ABSTRACT
In Salem district for the last three years the Cassava area and production has been reduced due to many reasons. Hence, a study was conducted among the Cassava growers in Salem district to assess and identify the constraints influence the low yield and reasons for area shrinkage. It was found that, among the several constraints marketing constraints like exploitation by middle man (88.33 per cent), malpractices in Point scale fixation (86.66 per cent), lack of regulated market (83.33 per cent) low price for tubers due to fluctuations in price (80.00 per cent) followed by production constraints like mosaic and tuber rot diseases (83.33 per cent), labour scarcity (80.00 per cent) un availability of quality planting materials (73.33 per cent) and lack of short duration varieties (68.33 per cent) were the major constraints expressed by many of the cassava growers.

Key words:
Cassava,
Constraints,
Strategies