

TO UNDERSTAND THE POTENTIAL OF VEGETABLE CULTIVATION IN SANCHORE

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BACKDROP

- Vegetable are so common in human diet that a meal without a vegetable is supposed to be incomplete in any part of the world. Its play an important role in human diet and is essential for balanced diet that contributes to good health and prevention of diseases. They contain valuable food ingredients which can be successfully utilized to build up and repair the body. They are valued for their high carbohydrate, vitamin, mineral and fibre contents.
- They provide more employment opportunities for the laboring humans. By providing better employment opportunities to family labour, vegetables solve the problem of disguised unemployment in village. Vegetables can make significantly enhance the livelihood opportunities of small farmers

OBJECTIVES

- To understand the existing scenario of vegetable cultivation throughout of the year.
- To identify the potential and most commercial viable vegetable grown.
- To understand the existing backward and forward linkages for production and marketing of vegetables.

SCOPE OF STUDY

Serial Number	Block	Gram Panchayat	Name of the Villages
1	Sanchore	Hadetar	Hadetar Lachhdi Falana
2	Sanchore	Virol	Badi-Virol Choti-Virol Pratapgarh
3	Sanchore	Paladi	Paladi Sidheshwar Paladi soliankiyan
4	Sanchore	Babarla	Babarla Vasan - Chouhan Achalpur Dadusan
5	Sanchore	Surava	Surava Lachhwad Raghunathpura

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Serial Number	Block	Gram Panchayat	Name of the Villages
6	Sanchoe	Bhadrana	Bhadrana Maliyo ka goliya Kola Revarioyo ki Dhani Kirawadi
7	Sanchoe	Danta	Danta Meda Jageer
8	Sanchoe	Sankad	Sankad Vasan Devda
9	Sanchoe	Sarnau	Sarnau Kuda Paldi - Devda
10	Sanchoe	Jakhal	Jakhal Haryali

RATIONALE

The study intends to find out the experience of vegetable growing as a viable livelihood option around the Sanchoe block in Rajasthan state. In particular the study focused on the villages that form part of the command area of the Narmada canal that provided water that was suitable for vegetable growing. As vegetables are highly perishable the study also seeks to identify the bottlenecks in storing vegetables at the farmer level so that farmers are able to get more profits through a better participation in the market at their own terms. The study tried to ascertain the demand for vegetables in and around western Rajasthan. To this effect a market survey was conducted in the Sanchoe market.

METHODOLOGY

❖ Data collection:-

Primary-Face to face interview (structured questionnaire)

Secondary-SHG members list from F-NGO

❖ Type of study :- Analytical study

❖ Study area:- Sanchore Block at Jalore (District)

❖ Sample size at village level – 120 Farmers

❖ Sampling method:- Multi Random sampling (From SHG members list which is engaged in vegetable cultivation of that area).

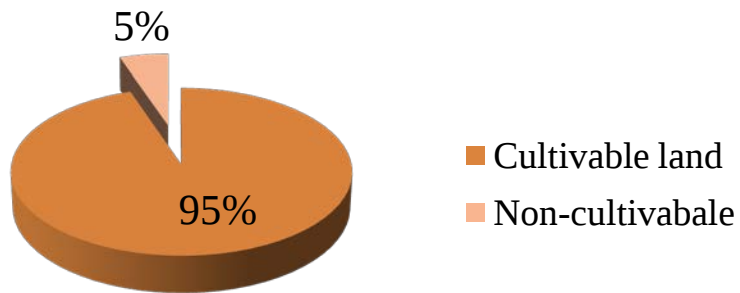
❖ Data Analysis :- Qualitative and Quantitative (in MS-Excel)

MAJOR FINDINGS

- ❑ Landholding pattern and classification
- ❑ Available resource for vegetable cultivation
- ❑ Current scenario of different vegetable, production and income
- ❑ Consumption pattern of vegetables in different seasons
- ❑ Major constraints in Vegetable Cultivation

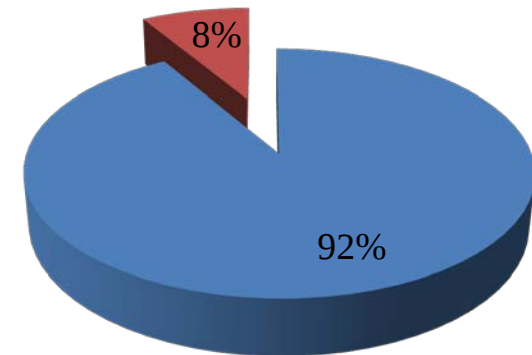
LANDHOLDING PATTERN AND CLASSIFICATION

Agriculture land



Irrigated land out of total cultivable land

■ irrigated land from cultivable land ■ Rainfed land

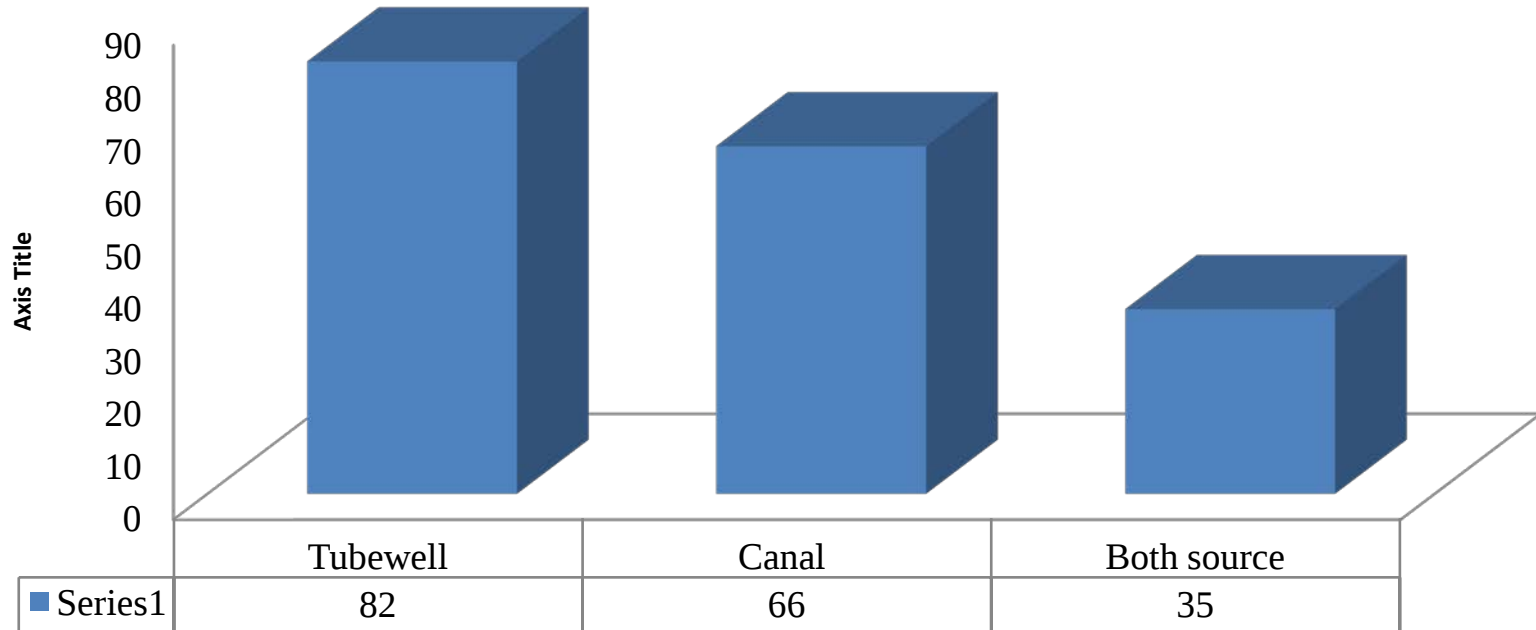


Farmer classification land holding wise

Marginal Farmer	Small Farmers	Meduim Farmers	Large Farmers
20	55	40	5

AVAILABLE RESOURCE FOR VEGETABLE CULTIVATION

Source of Irrigation

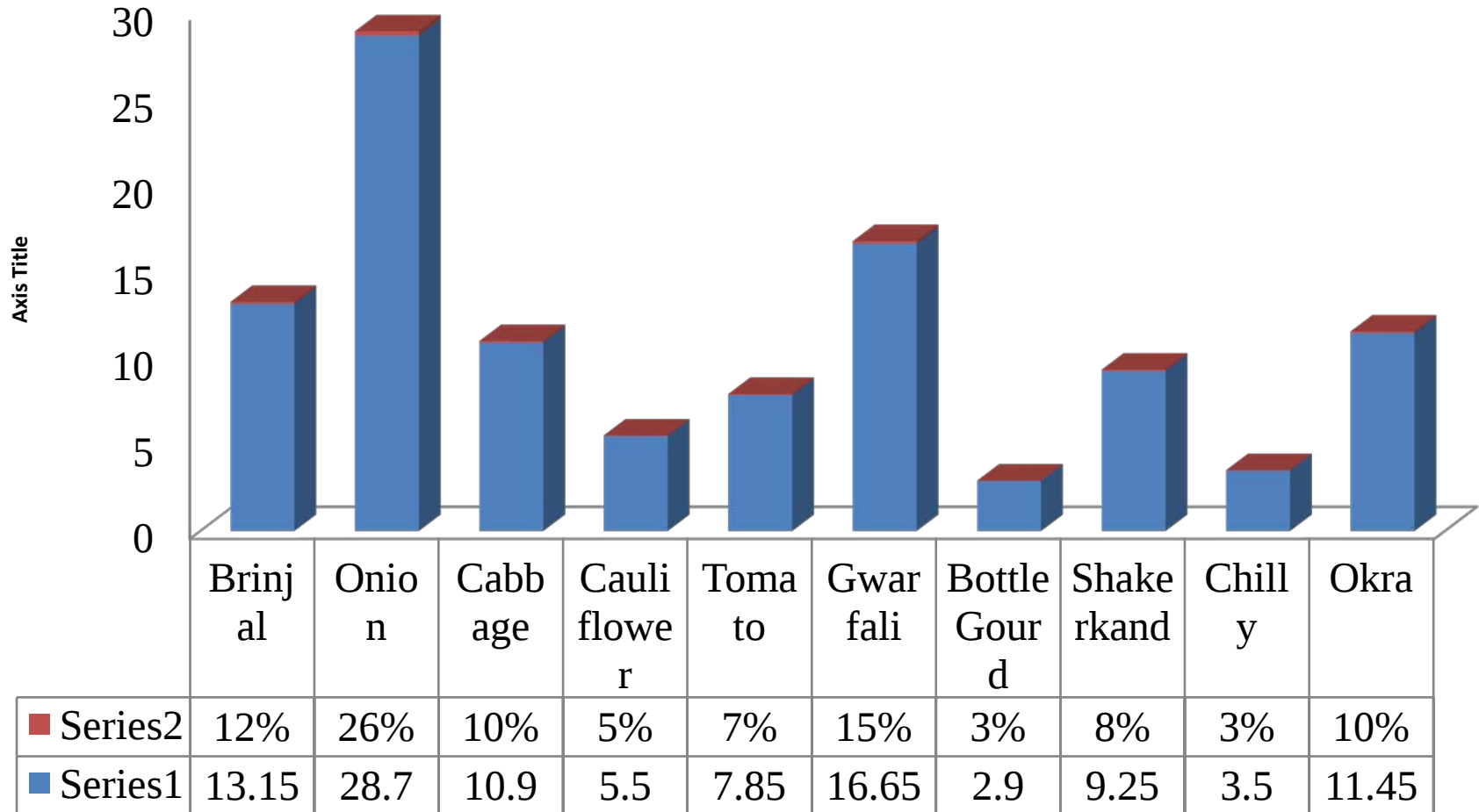


Agriculture Equipment for cultivation

Tractor	Cultivator	Pumpset	Spray machine	Sprinkler Set	Thrasher	Pata
52	49	100	41	110	5	27

CURRENT SCENARIO OF DIFFERENT VEGETABLE, PRODUCTION AND INCOME

Area under Different Vegetables (In Bighas)



FARMERS ENGAGED PARTICULAR VEGETABLE AND PRODUCTION AND INCOME PER BIGHA

Farmers engaged in particular vegetable commodity (No. of farmers)									
Brinjal	Onion	Cabbage	Cauliflower	Tomato	Gwarfali	Bottle Gourd	Shakerkand	Chilly	Okra
67	68	55	33	62	54	32	17	36	52

VEGETABLE PRODUCTION IN PER BIGHA AND INCOME										
	Brinjal	Onion	Cabbage	Cauliflower	Tomato	Gwarfali	Bottle Gourd	Shakerkand	Green Chilly	Okra
Average pro Per bigha.	2467	3790	2990	3138	2643	3630	2079	4351	1390	2641
Average Income Per Bigha	23057	32202	42092	34970	14662	25327	15131	48778	13387	32891

CONSUMPTION PATTERN OF VEGETABLES IN DIFFERENT SEASONS

Year Long Season Vegetable(Per Day Selling in KGs)

Potato	Onion	Tomato	Brinjal	Garlic	Green chilly	palak	Green Coriander	Total
11300	12200	7900	5800	400	2400	240	110	40350

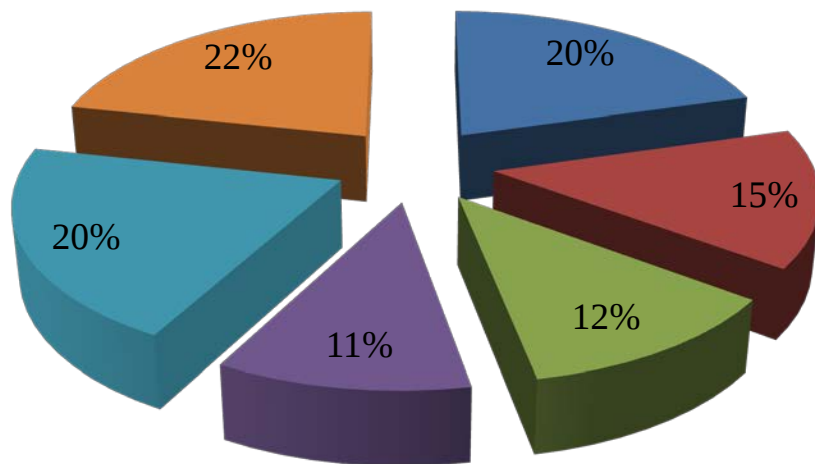
Winter Season Vegetable (Per Day Selling In KGs)(Oct.- March)

Cabbage	Cauliflower	Peas	Carrot	Radish	French Beans	Capsicum	Ginger	Total
4700	3600	3200	2500	3500	2300	3000	2900	25700

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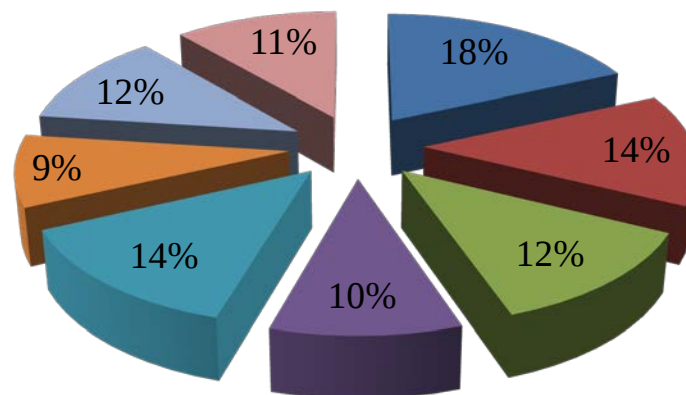
Rainy Season Vegetable Selling (July - Sept.)

■ Bottle Gourd ■ Okra ■ Gwarfali
■ Tinday ■ Turi ■ Pupkin



Summer Season Vegetable

■ Okra ■ Tinday ■ Green Onion
■ Bottle Gourd ■ Gwarfali ■ Kairy
■ Pupkin ■ Turi



SWOT ANALYSIS OF VEGETABLE CULTIVATION

Strength • High demand of fresh vegetable • Already large number of farmers engaged in Vegetable cultivation • Low input cost • High profit rather than crops cultivation • Vegetable takes short time in harvesting • Potential to create jobs and employment, especially for marginal framers	Weakness • Lack of knowledge and skill about the vegetable cultivation. • Low market information at farmer's level. • Irrigation facility • No storage facility for vegetable procurement. • Lack of transportation facility
Opportunities • Huge demand of vegetable domestic and local market. • Big market available in Barmer district. • To provide daily basis income for the farmers • High demand in food processing unit (ketchup, chips, pickles, Jam etc.) • Irrigation facility available through Narmada canal. • Traders available for purchasing at local Mandy	Threats • High price variation in the market • Absence of adequate trade policies. • Middle man. • High completion in the market. • Over supply. • Climatic condition • Decreasing interest of cultivation due to crops failure.

MAJOR CONSTRAINTS IN VEGETABLE CULTIVATION

- Lack of knowledge and skills about the vegetable cultivation
- Migration
- More transportation cost
- Labor problem
- Over production
- More fluoride content in the water.
- Marketing problem

SUGGESTION

- To provide better quality vegetable seed which is give high production.
- The farmers should be start collective marketing approach and reduce the transportation cost.
- Training should be conducted to provide information regarding with vegetable cultivation and pest management related programmes.
- Vegetable cluster center established for collective marketing and procurement of their product.
- As the most of farmers poor educational background therefore , there is need of frequent orientation of farmers regarding for post harvest management activities, off season vegetable production, pest management training program and exposure visit should be arranged.

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- Additional manpower should be hired when as required.
- Suitable system should be develop to link vegetable grower farmers with institutional buyers and exporters.
- To reduce the role of middleman through farmers tie up with the (Contract farming) big marketing company as like reliance fresh and bharti wall mart.
- Irrigation facility should be improve.
- Off season vegetable .

A circular arrangement of eight hands, each reaching towards the center from the outer edge. The hands are of various skin tones and are positioned in a way that they almost meet in the middle, creating a sense of unity and shared effort. The background is a solid light beige color.

Thank you