

## SWOT ANALYSIS OF THE DISTRICT

### (i) Introduction

With a view to finding out the critical issues, problems and opportunities for action, SWOT analysis was carried out with focussing separately on the Agriculture and allied sectors. The relevance of each item of strength, weakness, opportunity and threat (SWOT) was identified for each sector and details of SWOT analysis results are given here under for each management system and also for each sector.

### (ii) SWOT ANALYSIS OF THE DISTRICT

#### (A) Management of Agricultural Crops.

#### STRENGTH

- Land is suitable for rice(both Kharif and Rabi) and Pulse Crops.
- Arecanut is predominant Orchard Crop.
- Soil and agro climatic situation is suitable for pineapple cultivation.
- Farmers have increasing trends towards the mechanisation.
- Facility of soil testing unit in the district.
- Existence of Agricultural based farming system.
- Availability of surface water for irrigation.
- Well distributed rainfall.
- Availability of skilled Agricultural Labours .
- Existence of KVK and experienced extension functionaries in the Department.
- High demand of Horticultural crops in Local Market.
- Riverine is suitable for oilseed crop cultivation.

#### WEAKNESS

- \* Yeild gap in rice crop due to technological gap in rainfed condition.
- \* Low and imbalance in use of chemical fertilizers
- Low replacement rate of certified seed of high yielding varieties of rice crop.
- Lack of seed treatment in major crops.
- Non use of bio fertiliser in rice eco-system.
- Non availability of Crop loan in time and non linkage of credit with input.
- Lack of infrastructure for export oriented rice cultivation.
- Poor water management in rice crop.
- Degradation of soil fertility due to continous cropping with out application of organic manure, imbalanced plant nutrition and gap on IPM & INM
- Poor management practices horticultural crops.

#### OPPORTUNITY

- Scope for LLP irrigation
- Scope for seed village programme
- Proximity of KVK & FTS for generation and transfer of technology.
- Coconut Development Board is implementing scheme to promote commercial planting with financial assistance.
- High market price encourages farmer to cultivate more winter vegetables.
- Scope for diversification programme
- Potentiality for area expansion impulse, oilseed & fruit crops.
- K.C.C.

- Soil acidity suitable for pineapple cultivation.
- Multy storied cropping.
- High Market prise of fruits in valley.
- Formation of FIG,SHG.
- Opportunity for irrigated Early Ahu cultivation.

### **T H R E A T**

- Reducing cultivable area due to break industry & stone crusher.
- Heavy attack of Gandhi bug in Early Ahu.
- River bank erosion due to change of river course.
- Serious yield reduction in rain –fed crops due to wheather averrtion.
- Un-availability of labour force during crucial periods due to migration to inside & outside the state.
- Engagement of Agril. labourer in stone cutting due to higher wage rates.
- Reduction of paddy area due to water logging condition .
- Due to remunerative price, farmers may adopt same enterprise which may lead to market glut & resulting heavy reduction in price.
- Distress sale of product.
- Use of crop land & other assets for other purposes due to financial instability.
- Occasional occurrence of flood .

### **(B) Management of Livestock.**

### **S T R E N G T H**

- Suitable climate for dairy and other livestock farming
- Both male & female member perform livestock husbandry practice.
- Availability of forest plants are conducive for goat rearing.
- Existence of SHG for livestock farming .
- Existence of KVK and well organised Animal Husbandry Department.
- A.I centre in different location .
- Adoption of Cross breed cow.
- Natural grasses are suitable for fodder purpose.
- Milk productivity of Buffalo is higher in comparison to cows.
- Goat & Sheep rearing is a livelihood earner for landless farmers.
- Agri- Livestock farming system is predominant.

### **W E A K N E S S**

- \* Low milk productivity of local & cross breed cows is due to poor feed Management.
- Less availability of green fodder.
- Poor unhygienic animal keeping.
- A.I. facility for Buffalo improvement is not available.
- Technology gap in management of Livestock.
- Mortality due to worn infestation and malnutrition.
- Land holding size is very small.

### **O P P O R T U N I T Y**

- Opportunity to rear animals for high market demand of meat, milk & egg.
- Availability of A.I. centre.
- Environment provides ample scope for goat & sheep rearing.

- Scope for pasture development and hybrid fodder production.

### **T H R E A T**

- Non-availability of pasture land.
- Intensive cropping system affects goat & sheep rearing.
- Appearance of disease in animal.
- Pasture land has been degraded and demolishing.
- Occurrence of seasonal flood .
- Migration of labour to urban area for more income

### **(C) Management of Fisheries.**

### **S T R E N G T H**

- Congenial temperature and adequate rainfall .
- High water retaining capacity of soil.
- Available workforce
- Availability of ponds abundant water bodies facilities fish rearing
- High market price of fish attracts farmers in fish rearing.
- Existence of KVK and well organised fishery department .

### **W E A K N E S S**

- Dominance of aquatic macrophytes
- Low productivity due to un-scientific pisciculture.
- Very poor management results low yield of fish.
- Non-Use of proper feeding schedule.
- Faulty harvesting method.
- Poor soil and water management .
- Non availability of quality fish seeds.

### **O P P O R T U N I T Y**

- Multiple stocking and multiple harvesting .
- High market price of fish.
- Opportunity for duck cum fish rearing.
- Scope for development of dry fish industry.
- Wholesale market and existence of fish shed.

### **T H R E A T**

- Use of pond water for life saving irrigation.
- Infection of fish with ulcerative disease syndrome.
- Multi purpose use of community ponds hinders proper management of pisciculture.
- Occurrence of flood.
- Water pollution problem in beel of near by paddy fields.

### **(iii) Addressing issues emerging out of the swot analysis in the district.**

- Discrification & intensification of existing farming system.
- Improvement of productivity, income of existing enterprise.
- Improvement in sustainability in production/income.
- Community organisation.
- HRD for extension workers.
- Dove- tailing of on-going schemes with RKVY.
- Mobility support.