

An Analysis of Vegetable Cultivation in Punjab

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ABSTRACT Vegetable cultivation has been strongly recommended as a means of crop diversification. The present study was aimed at studying vegetable cultivation so as to provide planners and extension personnel an insight into various aspects with regard to use of media, sources of information, input and marketing of produce. The data was collected personally, on a structured interview schedule from six agro-climatic zones of Punjab. The study reveals that majority of the vegetable growers were extensively using media for getting information regarding vegetable cultivation. They were procuring inputs from the local traders. The vegetables were marketed in raw form directly through the wholesale dealers in the nearest town/ city. With vegetable cultivation emerging as a major alternative preferred by farmers the extension personnel and the policy makers need to strengthen the mechanism for easy, timely and quality availability of technical , physical, monetary and marketing inputs.