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Authors: Kumar, Arun (/browse?type=author&value=Kumar%2C+Arun)

Advisor: Jha, B.K. (/browse?type=author&value=Jha%2C+B.K.)

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Abstract: Vegetables are important cash crop of the farmers. The state of Jharkhand is endowed with conducive condition for cultivation of a variety of vegetables crops. It is common knowledge that farmers do not get adequate shares in consumer's rupee. In the backdrop of market- led extension and doubling income of the farmers, a study on "Marketing strategy of vegetable growers in Ranchi district of Jharkhand" was planned with the specific objectives namely, to study socio-economic profile of vegetable growers, to study marketing process, to assess profit margins of selected vegetable crops and to suggest suitable measures for enhancing marketing efficiency and profit margin of the farmers. The study was conducted in Ranchi district of Jharkhand. One block i.e. Kanke was purposively selected. Two villages namely, Pithoriya and Rendo were also purposively selected. Fifty farmers from each village were randomly selected making the sample size of 100 respondents. The findings indicated that majority of the farmers were male of young age, marginal and small and had agriculture and labour as primary occupation. Annual income of the majority of the respondents was found to be above Rs. 60,000. Mobile and television were found to be the media most often used by majority of the farmers. The respondents had full adoption of the technology on pesticide, chemical fertilizer and hybrid variety whereas majority of the respondents were reported to have nil adoption of bio-fertilizer, FYM and water harvesting. Majority of the respondents had medium level of management orientation, innovativeness, risk orientation and economic motivation. Major parts of the vegetables were sold in local market directly to the consumer. Price negotiation was dominated by the buyers. Majority of the respondents used cycle as a means of transport and did not adopt any primary processing measures. Farmers with larger area under vegetable crops earned higher profit. Potato was found to be the least earning crop. Hence, it could be concluded that marketing efficiencies and profit margins of the farmers could be increased through the strategies like strengthening marketing infrastructure, cold chain, market information and intelligence, organization of farmers and subsidy of transportation vehicle and packaging materials.

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