

A Study on Production and Marketing of Turmeric in Perambalur District

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Introduction

Agriculture in India is one of the most important sectors of its economy. It is the means of livelihood of almost two thirds of the work force in the country and according to the economy data for the financial year 2006-2007, agriculture accounts for 18% of India's GDP. About 43% of India's geographical area is used for agricultural activity. Though the share of Indian agriculture in the GDP has steadily declined, it is still the single longest contributor to the GDP and plays a vital role on the overall Socio-Economic development of India. One of the biggest success stories of independent India is the rapid strides made in the field of agriculture. From a nation dependent on food imports to feed its population. India today is not only self-sufficient in grain production but also has substantial reserves. Dependence of India on agricultural imports and the crises of food shortage encountered in 1960's convinced planners that India's growing population, as well as concerns about national independence, security and political stability, required self sufficiency in food production. This perception led to a program of agricultural improvement called the green revolution. It involves bringing additional area under cultivation, extension of irrigation facilities, the use of improved high yielding variety of seeds, better techniques evolved through agricultural research, water management and plant protection through judicious uses of fertilizers, pesticides and cropping practices.

However, there are still a host of issues that need to be addressed regarding Indian agriculture. Indian agriculture is heavily dependent on monsoon. The monsoon plays a critical role in determining whether the harvest will be rich, average or poor. The structural weakness of the agriculture sector are reflected in the low level of public investment, exhaustion of the yield potential of new high yielding varieties of turmeric, unbalanced fertilizers use, low seeds replacement rate, an inadequate incentive system and post harvest value addition.

Statement of the problem:

Agricultural marketing plays an important role not only in stimulating production and consumption. But in accelerating the to pace of economic development also. An efficient marketing system ensures higher levels of income for the farmers and widens the market for the products by taking them to remote corners of the country. The marketing of agricultural products in general and pulses in particular has not registered as much attention as the introduction of new technology for improving yields in agriculture and further this marketing of farm products assumes greater significance with the gradual displacement of subsistence expansion output and filed in our country disposal of the form produce has become as important as the a option of the technology for farming by commercial agriculture. It is the pattern of movement of produce from farm to the ultimate consumer which plays a crucial role in assessing the returns to the farmer.

For better returns, stable price and attractive terms or trade will induce the cultivators to produce more and market a major proportion of what they produce. So it can be said that unless the marketing improves incentives provided only to increased production will not attract the cultivator in the desired strength. Existence of better market competition and prevalence of adequate infrastructural facility in the form of better roads, transportation, storage, market information etc., play a decisive role in improving the market structure, conduct and performance and thereby, the economic status of the cultivators. Hence, appropriate growth of market structure appears to be important to this context for increasing the marketing efficiency and rationalized market margins and to reduce the cost of it becomes imperative to the understand the nature and extent of market competition, marketing margins, costs and price spread.

There are several challenges involved in marketing of agricultural produce. There is limited access to the market information, literacy level among the farmers is low, multiple channels of distribution that eats away the pockets of both farmers and consumers. The Government funding of farmers is still of nascent stage and most of the small farmers still depend on the local money lenders who are lechers and charge high rate of interest.

The agriculture sector today is facing serious threats and challenges. The farmers are so poverty stricken and indebted. As a consequence the death toll of farmers suicides is rapidly increasing at an alarming rate. The contribution of agriculture to GDP has been declining year after year. There 13 shift in agricultural labour forces .The statistical data renewal agricultural labour forces that are shifting towards the construction industry, textile industry and other unorganised sectors, causing scarcity of labour force. The excess use of fertilizers, pesticides further affects the productivity.

The rise in the input cost, scarcity of labour and rise in wages and unorganised market structure are the main problems of Indian farmers. Today high risk and low profit margin are the twin conditions of Indian agriculture.

Being emerged from the farmer's family, the researchers have witnessed the suffering of the farmers. From the past of learning the researchers perceived that the turmeric as one of the remunerative commodities. Cultivating turmeric sometimes brings good reserves and sometimes very low prices.

Traditionally turmeric cultivations were developed only by small growers. The turmeric cultivation in Tamilnadu does generate more employment opportunities especially among the people in rural areas. Right from the stage or nursery formation to the harvesting stage, a lot of manual labour is required. Introduction of machines in turmeric cultivation is almost impossible due to its peculiar nature and hence a turmeric grower has to rely mainly upon human labour for preparation of land, mulching, weeding, manuring, spraying of pesticides and harvesting. The grower faces many problems in marketing such as quality maintenance, packing, storing, transport, time and price fixing. High price fixing boosts the income of the grower but in marketing he does not have a chance to fix the price of his products. The merchants and middle men are responsible for it.

Importance of the study

The principal use of turmeric worldwide is a major ingredient is curry powder, but it is also used in spices mixes. It was treasured by the ancient not only for fragrance and flour but also for its brilliant yellow colour. It is mentioned in the "Vedas" that the turmeric has been used of the time of marriages, worship and other religious ceremonies of the Hindus even known is considered a sign of good

omen of given prominence of the time of festival, etc. Turmeric has been used as an ingredient in Ayurvedic and Unani system of medicine in India for ancient times. It is claimed to be a stomach tonic, blood purifier, anthithistance, antacid, antiperiodics and carminative. Turmeric as a flavour agent and for importing digestion. It is added not only for colouring but also for increasing the flour and hotness of the food. It is used in pickles as a preservative and also as colouring matter for butter, cheese and other food stuffs. In most of the Asian countries, turmeric is used as a food additive in almost vegetables, meat and fish preparations. In the textile industry turmeric was used as a dye a silk, cotton and wool though it is no longer used as a dye due to lack of fastness. In the cosmetics in pharmaceutical industry, it is extensively used in preparations of indigenous medicines, turmeric is also an important spice used in culinary preparation. Therefore the present study made an attempt to throw on socio-economic conditions, production and marketing of turmeric cultivations in Perambalur districts. The researcher analyse the problems faced by turmeric farmers in Perambalur district.

Objectives of the study

- i. To study the trends of the production of turmeric in Perambalur district.
- ii. To examine the marketing pattern of turmeric in the study area.
- iii. To analyse the production and marketing problems of turmeric growers.
- iv. To assess the socio, economic, conditions of sample turmeric growers.
- v. To suggest suitable measures to improve the turmeric marketing.

Period of the study

To be more precise in analysis it was necessary to define the period of study. Primary data for the purpose of this research study were collected from January 2012 to December 2013. The secondary data were collected for a period of January 2012 to December 2014.

Sampling design and methodology

This study is an empirical research based on survey method. The present study is confined to Perambalur district of Tamilnadu. The Perambalur district is one of the leading districts in turmeric cultivation and turmeric is being cultivated in 943(2014-15) hectares (as per records of District Statistical Departments) in the district. Hence, this district has been chosen for the present study. The elicit the required primary data, it is decided to use multi-stage sampling technique.

Hypotheses

On the basis of the framed objectives, the researcher's theoretical knowledge, discussions with field experts and from other research studies, the following null hypothesis have been framed and these are subjected to appropriate statistical tests.

There is no significant association between the socio-economic characteristics (age, education level, size of the family, nature of family, number of family members in agriculture, size of the growers, allocation of land for turmeric cultivation, experience, gross annual income, annual net income in turmeric, gross annual expenditure and annual net expenditure in agriculture) of the sample farmers and their opinion about the existing market system.

Selection of the blocks

In Perambalur district, there are 4 blocks. Turmeric is being cultivated in the block viz., Veppanthattai block (Arumbavur, Malayapatti, Nerkunam,

Annamangalam, Boobalambadi); Perambalur block(Perambalur, Esani, Somanadapudur, Sengunam, Pudunaduvalur, Ammapalayam), Veppur block(Keelapuliur, Sirumathur, Sithali), Alathur block(Padalur, Chettikulam, Nattarmangalam, Siruvachur, Nakkasalem, Karai).

Scope of the study

This study is confined to Perambalur district of Tamilnadu. Turmeric is being grown in almost all the districts of the state. Perambalur district is one of the leading districts in turmeric cultivation. This study is an attempt to examine the cultivation and marketing of turmeric. The present study is based on both primary and secondary data. Required secondary data have been collected from websites of Food and Agriculture Organisation, Directorate of Economics and Statistics of Government of India, Season and Crop report of Government of Tamilnadu and the records of Perambalur district Statistical office for the between 2012 and 2014.

On the basis of collected secondary data, the present study influenced to make an in depth analysis of the trend in area, production and yield. On the basis of collected primary data, factors influencing turmeric cultivation, cultivation problems faced by turmeric cultivations, marketing cost, marketing efficiency, price spreads opinion of the turmeric growers about the existing marketing system have been examined.

Limitation of the study

In spite of all possible efforts to make the analysis more comprehensive and scientific, a study of the present kind is bound to have certain limitations. Some of them are as follows:

1. The study is conducted with the turmeric growers residing in the Perambalur district of Tamilnadu. Hence, general application of the result may be restricted only to similar socio-economic environment.
2. The farmers are not in the habit of maintaining the detailed accounts regarding turmeric yield, marketed price, income and expenses. Hence, the information from the memory of turmeric growers might be subjected to recall bias.
3. The size of the sample is restricted. Therefore, the limitation of a restricted sample size are applicable to the present study.
4. The result cannot be generalised and extended to other district due to difference in agro-climatic, soil conditions, irrigation facilities and labour available.

Result Analysis

Agriculture forms the backbone of Indian economy. A strong foundation of agriculture is necessary condition for sustained and rapid economic and social development in India. Without this, it will be impossible to accelerate growth and ensure sustained, improvement of the economy of the people. Agriculture can contribute substantially to the improvement of the rural as well as the overall economy and has the potential to become the leading sector in development; it provides food security, generates employment, helps to overcome poverty and contributes significantly to country's exports.

In this chapter, an attempt is made to bring together the findings emerged from the present study along with various suggestive measurements to improved the turmeric marketing conditions in the perembalur districts of Tamilnadu.

Findings

- Only 55.40% of the sample farmers on overall basic are found to be dissatisfied with the existing marketing system and neutral and satisfied are 29.60% and 15% respectively.
- It is clear that the main problem felt by the sample farmers is the labour shortage; this is followed by high wage rate, lack of finance, lack of water facilities, irregular supply of electricity, natural disaster, decreasing soil quality, severity of pest and diseases and high cost of inputs.
- It is found that 270(54%) sample farmers are in the old age group. Further 57.50% of the middle aged and 47.10% of the young sample farmers are dissatisfied with the existing marketing system.
- It is shown that 315(65%) sample farmers are educated up to school level. Further, 74.50% of their illiterate sample farmers and 50.15% of the school level sample farmers and 27.50% of the college level sample farmers are dissatisfied with the existing marketing system.
- In size of the family analysis, it is found that 54.70% sample farmers are in the small group. Further 57.80% of the medium size and 53.80% large size family sample farmers are dissatisfied with the existing marketing system.
- In nature of the family analysis 58.40% of the nuclear family and 47.90% of the joint family sample farmers are dissatisfied with the existing marketing system.
- It is found that 53.50% sample farmers are in group 'A' and 59.50% of the Group 'B' sample farmers are dissatisfied with the existing marketing system.
- In the size of grower's analysis, it is found that 35% sample farmers are in big. Further, it is clear that 81.80% of the marginal farmers and 69.10% of the small farmers are dissatisfied with the existing marketing system.
- It is found that 52.90% of sample farmers are in Group 'A', 66.50% of sample farmers are in group 'B' and 45.20% Group 'C' sample farmers are dissatisfied with the existing marketing system.
- In farm experience analysis 52.80% sample farmers are having less farm experience, 44.80% of the medium farm experience sample farmers, and 68.60% of the high farm experience sample farmers are dissatisfied with the existing marketing system.
- It is found that 73.90% of the low gross annual income group, 52.10% of the middle gross annual income group and 20.00% of the high annual income group are dissatisfied with the existing marketing system.
- In annual net income in turmeric cultivation analysis, 80.30% of sample farmers are in low income level group, 65.60% of sample farmers are in middle income level and 32.40% of high income level sample farmers are dissatisfied with the existing marketing system.
- It is found that 40.10% of sample farmers are in the low level annual expenditure, further, 39.90% of the medium level annual expenditure, and 45.30% of the high level annual expenditure sample farmers are dissatisfied with the existing marketing system.
- In annual net expenditure in agriculture analysis, 34.50% sample farmers are in the high level annual net expenditure, 60.10% of the medium level expenditure sample farmers and 80.74% of the low level expenditure sample farmers are dissatisfied with the existing marketing system.

In chi – square test analysis, it is found that opinion of sample farmers and socio – economic characteristics like gross annual expenditure is insignificant where as age, educational level, size of the family, nature of the family, number of family members involved in agriculture, size of the growers, allocation of area of land for turmeric cultivation, experiences, gross annual income, annual net income

in turmeric cultivation and annual net expenditure in agriculture and opinion of the sample farmers are significant. Contingency co- efficient analysis supported the result of chi – square test in all aspects.

Suggestions

In the higher of the findings of the present study and on the basic suggestions offered by the sample respondents, the following suggestions are offered.

1. In the present study, it is found that area and production of turmeric in perembalur district 267 hectares reduced in 2015 -16, because of unfavourable price, fluctuation in price, high cost of inputs, high wage rate, lack of water facilities, lack of finance and inadequate subsidies. Hence, it is suggested that the Government of Tamilnadu should initiate the provision of seeds, fertilizers and pesticides at a subsidised ratio through co – operative societies. If government has consider this suggestion seriously, it is hope that more number of farmers will come forward to cultivate the turmeric in more areas and this will increase the economy of the nation.

Besides, considering the importance of turmeric production to agricultural economy, the government of Tamilnadu has to take all possible efforts to popularise the basic turmeric production technology by way of improved varieties of seeds, fertilizers recommendations plant production schedule.

2. In the present study, it is found that labour shortage as an important problem in turmeric cultivation and due to this, turmeric growers are facing a lot of problems. Farm mechanisation is the viable solution to overcome this problem

3. As seed play a vital role in enhancing the agricultural production, it is must to check the quality of seeds before used the sowing. The seed testing laboratory is the hub of quality control. Seed testing services are required from time to time to gain information regarding planting value or seed lots. To carry out the responsibilities effectively, it is necessary that seed testing laboratory is established, manned and equipped in a manner such that whatever samples are received from the district could be analysed in the least possible time, so that seed quality control work and the tread of the seed industry are effectively met.

4. While examining the factors influencing the sample farmers to turmeric cultivation, it is found that sample farmers are considering more return as an important factor for turmeric cultivation. In this regard government has to fix the price for turmeric by considering the cost of cultivation.

5. In the present study, it is found 55.40% of the turmeric growers are dissatisfied with the existing marketing system. Hence, it is suggested that the government of India, Ministry of agriculture, Government of Tamilnadu co- operative banks should take all possible steps to provide loan, marketing development and technical assistance to the turmeric growers also evolving.

6. In the present study, it is found that price fluctuation has been identified as an important marketing problem to the turmeric growers.. In this regard Government of India has to provides price support policy in order protect the sample farmers from the exploitative practices of the private traders.

7. It is observed that the turmeric market is still unregulated in perambalur district, it is suggested their turmeric market should be well – regulated In this regard, Government of Tamilnadu should intervene to ensure proper and efficient functioning of regulated market & and co- operative societies.

8. In the present study, it is observed that majority of the turmeric growers are dissatisfied about the information provided by the agricultural officers in their respective blocks. Hence, It is suggested that agricultural officers should provide

necessary information to the turmeric growers relating to cultivation of through field visit or through conducting awareness campaigns at a regular intervals.

Conclusion

In the international market, the Indian turmeric variety is very popular among the major turmeric improvers. Through many specifications regarding quality control have been announced by most of the importing countries, the quantity as well as the value of turmeric export has increased manifold due to the efforts taken by the spices Board, which has been established by Government of India. Many of the developed countries like the USA, the UK and Japan are taking much interest in purchasing Indian turmeric due to high degree of quality consciousness being followed by the Indian exporters. India has the potential to become major players in the world trade of spices. The processed forms of turmeric exported are dry turmeric, fresh turmeric, turmeric powder and oleoresin. Even though the production in India is high surplus is less because of higher domestic consumption.

Though the agricultural sector in the perembalur district has been facing difficulties since the latter part of 1990's till recently, there was no serious attempt to understand the problem and take corrective measures. Efforts are needed from all concerned institutions for introducing incentives and loan repayment scheme for farmers, reducing interest on all agricultural loans, covering the national agricultural insurance scheme, increasing the scope and covering of price stabilisation fund, and strengthening fund, and strengthening the agricultural extension support by the government.