



ISSN: 2249-894X
 IMPACT FACTOR : 5.7631 (UIF)
 UGC APPROVED JOURNAL NO. 48514
 VOLUME - 8 | ISSUE - 8 | MAY - 2019



AGRICULTURE MARKETING PROBLEMS OF CULTIVATORS AT SRIVAIKUNDAM TALUK IN THOOTHUKUDI DISTRICT - A CASE STUDY

Dr. M. Janet

Assistant Professor of Commerce, Geetha Jeevan Arts and Science College, Thoothukudi Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India.

ABSTRACT:

Agriculture is totally different from industry and plays a major role within the economic development of a nation. In India, there are measures four systems of agricultural selling like sale within the village, sale in mandi, sale within the market and cooperative marketing. In agricultural marketing transportation cost, inadequate market infrastructure, lack of market information, lack of process units, storage facility, price fluctuation measures are the foremost issues. Agricultural marketing involves several operations and

processes through that the food and raw materials move from the cultivated farm to the ultimate consumers. Eliminating middlemen, enough storage facility, freedom from moneylenders, adequate transportation facilities, and the possibility of loan and training facilities, etc. measures are needed for satisfactory agricultural marketing. Some people have informed that crop insurance and technical guidance ought to be provided for improvement in agricultural marketing in India. Among all these issues, transportation charges are involved as a significant problem by the utmost number of farmers. Hence there's a necessity to make awareness among the farmers so that the marketing information on agriculture commodities measures are incorporated within the extension services along with production aspects to the farmers.

KEYWORDS: Agriculture, Marketing, Cultivation, Cultivators.

INTRODUCTION

Agriculture is considered as the backbone of Indian economy. Over 70 percent of the Population earns their livelihood from agriculture. Agriculture contributes around 20 percent of the national income now. India has made great progress in agriculture in terms of growth in output yield and area under crops since independence. It has gone through green revolution, over

the period. Today India is the largest producer of milk, fruit, cashew nut, coconut and tea in the World, the second largest producer of wheat, vegetables, sugar and fish and the third largest producer of tobacco and rice. The national policy aims at increasing the level of food processing from the present 2 percent to 10 percent by 2010 and 25 percent by 2025.

A striking difference in the economic structure of a developed country from that of less developed country is the predominance of non-agriculture sector on it. The

share of agriculture in the national income and the proportion of work force engaged in the farm sector are quite insignificant in a developed country compared to the share of its non-agriculture occupations. In contrast a less developed country is predominantly depends on agriculture. Here not only is agriculture the chief contributor to the Gross National Product but the proportion of work force engaged in agriculture is also very high. Current Agricultural marketing system in India is the outcome of several years of Government

intervention. The system has undergone several changes over the last 60 years owing to the increased marketed surplus; increase in urbanization and income levels and consequent changes in the pattern of demand for marketing services; increase in linkages with distant and overseas markets; and changes in the form and degree of Government intervention. Actual buying and selling of commodities mainly takes place in market yards, sub-yards and Rural Periodic Markets spread throughout the country. There are in all 7,246 Regulated Markets in the country (as on 30.6 2011) and 21,238 Rural Periodic Markets, about 20 per cent of which, function under the ambit of regulation.

IMPORTANCE OF AGRICULTURE IN INDIAN ECONOMY

Agriculture plays a predominant role in the economic development of a country. It is the primary sector of an economy that provides the basic things which are necessary for the existence of human beings. It also provides some raw materials for industries. As agriculture is the biggest industry in the country, the development of other industries as well as of the development of the country is not possible without the development of agriculture sector.

The significance role of agriculture in the national economy can be explained by considering the contributions of agriculture sector towards other sectors of the economy. More than 80 percent of the total population in India lives in rural areas and a large proportion of the rural population directly or indirectly depend on agriculture sector for their livelihood. Agriculture sector dominates the economy to such an extent that a very high proportion of working population is engaged in agriculture. According to 2001 census (233.45 million) 58 per cent of the total working population was absorbed by agriculture sector.

BANANA CULTIVATION IN SRIVAIKUNDAM TALUK:

In Srivaikundam taluk agriculture is the main occupation on which 70 per cent of the people depend. The important food crops in the area are paddy and banana. In this area the important varieties of banana such as robusta, poovan, red banana, rasthali, karpurvalli and karthali etc are cultivated. Banana are marketed mostly in Thoothukudi, Nagercoil, Erode, Chennai and Coimbatore. Moreover, transportation by road to the markets of neighboring states like Kerala, Madhya Pradesh, Andhra Pradesh, Karnataka and Rajasthan is also quite sizeable and also exported to foreign countries through brokers like U.A.E., Saudi Arabia, Oman, Bahrain, Qatar, Kuwait, Nepal and Sri Lanka.

IMPORTANCE OF PADDY:

Paddy occupies a prominent place in Indian agriculture. The area under paddy cultivation in the country is the largest, accounting for about one, third of the world's area under the crop. Next to China, India ranks second in-terms of its production.

Paddy is cultivated in almost all the states in India. The major paddy growing states are Punjab, Haryana, Tamil Nadu, Andhra Pradesh, Uttar Pradesh, Jammu and Kashmir, Madhya Pradesh, West Bengal, Orissa, Bihar, Karnataka and Kerala, which together account for 95 percent of the total rice supply in the country.

SCOPE OF THE STUDY:

The scope of the study has been restricted to the production and social welfare of the cultivators of banana and paddy in Srivaikundam taluk. It is essential to know the economic conditions in the study area. It suggests measure to solve the problems of baddy marketing. It helps to get a statistical view of the particular region.

STATEMENT OF THE PROBLEM:

India is the largest banana and paddy producer in the world and the cultivators are facing many problems during cultivation. The productivity of banana and paddy in India is low when compared to other countries.

Indian economy is an agrarian economy with more than 80 per cent of the total population depends on agriculture as their main occupation. The reasons for taking up a study of the production of banana and paddy at Srivaikundam taluk, Thoothukudi district are summed up below.

The selected area Srivaikundam taluk with more than 80 percent of the total population depends on agriculture. Further nearly 75 percent of the total cultivation is banana and paddy and lot of marketing business goes in the taluk. Daily banana market is also available in this region. The taluk is solely depending on agriculture. So a survey has been undertaken to study the process of cultivation of agricultural product like banana, paddy and the trend of the banana production and marketing. However the present study would be appropriate to take up the study of banana and production and socio welfare of the cultivators in the region concerned and make the project work a worthwhile and a cultivators in the region concerned and make the project work a worth while and a relevant one.

OBJECTIVES OF THE STUDY:

1. To trace out the marketing channel of paddy and banana.
2. To work out the marketed surplus of the paddy and banana in the study area.
3. To estimate marketing efficiency and the price structure of agricultural marketing.
4. To give appropriate suggestions for policy makers.

METHODOLOGY:

The study is based on secondary data and primary data. Secondary data have been collected from books, journals, newspaper and Taluk office. Interview schedule was prepared by the researcher for collecting the primary data.

DATE AND SAMPLING:

Primary data are collected from the people of the region. Random sampling technique was applied to collect information regarding banana and paddy cultivators. There are 125 sample are taken for this study at random. To collect information, the questionnaire was prepared relating to the nature of marketing and the economic conditions of the people.

TIME PERIOD:

The present study covers a period of only one year (2018-19).

LIMITATIONS OF THE STUDY:

Every study suffers from constraints and limitations. The presents study has the following constraints and limitations:

1. It is a micro study which relates to a small region.
2. The investigator meets the constraints of time and finance.
3. The investigator experiences difficulties in contacting the cultivators during day times. Only during evening and nights, they have been interviewed, and
4. The respondents are mostly illiterates. They have given manipulated information's. Efforts have been taken to elicit true and accurate information.

Analysis

Age of the Respondent:

Age is one of factors, which determines their productivity. Numbers of farmers are classified on the Basis of their age. There are two classifications. The first one is age group up to 40 years and the other one is age above 40. In this sample area 40 per cent of the agriculture farmers are under the age group of forty years and 60 per cent are the age group of above 40 years.

Table 1: Age of the respondents

Age	No. Of Respondents	Percentage
Up to 40 Years	45	36
Above 40 years	80	64
Total	125	100

Source: Primary data

RELIGION OF THE RESPONDENTS

Religion is one of the factors which determines the social status of the people. This table 2 reveals that only Hindus and Christians lived in the study area. There is no other religion in this area. Hindus and Christians are in the percentage of 69 and 31 respectively.

Table 2: Religion of the respondents

Religion	No. of Respondents	Percentage
Hindu	86	69
Christian	39	31
Muslim	-	-
Total	125	100

Source: Filed Survey

Marketing Channels

Table 3 Marketing Channel

Channel	No. of Respondents	Percentage
Village Traders	22	18
Weekly Markets	46	37
Mandies in Towns	57	45
Total	125	100

Source: Primary Data

In the study area there are only three channels for marketing, viz producer to village traders, producer to weekly markets through contractors, producer to Mandies through commission agents. In banana most of the product is marketed through mandies through commission agents. In the study area there is limited marketing channel.

Mode of Sales

Most of the farmers sell their products by cash, credit and both. This is given in the Table 4

Table 4: Mode of Sales

Mode of Sales	No. of Respondents	Percentage
Cash	53	41
Credit	32	27
Both	40	32
Total	125	100

Source: Filed Survey

The table shows that most of their products are sold by cash i.e., 41percent. Only 27 percent of the respondents sold their product by credit and the remaining 32 percent of the respondents sold their product by cash and credit. This data depicted in the figure 4.

Mode of Transport

Majority of the farmers use lorry as their mode of transport and only very few are using tractors, auto and bullock carts. This is given in the table 4

TABLE: 4 Mode of Transport

Mode of Transport	No. of Respondents	Percentage
Lorry	58	46
Tractor	28	22
Auto	39	32
Total	125	100

Source: Filed Survey

Opinion about the Price

Details about the opinion given by the respondents on the price of banana are listed in table

TABLE: 5 Respondents Opinion about Price

Opinion	No. of Respondents	Percentage
Highly Satisfied	14	11
Satisfied	59	47
Neutral	32	26
Dissatisfied	20	16
Highly Dissatisfied	-	-
Total	125	100

Source: Filed Survey

From the table 5, it is known that 26 percent of the consumers have the opinion that the price of banana is neutral. however, while 47 percent of the respondents feel that the price is satisfied, four percent of the consumers feel that the price is highly satisfied. only 16 percent of the respondents feel problem in marketing.

The marketing problems from the point of view of the farmers engaged in agricultural marketing in the study area are given in the Table 4.23

TABLE 6: Problems in Agricultural Marketing

Problems	No. of Respondents	Percentage
Higher Commission Charges	32	26
Price Fluctuation	59	47
Lack of Transport Facility	12	10
Middlemen Involvement	22	17
Total	125	100

Source: Primary Data

The table depicts that majority (47%) of the respondents faces the problems of price fluctuation, 26 percent of the respondents face the problem of higher commission, 10 percent of the respondents face the lack of transport facilities and only 17 percent of the respondents face the problem of middlemen involvement that the price is satisfied.

FINDINGS

- The study discloses that 40 percent of the agricultural farmers as under the age group of forty years and 60 percent are the age group of above 40 years.
- Majority (92%) of the banana cultivators are Hindus.

- In banana most of the product is marketed through Mandies through commission agents.
- Majority of the farmers use lorry as their mode of transport and only very few are using tractors, auto and bullock carts
- 47 percent of the respondents feel that the price is satisfied, four percent of the consumers feel that the price is highly satisfied. Only 16 percent of the respondents feel problem in marketing.
- 26 percent of the respondents face the problem of higher commission, 10 percent of the respondents face the lack of transport facilities and only 17 percent of the respondents face the problem of middlemen involvement that the price is satisfied.

SUGGESTIONS

It is intended to suggest some measures to improve the marketing of the banana in the study area.

- The main need of the study area is the improvement of the market knowledge through audios, videos, posters and workshops.
- Next is the provision of cheap transport cost for those engaged in banana marketing as the basis of world trade.
- Another important suggestion is to provide well-built and maintained storage house with minimum rent. So, that the farmers can make full use of them and improve the marketing efficiency.
- Most of the farmers in the study area suggest the speedy introductions of regulated markets and regular follow up to buy through the government institution under the purview of local bodies.

CONCLUSIONS

Regarding marketable surplus, it is found that there's an additional marketable surplus in banana. The percentage of marketable surplus to total production is also high in banana compared to an alternative product. This study concluded that a lot of the expectations depend upon the efficient administration of the government and private administration engaged in rural economic development.

Bringing necessary reforms plus proper price discovery mechanism through the regulated market system can facilitate and strengthen agricultural marketing. In order to avoid isolation of small-scale farmers from the advantages of agricultural manufacture, they have to be integrated and enlightened with the market information like fluctuations, demand and supply concepts that areas are the core of the economy. It is time we have a tendency to bring out vital strategies in agricultural marketing with innovative and creative approaches to bring fruits of labor to the farmers.

REFERENCE

1. Anonymous, 2003, FAO/AFMA/Myanmar Regional Seminar on improving Agricultural Marketing Information System. *Agricultural Marketing*, 45(4) : 2-3.
2. Dhanakar, G.H., 2003, Development of Internet Based Agricultural Marketing System in India, *Agricultural Marketing*, 45 (4) : 7-16.
3. Gunatilke W.D., 2003, Agricultural Marketing System in Srilanka. *Agricultural Marketing*, 45 (4): 55.
4. Subramanyam, K.V. and Mruthyunjaya R., 1978, marketing of fruits and vegetables around Bangalore. *Agricultural Marketing*, 9(1): 9-16.
5. Amrutha C.P. 2009. Market information system and its application for agricultural commodities in Karnataka state – A case of onion. Ph.D thesis. University of Agricultural sciences, Dharwad.