

1 **A Study on Constraints Faced by the Farmers in Adoption**
2 **and Marketing of Extra Long Staple Cotton Production**
3 **Technology**

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ABSTRACT

7 The present study was conducted to analyse the constraints faced by the farmers in
8 adoption and marketing of ELS cotton production technology. The study was taken up in two
9 blocks of Vellore district namely, Tirupattur and Kandhili blocks of Tamil Nadu. The sample
10 size of 132 cotton growers was drawn on proportionate random sample method. The data
11 were collected using a well structured interview schedule and data were analysed using
12 appropriate statistical analysis. The study revealed that less than two-thirds (62.87%) of the
13 respondents faced the problem of labour crisis followed by transportation problem (57.57%).

14 **Key words:** Constraints; Adoption; Marketing behaviour, Suggestions.

15 **INTRODUCTION**

16 Agriculture continues to be the most predominant sector of our economy, as about
17 70.00 per cent of the population is engaged in agriculture and allied activities for their
18 livelihood. Agriculture is not only an important occupation of the people, but also way of life,
19 culture and custom. Agriculture provides the principal means of livelihood for over 60 per
20 cent of India's population.

21 Cotton is considered as "white gold" among the cultivated crops on account its
22 importance in agricultural and industrial sectors. Cotton occupies a prominent position in
23 Indian economy. It is the primary raw material for the huge domestic textile industry and
24 makes substantial contribution to the country's foreign exchange earnings. Cotton is the
25 backbone of textile industry, which consumes 59.00 per cent of the country's total fibre
26 production.

27 The term 'Extra Long Staple' (ELS) cotton typically denotes a cotton fibre of
28 extraordinary fibre length. The recognized industry standard for the minimum fibre length of

29 an ELS fibre is 34.925 mm. This minimum length is significantly longer than traditional
30 varieties of cotton, known as upland cottons, where the staple length is average of 26-27 mm.
31 Along with the fibre length, ELS cottons are also recognized for their superior strength and
32 better uniformity.

33 However, even with all the benefits of the ELS fibre characteristics and its apparent
34 desirability, it is grown only in limited quantities. ELS and LS (Long Staple) cottons
35 represent only about 3.00 per cent of the entire world's cotton production. The ELS cotton
36 varieties are specific in their needs to produce a successful crop. ELS cottons tend to be very
37 vigorous plants and if not managed will grow to be large plants with minimal fibre
38 production. Environmental conditions for ELS cottons are specific, they can be grown only in
39 the limited areas that suit the plant's needs for hot days and cool nights. All of these factors
40 result in higher production costs, with increased risks compared to upland cotton. This in turn
41 is a major limiting factor for the production of ELS cotton.

42 With this background, the present study was designed and entitled “Constraints Faced
43 by the Farmers in Adoption and Marketing of ELS Cotton Production Technology . The main
44 objective of this study is to find out the constraints faced by the cotton growers and to suggest
45 suitable strategies.

46 **METHODOLOGY**

47 The study was taken up in two blocks of Vellore district namely, Tirupattur and
48 Kandhili blocks. Four villages from the two blocks namely- Madapalli, Ponngulam,
49 Udayamputhur and Sevvathur with sample size of 132 farmers were selected.
50 The data were collected using a well structured interview schedule and data were analysed
51 using appropriate statistical analysis.

52 **FINDINGS AND DISCUSSION**

53 *Constraints faced by cotton growers*

54 A major task of extension service is to get modern and improved technologies
55 adopted by the client system, the farmers. Farmers however sometimes find difficult to
56 continue the use of improved practices recommended. Hence the constraint analysis is
57 becoming one of the important components of extension research.

58 The constraints were asked through open ended questions. The collected constraints
59 were analysed and tabulated with the help of percentage analysis.

60 **Table 1. Constraints faced by cotton growers in the adoption of ELS cotton production**
61 **technologies**

62 (n=132)*

S.No.	Constraints	Number	Per cent	Rank
1	Labour crisis	83	62.87	I
2	Difficulty in picking the bolls	56	42.42	III
3	Pests and diseases in cotton	45	34.09	IV
4	Price fluctuations	33	25.00	V
5	Involvement of middlemen	22	16.66	VIII
6	Partial payment	30	24.24	VI
7	Transportation problem	76	57.57	II
8	Bolls doesn't burst well	28	21.21	VII

63 *Multiple responses obtained

64 From the above Table 1 it was observed that less than two-thirds (62.87%) of the
65 respondents faced labour problem while cultivation and harvesting followed by transportation
66 problem (57.57%) , difficulty in picking those bolls (42.42%), pests and disease infestation in
67 cotton (34.09%), price fluctuations (25.00%), partial payment (24.24%), bolls doesn't burst
68 well (21.21%) and involvement of middlemen (16.66%).

69 ***Suggestions to overcome the constraints***

70 Suggestions offered by the farmers should serve as an eye opener to those persons who adopt
71 the recommended technologies. So, probable suggestions were encountered to overcome the
72 constraints faced by the cotton growers and presented in Table 2.

73 **Table 2. Suggestions to overcome the constraints**

74 (n=132)*

S.No.	Suggestions	Number	Per cent
1	Creating awareness on cotton technologies	42	31.81

	through organizing more training programmes		
2	Price stabilization	38	28.78
3	Involvement of middlemen should be avoided	20	15.15
4	Full payment can be credited	35	26.51
5	Vehicles can be provided by the government officials	67	50.75
6	Viable pest and disease resistant hybrids may be introduced	22	16.66

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***Multiple responses obtained**

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CONCLUSION

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