

Original Research Article

“DIVERSIFIED UTILIZATION OF POTATO AND MARKETING CONSTRAINT FACED BY FARM WOMEN IN POTATO PRODUCTION”

ABSTRECT

The objective of this study was to **Diversified Utilization of potato, and marketing constraint faced by farm women in potato production** kannauj division. In India, potato is cultivated in almost all states under diverse agro-climatic conditions. About 85 per cent of potatoes are cultivated in Indo-Gangetic plains of North India. The states of Uttar Pradesh, West Bengal, Punjab, Bihar and Gujarat accounted for more than 80 per cent share in total production. Fruits and vegetables are usually more difficult to market than to produce. Perishable and bulky nature of the produce makes marketing process more difficult and vulnerable to uncertainties to a higher extent. As for as potatoes area concerned India has experienced potato revolution over last 55 years. In 1949 (when CPRI was established), India produced 1.54 million tons potato out of 0.234 million ha with an average yield of 6.58 t/ha. Based on the average of three years ranging from 1998-99 to 200-01, the country produced 23.63 million tons of potatoes from 1.29 million ha with an average yield of 18.23 t/ha showing an increase of 5.5, 15.3 and 2.8 times in area, production and yield of potato, respectively. At present India is facing a problem of plenty as far as potato is concerned. However CPRI is believes to take this production to 40 million tons by the year 2020.

Keywords:- Farm women , production, marketing constraints.

1. INTRODUCTION

Women play a critical role in the production of these crops; therefore, it is critical to consider the improvement of these crops as a means to relieve gender in-equality within India agricultural systems. More general challenges in India impact the root and tuber crops more than others. The lack of research findings, limited research capacity and poor infrastructure (for research and on farm) greatly diminishes the development of a competitive agricultural sector in India, and

particularly for root and tuber crops. Women play a pivotal role in ensuring potato adoption and utilization within the household, as well as in managing diet diversification, food preparation, and household consumption including infant and child feeding. Different preferences of women and men as farmers and consumers are important to ensure sustained adoption of new varieties.

Table 1. State-wise production of potato in India

Sl.No.	States	Production (000 t)	Percentage
1.	Uttar Pradesh	9821.7	43.31
2.	West Bengal	7076.6	31.21
3.	Punjab	1338.1	5.90
4.	Gujarat	1088.7	4.80
5.	Bihar	1062.8	4.69
6.	Madhya Pradesh	752.6	3.32
7.	Assam	589.1	2.60
8.	Karnataka	361.0	1.59
9.	Haryana	323.9	1.43
10.	Uttaranchal	261.2	1.15
	Total	22675.7	100.0

Source : Food and Agricultural Organization (FAO)

Potato production is not a problem in India and planners need to think from marketing end for further improvement. The reported post harvest losses for potato are 17 per cent of the annual production while some estimates also indicate towards near 30 per cent losses. The export performance of Indian potato is quite dismal as India has rarely been able to export near to 0.5 per cent of our domestic production. The situation is further worsening as our exports have fallen during current half decade. Potato processing in India is growing fast, yet the proportion of processed potato is still low i.e. nearly 7 per cent of the production against up to 60 per cent in developed countries. Other marketing functions such as grading, packing, storage and transportation etc. also need transformation and special attention as far as potato is concerned.

2. RESEARCH METHODOLOGY

The study was conducted in Kannauj district. Two blocks Kannauj and Chhibramau were selected in this study. Ten villages were selected out of both selected blocks Total 300 farm women were selected. Dependent and independent variables such as age, education, caste, land holding and milch animals were selected. The statistical tools such as mean, rank, Fisher

‘t’ test, Cr were used.

3. Results

The perusal of table 1. reveals the distribution of respondents according to occupation. 49.0 per cent of respondents were engaged in agriculture in the study area whereas, 31.3 per cent of farm women were labour class. 12.0 per cent of farm women were engaged in business occupation, while only 7.7 per cent of farm women were found to be in service class. In this study women were mostly engaged in agricultural occupation such as vegetable growing, paddy cultivation, weeding, harvesting, etc. But, 31.3 per cent of women were found to work as labourers who were engaged in weeding, transplanting, grain storage and livestock management. In India, agriculture is one of the most important occupations of farm women.

The data depicted in table 2. shows the diversified utilization and value addition of potato. 87.0 per cent of farm women kept their potato produce in cold storage with mean score 1.87 and ranked I whereas, 82.0 per cent of respondents sold out of session with mean score 1.82 and ranked II. 65.3 per cent of farm women developed products of potato with mean score 1.65 and ranked III.

Data presented in table 3. reveals the consumer preferences for potato products in the selected study area. 96.7 per cent of respondents preferred aloo bhujia which was easily available (70.0 %), was in convenient packaging (26.7 %), at affordable price (60.0 %) and good for taste (15.0 %) whereas, 96.0 per cent farm women gave their preference for aloo tikki in which 67.3 per cent said that it was easily available in all places, 53.3 per cent opined about affordable price and 66.7 per cent preferred it only for taste. 97.0 per cent respondents preferred aloo paratha out of which 73.3 per cent were of the opinion that aloo paratha is the most easily available full meal in houses for both children and adults and 56.0 per cent consumed it only for taste. 100.0 per cent farm women preferred aloo chips in which 20.0 per cent liked its easy availability, 26.7 per cent found convenient packaging, 10.0 per cent bought it at affordable prices and 86.7 per cent consumed it only for taste. 53.3 per cent farm women preferred potato papad of which 6.7 per cent consumed it due to easy availability, 31.7 per cent found convenient packing, 6.7 per cent

said that papads are available at affordable prices and 40.0 per cent consumed it only for taste while, 30.3 per cent of respondents liked finger chips only for taste. 25.3 per cent of respondents preferred potato masala fries for taste whereas, 16.7 per cent respondents preferred potato flakes (1.7 per cent) due to easy availability, 9.3 per cent found convenient packaging and 10.0 per cent consumed only for taste.

The data pertaining to table 4. shows the mean scores of marketing constraints faced by farm women. 86.3 per cent respondents were having bottleneck in storage facilities with mean score 1.86 and ranked I whereas, 75.0 per cent of farm women faced rent of cold storage as major marketing constraint with mean score 1.75 and ranked II. 73.0 per cent respondents had lack of knowledge and awareness about potato with mean score 1.73 and ranked III, while 69.0 per cent respondents felt that lack of long term Indian export policy was a major marketing constraint with mean score 1.69 and ranked IV. 65.3 per cent respondents were facing wide price fluctuation problem with mean score 1.65 and ranked V. About 54.0 per cent respondents faced high marketing cost and margin with mean score 1.54 and ranked VI.

Table 1. Distribution of farm women according to occupation (N=300)

Sl.No.	Occupation	Frequency	Per cent
1.	Agriculture	147	49.0
2.	Service	23	7.7
3.	Business	36	12.0
4.	Labour	94	31.3
	Total	300	100.0

Table 2. Diversified utilization of potato (N=300)

Sl.No.	Diversified utilization value addition	Yes	No	Mean score	Rank
1.	Cold storage	261(87.0)	39(13.0)	1.87	I
2.	Sell out of session	246(82.0)	54(18.0)	1.82	II
3.	Develop product	196(65.3)	104(34.7)	1.65	III

98 **Table 3. Consumer preferences for potato products (N=300)**

Sl. No.	Products	Yes	No	If yes, then				
				Easy availability	Convenient packaging	Affordable prices	Nutritious value	Only taste
1.	Aloo Bhujia	290 (96.7)	10 (3.3)	210 (70.0)	80 (26.7)	180 (60.0)	-	45 (15.0)
2.	Potato flakes	50 (16.7)	250 (83.3)	5 (1.7)	28 (9.3)	-	-	30 (10.0)
3.	Potato powder	-	300 (100.0)	-	-	-	-	-
4.	French fries (Finger chips)	91 (30.3)	209 (69.7)	-	-	-	-	91 (30.3)
5.	Masala fries	76 (25.3)	224 (74.7)	-	-	-	-	76 (25.3)
6.	Potato chips	300 (100.0)	-	60 (20.0)	80 (26.7)	30 (10.0)	6 (2.0)	260 (86.7)
7.	Potato papad	160 (53.3)	140 (46.7)	20 (6.7)	95 (31.7)	20 (6.7)	10 (3.3)	120 (40.0)
8.	Potato wedges	-	300 (100.0)	-	-	-	-	-
9.	Potato waffle	-	300 (100.0)	-	-	-	-	-
10.	Aloo Vadi	119 (39.7)	181 (60.3)	90 (30.0)	8 (2.7)	-	-	62 (20.7)
11.	Potato bites	-	300 (100.0)	-	-	-	-	-
12.	Mumbai vada	-	300 (100.0)	-	-	-	-	-
13.	Aloo Tikki	288 (96.0)	12 (4.0)	202 (67.3)	-	160 (53.3)	-	200 (66.7)
14.	Frozen potato snacks	-	300 (100.0)	-	-	-	-	-
15.	Aloo paratha	291 (97.0)	09 (3.0)	220 (73.3)	-	-	-	168 (56.0)

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100 **Table 4. Marketing constraints faced by farm women.(N=300)**

Sl.No.	Constraints faced	Yes	No	Mean score	Rank
1.	Lack of knowledge and awareness	219 (73.0)	81 (27.0)	1.73	III
2.	High marketing cost and margin	162 (54.0)	138 (46.0)	1.54	VI
3.	Wide price fluctuation	196 (65.3)	104 (34.7)	1.65	V
4.	Bottleneck in storage facilities	259 (86.3)	41 (13.7)	1.86	I

5.	Lack of long term Indian export policy	207 (69.0)	93 (31.0)	1.69	IV
6.	Rent of cold storage	225 (75.0)	75 (25.0)	1.75	II

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102 **CONCLUSION**

103 Potato is one such crop which has a bulk production all over the world, so it becomes necessary
 104 for our farmers to do diversified utilization of the bulk produce. Our farmers first sell it in the
 105 local market and some of them in the urban market as well. Those who can afford store their
 106 produce in cold storages at affordable prices. Those farmers who cannot afford to store their
 107 produce in cold storages, sell out of session at very low prices or divert the left out produce for
 108 livestock feed. Farmers who have a good net work sell their produce to big companies for
 109 commercial use and small farmers especially women use it in developing products such as chips,
 110 papads, kachri, flakes, powder, etc.

111 **RECOMMENDATIONS**

- 112 • Production system management
- 113 • Extending the shelf life of produce
- 114 • Export marketing and trade
- 115 • Capacity building and technology transfer

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