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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.

In India, coconut is cultivated in 1.89 million hectares.Its area is more in southern states like A.P. especially in East and West Godavari districts over an area of 1.053 lakh hectares (Rethinam, 2005). But, the farmers in the state were dissatisfied with present situation in coconut crop and facing many problems in stimulation and situational dimensions. In this background, the study was taken up with the objectives to identify the maladies faced by the coconut farmers and to elicit the remedies and to bring to light the prominent strategies as perceived by the coconut farmers in East Godavari district relating to stimulational and situational dimensions.

MATERIAL AND METHODS

A diagnostic design was followed in the study. The East Godavari district in A.P. was purposively selected due to intensive cultivation of coconut crop covering larger area. Out of 57 mandals, 5 mandals were randomly selected and from each mandal, one village was selected. A total of 120 respondents were selected by proportionate random sampling from the randomly selected five villages, the data was collected through personal interview with the help of semi structured interview schedule consisting of malady parameters. Various statistical measures such as frequencies and percentages, Rank Based Quotient (Sabaratnam 1988)Kendall co-efficient of concordance (K_c) and Chi-square test of significance (χ^2) were used to describe the ranks and to present findings.

RESULTS AND DISCUSSION

Table 1, shows evidence that lack of motivation from friends and officials is a barrier in adopting any innovative technology was the1st ranked malady in spreading new technology and 2nd rank attained by lack of willingness to try new coconut varieties because of low confidence on the new varieties and established belief on the old varieties. Reduction in prestige gain is coming in the way of coconut cultivation was selected as 3rd rank malady. Table 2, presented the remedies to the maladies faced by the farmers which were to develop more professionalism among the coconut farmers and officials which indirectly helps farmers to motivate each other was the 1st ranked remedy. Developing the confidence on new varieties by showing practically successful fields and providing remunerative prices and introducing the drudgery reduction enhances to protect the prestige of coconut farmers were the 2nd and 3rd rank remedies, respectively.

Table 3 revealed that the 1st, 2nd and 3rd remedial ranks scored by non receiving of timely control measures of Eriophid mite, No idea about drudgery reduction instruments inspite of accumulated problem of labour confirmed by Yogananda (1992) and non-harvest and marketing the produce at appropriate time due to non-availability of skilled labour and high labour wages as revealed by Singh and Sreekumar (2002), respectively. The remedies shown in table 4, for the situational maladies are to prepare the agricultural

Table 1. Stimulational maladies as perceived by coconut farmers

N:120

S. No.	Stimulational	Ranks			RBQ	Rank
		1	2	3		
1	Lack of motivation from farmers and officials is barrier in spreading a new technology	60	53	7	81.39	I
2	Reduction in prestige gain coming in the way of coconut cultivation	19	32	69	52.78	III
3	Lack of willingness to try new coconut varieties	41	35	44	65.83	II

Significant at 0.01 level of probability K_C = 0.09766 χ^2 = 23.43

Table 2. Stimulational remedies as perceived by coconut farmers.

N:120

S. No.	Stimulational	Ranks			RBQ	Rank
		1	2	3		
1	Develop more professionalism among the coconut farmers and officials	59	55	6	81.39	I
2	Provide remunerative prices and introduce the drudgery reduction instruments to make it as prestigious	35	14	71	56.67	III
3	Develop the confidence on new varieties	26	51	43	61.94	II

Significant at 0.01 level of probability K_C = 0.15509 χ^2=37.22

Table 3. Situational maladies as perceived by coconut farmers.

N:120

S. No.	Stimulational	Ranks							RBQ	Rank
		1	2	3	4	5	6	7		
1	We do not have competitive spirit with other farmers	12	9	16	33	26	16	8	55.71	V
2	I am fully influenced by my friends ideas/thoughts	6	1	20	13	25	32	23	43.09	VI
3	We were keeping 1st harvest crop to worship god	4	0	0	4	18	34	60	26.9	VII
4	No idea about drudgery reduction instruments	25	37	19	14	11	8	6	71.79	II
5	Non receiving of timely control measures of Eriophid mite	26	53	20	10	6	2	3	79.17	I
6	Non harvest and marketing of the produce at appropriate time	19	16	29	24	16	8	8	64.52	III
7	Our socio economic conditions are limiting factor to adopt new technology	28	4	16	22	18	20	12	58.81	IV

Significant at 0.01 level of probability K_C = 0.37985 χ^2 = 273.49

Table 4. Situational remedies as perceived by coconut farmers.

N:120

S. No.	Stimulational	Ranks							RBQ	Rank
		1	2	3	4	5	6	7		
1	Build competitive spirit among the farmers	22	7	11	22	30	25	3	57.38	IV
2	Educate each and every farmer to share worthy information	4	8	7	26	26	42	7	45.71	VI
3	Personal beliefs can be left with	0	5	0	0	6	21	88	21.19	VII
4	Popularize the drudgery reduction instruments	31	36	24	14	7	6	2	76.67	II
5	Prepare the agricultural staff in advance to prevent time lag	34	39	25	9	8	5	0	79.40	I
6	Prepare a schedule for harvesting	9	19	43	21	15	5	8	64.17	III
7	Introduce machinery and technology with correlating socio economic condition of the farmer	20	6	10	28	28	16	12	55.48	V

Significant at 0.01 level of probability $K_c = 0.40935$ $\chi^2 = 294.73$

Table 5. Stimulational strategies as perceived by coconut farmers.

S. No.	Strategies	f	%	Rank
1	Provide incentives and tax relaxation to construct coconut based industry	50	41.67	II
2	Enlighten the characteristics and benefits of different coconut varieties which can give more benefits	61	50.84	I

Table 6. Situational strategies as perceived by coconut farmers.

S. No.	Strategies	f	%	Rank
1	Seasonal and timely information to the coconut farmers by agricultural department and research station	86	71.67	I
2	Machinery can be designed which can replace the labour shortage to do timely harvesting	60	50.00	II
3	Taking measures to timely harvesting of coconut	59	49.17	III

staff in advance to prevent time lag by probing the forth coming problems based on the climate changes, popularizing drudgery reduction instruments by conducting awareness programmes, exhibitions, kissan melas and to prepare a schedule for harvesting, marketing the produce are the 1st, 2nd and 3rd in their rank order of importance.

Table 5, reveals the 1st ranked stimulation strategy as to enlighten the characters and advantages of different coconut varieties followed by providing incentives and tax relaxation to construct coconut based industry. Table 6, clearly shows that seasonal and timely information by the agricultural departments and research station, designing machinery to replace labour shortage and taking measures to timely harvesting of coconut as the situational strategies 1st , 2nd and 3rd in their rank order of importance.

Conclusion

The study concluded different maladies faced by the East Godavari district coconut farmers in stimulational and situational dimensions and elicited the various remedies and strategies with a prioritization and categorization as perceived by them. Thus a concerted effort is needed by both research and extension functionaries to integrate the said strategies to boost up the coconut development in East Godavari district of Andhra Pradesh.

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