“AN ASSESSMENT OF FUTURE EXPANSION OF MIS OF KEESEN CROP MANAGEMENT IN JAMNAGAR DISTRICT”

ABSTRACT

Key words: Future scope, MIS, Promotional activity, Evaluate, Factors affecting, Economics.

The present study entitled “An Assessment of Future Expansion of MIS of Keesen Crop Management in Jamnagar District” was undertaken with the objectives of estimating the expectation and promotional activity, evaluation of market in Gujarat state, factor affecting the adoption of area under MIS., finding out the future scope in term of business expansion and assess the economics of MIS in Jamnagar district.

The study was carried out in Jamnagar, Kalavad and Jam Jodhpur talukas of Jamnagar district. Multi stage sampling technique was adopted for the completion of study. At the first stage, three talukas selected on the basis of highest number of farmers using MIS. At the second stage, 20 dealers were selected from Jamnagar district. At the third stage 20 farmers adopter MIS and 40 farmers non adopter from each taluka 60 farmers were selected randomly. Tabular analysis was used for evaluation market and future scope. Linear multiple regression model was used to determine the factors affecting the adoption of area under MIS. Concept of cost of cultivation was used to economics of MIS. Garrett’s ranking technique was used to farmers and dealers expectation and promotional activity preferred by farmers and dealers and the reasons for change in area under MIS.

The market promotional activity preferred by most of the farmers and dealers were farmers meeting as major activity for promoting the sales of MIS in this area. Majority of the farmers want to low cost of installation of MIS and dealers want to quality which help them proper utilization of MIS in this area. The study concluded
that the medium farmers were 56 per cent area covered under MIS. Around 13.08 lakh ha have come under MIS out of this around 11.30 lakh ha were under agricultural crop and the remaining horticultural crop during 2005-06 to 2015-16. The overall average penetration in Gujarat state was 25.32 per cent. While it is continues increase of district wise penetration of MIS during 2008-09 to 2012-13.

The study revealed that the land holding and annual income had positive effect on area under drip and sprinkler irrigation. This indicates that increase in land holding and annual income of farmers will lead to increase in adoption of area under MIS. It was found that the farmers they are 22 per cent area increase in future out of total land. The majority of the non adopter farmers were 33 per cent purchase of MIS within 2 to 3 year. Farmers opinion difficult to maintain as a major problem of decreased area under MIS and more production should be given more priority of adoption of MIS by the farmers. While majority of the farmers 96 per cent drip irrigation system use in Rabi season and 84 per cent sprinkler irrigation system farmers were use in Kharif season. It was observed that the cultivation under drip irrigated cotton and sprinkler irrigated groundnut was more profitable than the non use of drip irrigation and sprinkler irrigation.