



A STUDY ON THE PROBLEMS FACED BY FARMERS IN PADDY MARKETING OF CAUVERY DELTA REGION, TAMILNADU

S. Karthick¹, Dr. R. Saminathan² and Dr. R. Gopinath³

¹Part Time Research Scholar, Government Arts and Science College (Affiliated to Bharathidasan University, Trichirappalli), Kumuluar, Lalgudi, Tiruchirappalli, Tamil Nadu, India

²Associate Professor & Head, PG and Research Department of Commerce, Government Arts and Science College, (Formerly Bharathidasan University Constituent College) (Affiliated to Bharathidasan University, Trichirappalli), Kumuluar, Lalgudi, Tiruchirappalli, Tamil Nadu, India

³D.Litt. (Business Administration)- Researcher, Madurai Kamaraj University, Tamil Nadu, India

ABSTRACT

The most significant characteristic of a sound marketing system lies in the distribution channel. Marketing is a strong instrument whereby per capita income could be raised leading to a higher standard of living. Using an efficient marketing channel ensures the highest price of the product, which leads to raising income; and thus ultimately improves living conditions. The marketing channels used by the agricultural producers are not always performing at the same efficiency in terms of their earnings i.e., different channels have different earnings.

Key words: Agriculture Marketing, Farmers Problems, Paddy Marketing.

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1. INTRODUCTION

Agriculture has a significant role for the contribution of Gross Domestic Product (GDP) in developing countries and provides employment to bulk of the people surpassing the contribution of the other sectors. The contribution of agriculture as a proportion of GDP was more than 50 per cent in 1950's and it declined to 29 per cent during 1980's. The share of agriculture in GDP was only three per cent during 1980s and two per cent in late 1990s in high income countries.

The most significant characteristic of a sound marketing system lies in the distribution channel. Marketing is a strong instrument whereby per capita income could be raised leading

to a higher standard of living (Rahman *et al.*, 2005; William and Elizabeth, 1999; Hosley and Wee, 1988; Wood and Vitell, 1986). Using an efficient marketing channel ensures the highest price for the product, which leads to raising income (Hayami *et al.*, 1999; Saediman *et al.*, 2004) and thus ultimately improves living conditions. The marketing channels used by the agricultural producers are not always performing at the same efficiency in terms of their earnings i.e. different channels have different earnings. Socio economic conditions, disorganized conditions of the producer, nature of the product, lack of infrastructural facilities, marketing complexity etc. create obstacles against the use of efficient alternative channels, although these channels help to earn more returns than the usual channels (Karthick & Saminathan, 2020 a). By using efficient alternative channels, farmers create competition among the middlemen; as a result, farmers are benefited by the competitive price by enhancing their bargaining power (Modoe and Wiggins, 1996).

2. AGRICULTURAL MARKET IN INDIA

India has a vast agricultural raw-material base, and in the present times of liberalization of economy, agriculture is also undergoing a sea change. The multinational companies are rushing to India in the areas of fast food and processed foods with the hope of utilizing this vast agricultural base. This has created opportunities as well as challenges in the area of agricultural marketing. On one hand, there are opportunities for the marketer, on the other hand the land holdings of the farmers are getting smaller and smaller. They are unable to make heavy investments and reap benefits of scale. The prices of agricultural products are falling, while the cost of inputs is increasing (Karthick & Saminathan, 2020 b). This situation has created several newer arrangements in the field of agricultural marketing in India.

3. MARKET REGULATIONS IN TAMIL NADU

Agricultural development in Tamil Nadu has been quite remarkable during the last few decades, thanks to the Green Revolution, White Revolution, improved techniques of cultivation and irrigation and the like. The marketable surplus increased significantly due to increased output and rural agricultural markets assumed greater importance with the commercialization of agriculture.

4. NEED FOR THE STUDY

Paddy cultivation is to improve the standard of living and the capacity of people to spend for food, housing, clothing, education, medicine and the other amenities of life. Marketing costs are needed in the flow of goods from producers to consumers. They affect the prices of goods at the producers' and the consumers' level. Reduced marketing costs increase the farmer's earnings, indicating the marketing efficiency of the farmer. It is important to distinguish between the income from the usual marketing channel and from alternative marketing channels (Saminathan & Karthick, 2020). By selling two different kinds of products to different kinds of intermediaries, farmers got different prices. Therefore, the researcher has conducted a scientific study on paddy marketing and its significance in the study area.

5. STATEMENT OF THE PROBLEM

Agriculture plays a primary role in the process of economic development of developing countries including India. Indian economy is basically agricultural in nature and the very economic structure of India rests upon agriculture. It is the most competitive sector and is considered as the backbone of the Indian economy. In general, the importance of agriculture in the economic development of any country, rich or poor, is borne out by the fact that it is the

primary sector of the economy, which provides the basic ingredients, necessary for the existence of human race and also provides most of the raw materials to many industries.

6. OBJECTIVES OF THE STUDY

The following are the objectives framed for the present study. The primary objective of the present study is;

- To study the production, consumption, marketing of paddy in the selected areas of Cauvery delta.
- The secondary objectives are the various problems of agricultural marketing of paddy;
- To examine the production and marketing problems of paddy growers.
- To suggest suitable measures to prospect the paddy marketing.

7. METHODOLOGY OF THE STUDY

After conducting a preliminary survey in the Cauvery delta Centres, four areas are selected which are predominant areas of supply of paddy namely Thanjavur, Tiruvarur, Nagappattiam, and Trichy. 650 respondents are selected through convenient random sampling method. The study is an exploratory study.

Table 1 Distribution of the Farmers based on the Universe

S.No	Selected Place of the Centres / Farmers engaged in Rice Cultivation, Cavery Delta Region	Total Productive Centres	Total Farmers /Universe	Sample Size
1.	Thanjavur	20	2800	189
2.	Tiruvarur	17	1400	120
3.	Trichy	32	3400	213
4.	Nagappattiam	7	650	128
	Total	76	8250	650

The study follows both primary and secondary data. Structured schedule was used to collect primary data from the respondents.

8. PERIOD OF THE STUDY

Primary data for the purpose of this research study were collected in the period from 2018 to 2020. The parameters used to collect information are area wise respondents' details; Age, Marital Status, Educational Qualification, Traditional Occupation, Acre of Land ownership, Years of agricultural enterprise, Promotional methods for selling Paddy, Capital investment in Agri-business, Amount of investment in Paddy cultivation, income earned from agriculture, Various dimensions of Marketing of Agricultural produce and problems, Labour problems, raw material, technological, production, inter-firm competition, Marketing & information related problems, Finance related problems. Government policy and market conditions and general business environment.

9. STATISTICAL TECHNIQUES

The present study follows scientific analysis by using Standard deviation, frequency distribution, cross tabulation, correlation, pie-charts, Karl Pearson correlation, Chi-Square, Inter-Correlation, Wilcoxon-Mann-Whitney test, ANOVAs etc for analysis of data and presentation.

10. SCOPE OF THE STUDY

Today, the agricultural sector is facing serious threats and challenges. The farmers/cultivators are in financial suffering and in debt. As an outcome, the cases of farmers committing suicides are increasing. The contribution of agriculture to GDP has been declining every year. The farmers/cultivators are shifting towards the other sectors i.e textile industry, construction industry, and other unorganized sectors, resulting in scarcity of labour force. Today agriculture is assumed to be a loss incurring and not that much income generating unit. The massive increase of costs, unavailability of labour and further rise in wages and unorganized market structure are the main problems of Indian farmers. Further, Similar studies discussed and concludes that Emotional Intelligence's influence on Self- Actualization (Gopinath, 2020), Stress Management by Development of Emotional Intelligence (Gopinath & Ganesan, 2014), Employees' Job Satisfaction (Gopinath & Kalpana, 2019) and Green Marketing (Usharani & Gopinath, 2020).

The present study includes all the analysis of various proportions with different nature of problems (production, Labour, raw material (seed, fertilizers etc), technological, inter-firm competition, Marketing information, Finance, Government's unfavourable policy and market conditions are the present issues today. As a result, the present study attempts to evolve suitable measures to overcome marketing problems and promoting innovative measures in agricultural marketing.

11. LIMITATIONS OF THE STUDY

The present study also has limitations;

- The present study is restricted to only paddy cultivators and ignored other crop pattern cultivators.
- The present study is conducted only in selected areas of Cauvery delta and the results of this can't be substantiated with situations in other places.
- The present study included business operation, paddy cultivation and problems of farmers and business environment in Cauvery delta. The problems and results of this district cannot be assumed for other delta areas.

12. HYPOTHESES OF THE STUDY

Some of the hypotheses proposed for the study by the researcher.

- There is a significant relationship between the amount investment and their overall dimensions of marketing problems faced by paddy growers.
- There is a significant relationship between the income earned through agricultural business and their overall dimensions of marketing problems.
- There is an association between the educational qualification of the respondents and their various dimensions of stress vulnerability.
- There is a significant relationship between the marketing activities of agricultural products and their overall dimensions of marketing problems.

Table 2 Total amount of investment per year in Agriculture

S. No	Investment per year	Cauvery Delta Region								Total	
		Thanjaur		Tiruvarur		Trichy		Nagappattiam		N	%
		N	%	N	%	N	%	N	%		
1.	Upto 20000	53	28.00	38	32.00	73	34.00	38	30.00	202	31.00
2.	20001 - 30000	23	12.00	15	13.00	37	17.00	15	11.00	90	14.00
3.	30001 - 40000	33	17.00	29	24.00	25	12.00	26	21.00	113	17.00
4.	40001 - 50000	30	16.00	12	10.00	29	14.00	18	14.00	89	14.00
5.	Above 50000	50	27.00	26	21.00	49	23.00	31	24.00	156	24.00
	Total	189	100.00	120	100.00	213	100.00	128	100.00	650	100.00

Source: Primary data

The above table notices the aggregate sum of interest in farming every year. The classification up to ₹20,000 comprises the most noteworthy (31%). 24 percent of the farmers have contributed over ₹50,000. 17 percent of the farmers have contributed somewhere in the range of ₹30,000 and ₹40,000, 14 percent of the farmers have contributed somewhere in the range of ₹20001 and ₹30000 and ₹40001 and ₹50000. It is perceived that most of the farmers put more in horticulture and accept to acquire rate of profitability.

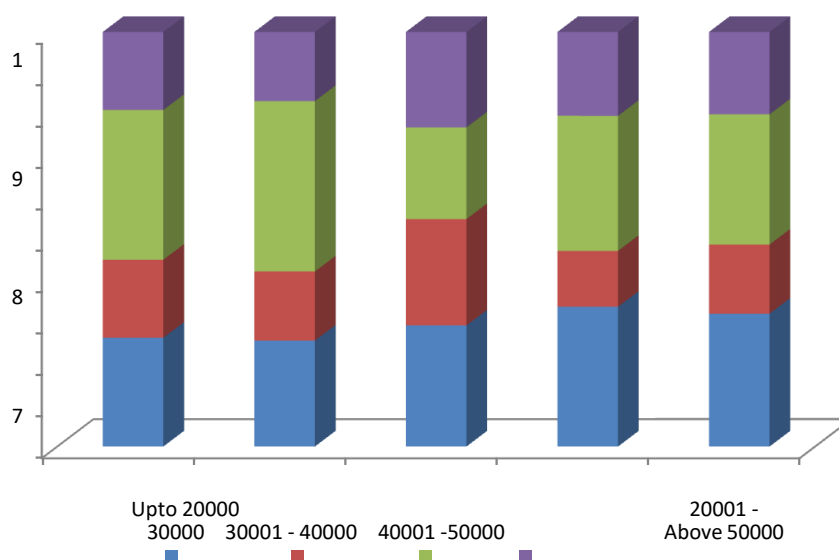


Figure 1 Total amount of investment per year in Agriculture

Table 3 Total Income earned through Agricultural Business

S. No	Income per year	Cauvery Delta Region								Total	
		Thanjaur		Tiruvarur		Trichy		Nagappattiam		N	%
		N	%	N	%	N	%	N	%		
1.	Upto 20000	79	42.00	57	47.00	101	47.00	52	41.00	289	44.00
2.	20001 - 30000	23	12.00	15	13.00	37	17.00	15	11.00	90	14.00
3.	30001 - 40000	33	17.00	29	24.00	25	12.00	26	21.00	113	17.00
4.	40001 - 50000	30	16.00	12	10.00	29	14.00	18	14.00	89	14.00
5.	Above 50000	24	13.00	7	6.00	21	10.00	17	13.00	69	11.00
	Total	189	100.00	120	100.00	213	100.00	128	100.00	650	100.00

Source: Primary data

The over the table clarifies about the pay acquired by farmers. There are 44 percent of the farmers who procure month to month pay up to ₹20,000. 17 percent of farmers' pay from horticulture is ₹30001 to ₹40000, trailed by 14 percent of farmers who acquire somewhere in the range of ₹40,001 and ₹50,000 and 11 percent of the farmers create pay over ₹50,000 (Gopinath, 2011 a & b).

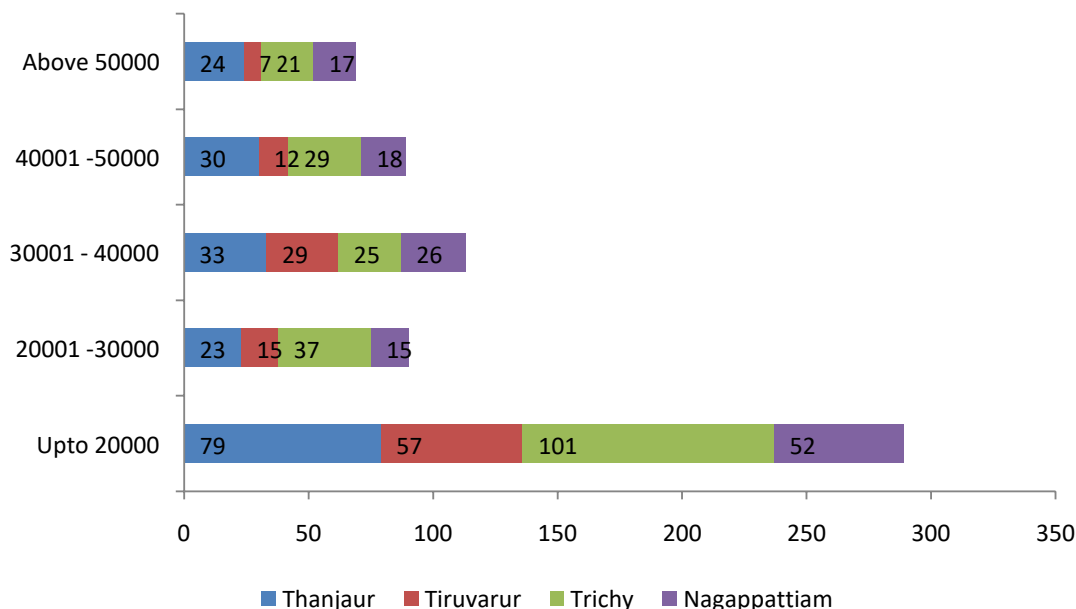


Figure 2 Total income earned through Agricultural Business

Table 4 Education wise and Cauvery Delta Region Wise Classification of the Farmers

S. No	Education	Cauvery Delta Region								Total	
		Thanjaur		Tiruvarur		Trichy		Nagappattiam		N	%
		N	%	N	%	N	%	N	%		
1.	Illiterate	56	29.00	51	43.00	63	29.00	53	41.00	223	34.00
2.	Primary	90	48.00	45	37.00	99	47.00	28	22.00	262	41.00
3.	Middle	29	15.00	21	17.00	29	14.00	26	20.00	105	16.00
4.	High School	14	8.00	3	3.00	22	10.00	21	17.00	60	9.00
	Total	189	100.00	120	100.00	213	100.00	128	100.00	650	100.00

Source: Primary data

The above table shows instructive capability of the farmers and the Cauvery Delta region wise arrangements. Out of 650 farmers, 262 (41%) of the farmers have had elementary school training. 105 (16%) of the farmers have finished center school; concentrate just 9% of the farmers considered up to secondary school level (Saminathan *et al.*, 2020).

With respect to the work environment most of farmers from Thanjaur 48% and 47% from Trichy have done grade school level training. Thusly it is perceived from the investigation that the vast majority of them have concentrated just up to elementary school level and are unskilled people, since the agribusiness work doesn't need any instructive capabilities (Gopinath *et al.*, 2016).

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Figure 3 Education wise and Cauvery Delta region wise classification of the farmers

Table 5 Difficulties related to Production and Selling of Agricultural Products

S. No	Difficulties	Cauvery Delta Region								Total	
		Thanjaur		Tiruvarur		Trichy		Nagappattiam		N	%
		N	%	N	%	N	%	N	%		
1.	Land Related	38	20.00	15	13.00	16	7.00	18	14.00	87	13.00
2.	Machinery/ Technical	27	14.00	17	14.00	35	17.00	16	12.00	95	15.00
3.	Financial	56	30.00	34	29.00	88	41.00	33	26.00	211	33.00
4.	Labours	48	25.00	31	26.00	48	23.00	41	32.00	168	26.00
5.	Marketing	16	9.00	19	15.00	16	7.00	13	10.00	64	10.00
6.	Others	4	2.00	4	3.00	10	5.00	7	6.00	25	4.00
	Total	189	100.00	120	100.00	213	100.00	128	100.00	650	100.00

Source: Primary data

The above table discloses the challenges identified with creation and selling of horticultural items by the farmers. The dominant part 211 (33%) of the farmers revealed monetary challenges; 26 percent of the farmers express work related issues. 15 percent of them experience apparatus/specialized related issues. 13 percent of the farmers revealed land related issues. Furthermore, 10% the farmers experience showcasing challenges (Gopinath, 2019).

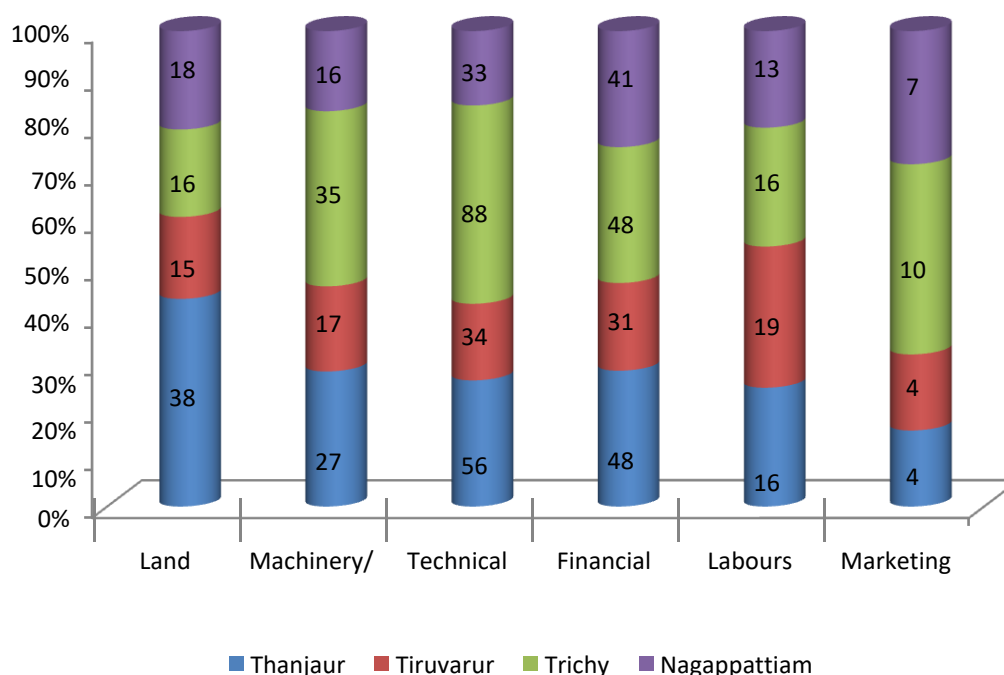


Figure 4 Difficulties related to Production and Selling of Agricultural Products

13. SUGGESTION TO THE FARMERS IN INDIA

- Farmers in India should try to reduce their cost of production improve product quality, thereby they can compete in international market.
- Managing the level of stress and behaving wisely will also supports the farmers to earn more profit (Gopinath, 2013).
- Indian farmers should cultivate high exportable products like horticulture products, processed products, marine products. etc.
- Farmers should reduce their cost of production; thereby they can compete for an increased price of agricultural products in the world. (Means they can compete with MNCs products).
- Farmers should consider themselves in groups to cultivate farming of products; thereby they can reduce their cost and also use modern technology.

14. CONCLUSION

The agricultural development policy in the times of yore has intensified the interclass inequalities. Apart from the imputed value of family effort, the other effects like cost of production on the whole income etc., are not favourable to the small farmers. This should be monitored by the government (Kalpana *et. al.*, 2013). The Government can lend its support to the farmers by providing transport convenience, maintaining good roads and providing financial assistance for suckers and fertilizers, so that the small and average farmers may also have more yield of paddy.

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