



Research Article

CONSTRAINTS AND SUGGESTIONS OF SUGARCANE NURSERY OWNERS IN MARKETING

CHAVAI A. M.* AND HEMGIRE S. B.

Department of Agricultural Extension & Communication, Post Graduate Institute, Mahatma Phule Krishi Vidyapeeth, Rahuri, 413722, Ahmednagar, Maharashtra, India

*Corresponding Author: Email - anandchavai.2009@gmail.com

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Abstract: From the research study it was found that majority (65.01 %) of the sugarcane nursery owners were found to be middle age group (36 to 55 years), 52.16 percent were educated up to secondary school, most (62.87 %) of the respondents had medium (17-30 years) farming experience, more than half (70.01 %) of respondents had fair irrigation status, half of respondents (52.87 %) had marginal size of land holding (Up to 1.00 ha), Most (67.15 %) of the nursery owners had small area under nursery, more than half (57.05 %) of the respondents had medium annual income (Upto Rs.758667). The study also revealed that more than one half (67.87%) were grouped under medium level of sources of information, 60.72 percent of nursery owners had medium level of innovativeness, 62.15 percent of respondents were grouped under medium level of risk orientation and 72.15 percent of respondents had medium level of marketing orientation. It was observed that more than half (57.87 %) of sugarcane nursery owners had medium marketing behaviour. non-availability of labour and lack of skill about handling of new techniques is major constraints and other constraints like lack of finance, fluctuating demand and market price, exploitation of middleman, lack of market information and high transportation cost due to less demand faced by sugarcane nursery owners. Majority (90.71 %) of the nursery owners suggested for increased wages of labour, (80.00 %) of respondents suggested for establish co-operative for providing financial support and various scheme for nursery owners, (65.71 %) suggested for standardize market price.

Keywords: Socio-economic and psychological characteristics, Sugarcane nursery owners, Marketing behaviour

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Introduction

Nursery seedlings increases germination percentage, maintain optimum plant population, increases growth rate and reduces manual work. Hence, now a days sugarcane nursery emerges as a new income generating enterprise in rural society. The area under sugarcane is 5.06 million ha and production are 341.20 (2017-2018). In India Maharashtra is second largest sugar producing state having area 9.02 lakh ha and production 726.37 lakh tonnes. (3rd Advance estimates for sugarcane, season 2017-2018, Vol.-49, No.-7. Issued by Department of Agriculture and Farmers Welfare). Other sugarcane growing states are Uttar Pradesh (22.34 lakh/ha), Karnataka (3.71 lakh/ha), Bihar (2.43lakh/ha). Successful nursery plant growing not only requires knowledge, skill and accuracy in the production but also in the marketing. Therefore, marketing of seedlings assumes a special significance in the sugarcane nursery. An efficient market system becomes the backbone of small and marginal farmers. The economic position of a farmer can't be improved by producing only more unless he gets, "fair price" for his produce. The marketing is one of the post production activities, which consistently influences the extent and nature of cultivation as well as settle on profits to nursery owners. Raising of sugarcane seedlings in nursery is a profitable venture but with the rapid increase in acreage and production several issues in marketing have emerged. Under the present circumstances, there is need for development of efficient marketing system along with efficient production management in the whole range of marketing activities including packing, transportation techniques, distribution, product standardization etc. Keeping the above facts in view, the present study was undertaken in the year 2020 with the following specific objectives, to study the personal, socio-economic and psychological characteristics of sugarcane nursery owners, to analyze the marketing behaviour of the sugarcane nursery owners, to identify the constraints faced by nursery owners in marketing and obtain their suggestions to overcome it.

And to find out the relationship between personal, socio-economic and psychological characteristics and sugarcane nursery owners with their marketing behaviour.

Materials and Methods

The "Ex-post-facto" research design was used for the study. The present study was conducted in the year 2020 purposively in Kolhapur district of Maharashtra State, as this district has largest area under sugarcane. Two tehsils of Kolhapur district namely Shirol and Hatkangale were selected for the study. Seven villages from each tehsil were selected randomly thus, total fourteen villages were selected. From each village 10 sugarcane nursery owners were selected. Thus, total respondents were 140 nursery owners. Considering the objectives of the study, marketing behaviour of sugarcane nursery owners was selected as dependent variable while, age, education, farming experience, irrigation status, land holding, area under sugarcane nursery, annual income, source of information, innovativeness, risk orientation and marketing orientation were selected as independent variables. The data was collected through personal interview of the respondents. Statistical tools viz. percentage, mean, range and co-relation co-efficient were used for proper analysis and interpretation of the data.

Research Findings

Personal, Socio-economic and Psychological characteristics of Sugarcane Nursery Owners

From the [Table-1], it was found that majority (65.01 %) of the sugarcane nursery owners were found to be middle age group (36 to 55 years), 52.16 percent were educated up to secondary school, most (62.87 %) of the respondents had medium (17-30 years) farming experience, more than half (70.01 %) of

Table-1 Distribution of respondents according to their Personal, socio-economic and psychological characteristics

SN	Characteristics	Frequency n=140	Percentage
1.Age	Young (up to 35 years)	20	14.28
	Middle (36 to 55 years)	91	65.01
	Old (56 and above)	29	20.71
2. Education	Illiterate	4	2.85
	Primary school (1 st to 4 th standard)	12	8.57
	Secondary school (5 th to 10 th standard)	73	52.16
	Higher secondary (11 th – 12 th standard)	35	25
	Graduation (Above 12 th standard)	16	11.42
3. Farming Experience	Low (Up to 16 years)	22	15.71
	Medium (17 to 30 years)	88	62.87
	High (31 years and above)	30	21.42
4. Irrigation Status	Poor (Up to 6Score)	19	13.5
	Fair (7 to 9Score)	98	70.01
	Good (10 and above Score)	23	16.42
5. Land holding	Marginal (Up to 1.00 ha)	74	52.87
	Small (1.01 to 2.00 ha)	37	26.42
	Semi-medium (2.01 to 4.00 ha)	21	15
	Medium (4.01 to 10.00 ha)	8	5.71
	Large (10.01 and above ha)	0	0
6. Area under Sugarcane nursery	Small (Up to 0.28 ha)	94	67.15
	Medium (0.29 to 0.46 ha)	34	24.28
	Large (0.47 and above ha)	12	8.57
7. Annual Income	Low (Up to Rs.4,17,333/-)	46	32.85
	Medium (Rs.4,17,334/- to Rs.7,58,667/-)	80	57.15
	High (Rs.7,58,668 and above)	14	10
8. Sources of Information	Low (Up to 15 score)	18	12.85
	Medium (16 to 22 score)	95	67.87
	High (23 and above Score)	27	19.28
9. Innovativeness	Low (Up to 8Score)	29	20.71
	Medium (9 to 11Score)	85	60.72
	High (12 and above Score)	26	18.57
10. Risk Orientation	Low (Up to 6 Score)	25	1.85
	Medium (7-8 Score)	87	62.15
	High (9 and above Score)	28	20
11. Marketing Orientation	Low (Up to 13 score)	24	17.14
	Medium (14 to 17Score)	101	72.15
	High (18 & above Score)	15	10.71
Total		140	100

respondents had fair irrigation status, half of respondents (52.87 %) had marginal size of land holding (Up to 1.00 ha), Most (67.15 %) of the nursery owners had small area under nursery, more than half (57.05 %) of the respondents had medium annual income (Upto Rs.758667). The study also revealed that more than one half (67.87%) were grouped under medium level of sources of information, 60.72 percent of nursery owners had medium level of innovativeness, 62.15 percent of respondents were grouped under medium level of risk orientation and 72.15 percent of respondents had medium level of marketing orientation. It was observed that more than half (57.87 %) of sugarcane nursery owners had medium marketing behaviour. The findings in line with Kashyap and Guleria(2015) [1] and Venkatachalam and Sengottian(2016) [2].

Marketing Behaviour of Sugarcane Nursery owners

The study aimed at understanding the marketing behaviour of the sugarcane nursery owners from Kolhapur district of Maharashtra. On the basis of total score obtained by the sugarcane nursery owners, they were classified into three categories as shown in [Table-2].

It is evident from [Table-2] that most (57.87 %) of sugarcane nursery owners had medium marketing behaviour, followed by (25.71 %) of them had low marketing behaviour and (16.42 %) of them had high marketing behaviour. This finding are matches with the findings of Naidu (2012) [3] and Boruah et al. (2015) [4].

Table-2 Distribution of Sugarcane Nursery owners according to their marketing behaviour

SN	Category	Frequency (n=120)	Percentage
1	Low (Up to 44)	36	25.71
2	Medium (45 to 53)	81	57.87
3	High (54 and above)	23	16.42
Total		140	100

Constraints Faced by sugarcane nursery owners

Nursery owners faced some constraints regarding production and marketing. The Constraints faced by nursery owners were tabulated in [Table-3]. From [Table-3] it is concluded that, non-availability of labor and lack of skill about handling of new techniques is major constraints faced by sugarcane nursery owners which is ranked first. Also, other constraints like lack of finance, fluctuating demand and market price, exploitation of middleman, lack of market information and high transportation cost due to less demand ranked second, third, fourth, fifth and sixth respectively. The findings in line with Nirban (2004) [5] and Naidu (2012).

Suggestions made by sugarcane nursery owners

From the [Table-4] it could be seen that, majority of the respondents (90.71 %) suggested for increase wages of labor, (80.00%) of respondents suggested for establish co-operative for providing financial support and various scheme for nursery, (65.71%) suggested for standardize market price, (44.28 %) suggested for elimination of middleman and only (27.85 %) of nursery owners suggested for easy and timely access to market information through different media. The findings in line with Nirban (2004).

Relationship between Dependent and Independent Variable

From [Table-5] it is concluded that the independent variables like Education, Irrigation status, Land holding, Area under nursery, Annual income, Source of information, Innovativeness, Risk orientation and Marketing orientation have positive and strongly significant correlation with Marketing behaviour of sugarcane nursery owners. This means, if there is increase in these variables there will be increase in the marketing behaviour of sugarcane nursery owners. Also, the independent variable age has negative and non-significant correlation with marketing behaviour and farming experience has positive and non-significant

Table-3 Constraints faced by the sugarcane nursery owners

SN	Constraints	Frequency(n=140)	Percentage	Rank
1	Non availability of skilled labour to manage the hi-tech automatization system in nursery	127	90.71	I
2	Lack of finance and high initial investment.	105	75	II
3	Fluctuating demand and market price.	87	62.14	III
4	Exploitation of middleman.	72	51.42	IV
5	Lack of market information.	41	29.28	V
6	High transportation cost due to less demand.	26	18.57	VI

Table-4 Suggestions by the sugarcane nursery owners to overcome the problems

SN	Category	Frequency(n=140)	Percentage
1	Government should increase wages labor, provide technical guidance and training related to sugarcane nursery	127	90.71
2	Establish co-operatives for providing financial support and various scheme for nursery.	112	80
3	Standardize market price.	92	65.71
4	Eliminate middleman.	62	44.28
5	Easy and timely access to market information through different media.	36	27.85

correlation with marketing behaviour of sugarcane nursery owners [6-8]. The findings in line with Nirban (2004), Naidu (2012) and Boruah et al. (2015).

Table-5 Relationship between the independent variables and their marketing behaviour

SN	Component	Correlation coefficient (r)
1	Age	-0.0363NS
2	Education	0.1727*
3	Farming experience	0.0345NS
4	Irrigation status Land holding	0.3212**
5	Area under nursery	0.1883*
6	Annual income	0.1724*
7	Land holding	0.1886*
8	Source of information	0.2185**
9	Innovativeness	0.2751**
10	Risk orientation	0.3161**
11	Marketing orientation	0.4001**

Conclusion

The study revealed that majority of sugarcane nursery owners were middle aged. Hence more concentration should be given to this group for imparting knowledge and information through conducting more training programme and also motivate encourage youngsters for taking up initiate for starting new nursery enterprise. It was observed that non-availability of labor, lack of skill about handling of new technology and lack of finance are the major constraints faced by sugarcane nursery owners.

Application of research: It was found that majority of the respondents suggested for increased wages labor, provide technical guidance and training, provide financial support and various scheme for nursery owners.

Research Category: Agricultural Extension & Communication

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Study area / Sample Collection: Kolhapur district of Maharashtra State

Cultivar / Variety / Breed name: Sugarcane

Conflict of Interest: None declared

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