

**CONSTRAINTS EXPERIENCED BY THE SUMMER CABBAGE GROWERS  
AND THEIR SUGGESTIONS TO OVERCOME CONSTRAINTS IN MARKET  
ORIENTED CULTIVATION OF SUMMER CABBAGE AND MARKETING**

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**ABSTRACT**

The cultivation of vegetables, which is done mainly for marketing purpose, is known as commercial vegetable cultivation. Having achieved self-sufficiency in production led agriculture, India have to focus on market oriented Agriculture, which generate additional value to the farm produce, income and employment for farmers. Market oriented agriculture means adding value may be in terms of on-farm and off-farm income and employment generation by the production of agriculture and product. Present study was conducted to find out the constraints experienced by the summer cabbage growers in market oriented cultivation of summer cabbage and marketing and to seek suggestions from the summer cabbage growers to overcome constraints in market oriented cultivation of summer cabbage and marketing. Study revealed that the major constraints faced by cabbage growers were viz., fluctuations in market rate, lack of market facility nearby village, lack of non-availability of sufficient labours in time, high cost of labours, lack of timely technical guidance, high cost of inputs, non-availability of infrastructure facility for storage and processing plants, high cost of transportation and irregular supply of irrigation due to irregular supply of electricity. Cabbage growers were endorsed the suggestions like, market facility should be available nearby village, market rate should be regulated, inputs should be available at reasonable price, timely technical guidance should be provided, timely technical guidance about storage and processing should be available for batter market price, selling of the cabbage should be done through co-operative society, sufficient electric power should be available in time for maintaining the regularity of irrigation and contract farming should be introduced in cabbage cultivation.

**KEYWORDS:** Cabbage Growers, Constraints, Market Oriented, Suggestions