

**RESEARCH ARTICLE :**

# Production and marketing constraints analysis of kinnow growers in Himachal Pradesh

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**SUMMARY :** The present study was conducted in Kangra district of Himachal Pradesh during 2017-18. A multistage sampling technique was adopted to select the ultimate sample of size 100 kinnow growers in total. The results of the study revealed that overall major production problems faced by the farmers in the study area were high cost of plant protection chemicals followed by the problem of stray animals, limited availability of FYM, shortage of skilled labour, higher wage rate and non-availability of labour at peak operation time as reported by 48.00, 46.00, 44.00, 38.00, 36.00 and 33.00 per cent respondents in the study area, respectively. In case of marketing problems, major problem were low prices for the produce, deduction of more charges by various marketing agencies, high transportation charges and higher wage rates as reported by 72.00, 53.00, 49.00 and 49.00 per cent of respondents, respectively. The results also revealed that shortage of skilled labour, higher wage rates and problem of stray animals were found to be statistically significant production problems while in case of marketing related problems, higher wage rate, non-availability of labour at peak operation time, higher prices of packing material and high transportation charges were found to be statistically significant problems. It was found that the availability of inputs on time and proper marketing strategy for marketing of produce could increase the production and income from the produce in the study area.

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