixth and seventh, respectively. The informal sources of motivation play greater role to motivate the farmers for summer cabbage cultivation. Among them progressive farmers (42.50 per cent), friends (40.84 per cent), neighbors (30.84 per cent) and relatives (30.00 per cent) the major informal sources of motivation for summer cabbage cultivation and also ranked first, second, third and fourth, respectively. It can be concluded from the above findings that majority of the cabbage growers were motivated by seed supplier companies, pesticide companies, market agents, progressive farmers, friends, neighbors and relatives for summer cabbage cultivation.

Key words: Cabbage growers Motivational sources, Market oriented

Introduction

India is the largest food producer in the world. It produces 150 million tones fruits and vegetable every year (MFPI, 2011). About 65.00 % of population depends on agriculture for their primary livelihood. In India less than 2% of the fruits and vegetable produced are processed as against 65% in the US, 70% in Brazil, 78% in the Philippines, 80% in South Africa and 83% in Malaysia. The growth rates have been expansively higher for frozen fruits and vegetables (121%) and dehydrated fruits and vegetables (24%). Post harvest losses of fruits and vegetable are high in our country which accounts for about 25 to 35% of the total horticultural produce (Kokate 2011).

In vegetables, prime position in the production of cauliflower, second in onion and in third cabbage in

the world. Among the cole crops only cabbage (*Brassica oleracea* L. var *capitata*) and cauliflower (*Brassica oleracea* L. var *botrytis*) are grown in winter within India and produce good yield between 5^o C to 30^o C day temperature. Some extract of this crop is used to cover wounds and ulcers. The cabbage is normally used in social events and festivals as a "SALAD" and therefore, there is a demand of cabbage during round the year. The average productivity of cabbage in India is 22.0 tonnes / ha which is too low as compare to the hectare production of cabbage 55.3 tonnes in Korea Republic (Gopalakrishnan, 2007). Cabbage is a widely popular vegetable. It occupies an area of 0.27 m ha with a 5.45% share in total vegetable production (Ahuja *et.al* - 2010). It is cultivated mainly

in West Bengal (75300 ha), Orissa (41200 ha), Bihar (39200 ha), Assam (30700 ha), Gujarat (28200 ha), Jharkhand (27000 ha), Andhra Pradesh (28500 ha), Maharashtra (18000 ha), Chhatisgarh (14700 ha), Haryana (13800 ha) and Karnataka (8900 ha) (Indian Horticulture Database - 2011). In last one decade cabbage production has multiplied 2.02 times. Due to the availability of potential and high temperature resistant varieties of cabbage, its productivity has gone more than 1.46 times higher as compared to its productivity in 1990-91 (Singh and Malhotra 2010).

Cabbage crop is harvesting during December, January and February as a traditionally in Odisha, so the cabbage production supply is not uniform through out the year. Also, the concept of marketing is not focus on the product, but to focus on the users. Hence user needs are vital in marketing. Owing to this, the average wholesale price of cabbage was also recorded highest during the period of April to August. The highest price during the summer season is the driving force within the farmers of the Kandhamal district and they are motivated to cultivate the cabbage as a summer crop.

The current advances in market oriented summer cabbage cultivation have not recommended and demonstrated for increasing the cabbage production by the agricultural scientists. Raising the efficiency of the growers, it essential for getting desire profit from the summer cabbage cultivation. Understanding that, no detail study has yet carried out in this regards so, a study on "Adoption of Market Oriented Cultivation of Summer Cabbage among the farmers of Kandhamal district of Odisha state" was under taken to know the motivational sources of cabbage growers for market oriented summer cabbage cultivation.

Research Methodology

Considering the highest area & production of cabbage crop Kandhamal district, was purposively selected for the study. G. Udayagiri taluka was also purposively selected, because this taluka have the highest cabbage growing area as compared to other talukas. Twelve villages form taluka were selected purposively. Using random sampling techniques, equal number of respondents *i.e.*, Ten cabbage growing farmers from each village were selected. Thus, total 120 respondents were selected. Motivational source referred to information source through which a respondent become aware as well as motivated to become market oriented cultivation of summer cabbage. This sources which could be used were listed and classified in to two categories *viz.* formal and

informal sources. Each respondent was asked to indicate from which source he came to know about the market oriented cultivation of summer cabbage. Based on the frequency and percentage of the farmers using the motivational sources, each motivational formal and informal source has been assigned rank separately.

Results and Discussion

Motivational sources for summer cabbage cultivation

Source of motivation is the physical bridge between the research station, market, service and input supplier institutions and the farmers. The farmers become aware by several different methods of communication such as formal, informal, mass media and other methods. There are various sources through which, farmers motivate about farm technologies. Among various motivational sources, the farmers generally prefer very few for getting information. Therefore, an attempt has been made to know which sources are generally used by the farmers for motivation.

A perusal of data presented in table 1 indicate that out of 15 formal motivational sources, only seven formal motivational sources have forced the cabbage growers to motivate for summer cabbage cultivation. While, among the five informal motivational sources, the village / local leaders do not play any role to motivate the farmers.

Among the formal motivational sources, cent per cent of the respondents were motivated by seed supplier companies (Bijoshital, Mahyco, Pahuja, Syngenta and Sent) and ranked first. While the cabbage growers were motivated by pesticide companies / Dealers (45.84 per cent), market agents (30.84 per cent), village level worker (27.50 per cent), fertilizer department (15.00 per cent), related printed agricultural literatures (14.16 per cent) and news paper (5.00 per cent) and ranked second, third, forth, fifth, sixth and seventh, respectively.

The informal sources of motivation play greater role to motivate the farmers for summer cabbage cultivation. Among them progressive farmers (42.50 per cent), friends (40.84 per cent), neighbors (30.84 per cent) and relatives (30.00 per cent) the major informal sources of motivation for summer cabbage cultivation and also ranked first, second, third and fourth, respectively.

From the above findings, it can be concluded that majority of the cabbage growers were motivated by seed supplier companies, pesticide companies,

Table.1: Rank order of sources of motivation utilized by the respondents for market oriented summer cabbage cultivation. (N = 120)

S. No.	Name of motivational source	No. of respondents	Per cent	Rank
(A)	Through formal sources			
1.	Village level worker	33	27.50	IV
2.	Agriculture Extension Officer	00	00.00	—
3.	Taluka development officer	00	00.00	—
4.	Distict agricultural officer	00	00.00	—
5.	Subject matter specialist	00	00.00	—
6.	Fertilizers department	18	15.00	V
7.	Seed supplier companies			
	(A) Bijoshital	35	29.17	
	(B) Mahyco	33	27.50	
	(C) Pahuja	27	22.50	
	(D) Syngenta	18	15.00	
	(E) Sent	08	06.67	
	120	100	I	
8.	Pesticide companies / Dealers	55	45.84	II
9.	Market agents	37	30.84	III
10.	TV	00	00.00	—
11.	Radio	00	00.00	—
12.	News paper	06	05.00	VII
13.	Internet	00	00.00	—
14.	Related Printed Agricultural literatures	17	14.16	VI
15.	University scientists / teachers	00	00.00	—
(B)	Through informal sources			
1.	Neighbours	37	30.84	IV
2.	Village / Local leaders	00	00.00	—
3.	Friends	49	40.84	III
4.	Relatives	36	30.00	V
5.	Progressive Farmers	51	42.50	II

market agents, progressive farmers, friends, neighbors and relatives for summer cabbage cultivation. The probable reason might be that there is a great scope for market oriented farming in Indian agriculture to increase the production as well as profit through the judicious use of critical inputs. In private public partnership mode, such type of formal motivational sources could help farming community with quality inputs and technical guidance. The informal sources are easily accessible and reliable for motivation, but the mass media less preferred to listen to the programmes on vegetable production and moreover programmes on cabbage production technologies are rarely broadcasted.

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