

Stimulational, Situational Maladies and Remedies for Strategic Coconut Development as Perceived by Farmers

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ABSTRACT

The study was conducted with a diagnostic design in East Godavari district over a proportionately drawn sample of 120 coconut farmers and revealed that lack of motivation is acting as barrier in carrying new technology, not receiving timely control measures of Eriophid mite were the attention gained maladies. Developing more professionalism among the coconut farmers and officials and preparing the agricultural staff in advance to prevent time lag were the remedies. The Chi-square test of maladies and remedies were significant at 0.01 level of probability. To enlighten the characters of good coconut varieties and providing timely information were the high ranked strategies in the cultivation of coconut crop.

Key words : Coconut, Malady, Remedy, Stimulational- Situational dimensions, Strategic development.