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

**Thesis submitted to the Bharathidasan University in partial fulfilment of the requirement for the award of the Degree of**

**DOCTOR OF PHILOSOPHY IN COMMERCE**


**Submitted by**

**S.KARTHICK**

(Ref. No: 7130/Ph.DK6/Commerce/Part Time/April 2014)

**Under the Supervision of**

**Dr. R.SAMINATHAN, M.Com.,M.B.A.,M.Phil.,B.Ed.,Ph.D.,**

Associate Professor and Head

**PG AND RESEARCH DEPARTMENT OF COMMERCE,**

**GOVERNMENT ARTS AND SCIENCE COLLEGE,**

**(FORMERLY BHARATHIDASAN UNIVERSITY CONSTITUENT COLLEGE)**

**KUMULUR, LALGUDI, TIRUCHIRAPPALLI (DT)**


**FEBRUARY - 2022**

**Dr. R.SAMINATHAN, M.Com., M.B.A., M.Phil., B.Ed., Ph.D.,**
Research Advisor, Associate Professor and Head,
PG and Research Department of Commerce,
Government Arts and Science College,
(Formerly Bharathidasan University Constituent College)
Kumulur, Lalgudi, Tiruchirappalli (Dt)

---

# CERTIFICATE

This is to certify that the Ph.D., thesis entitled "**A STUDY ON THE PROBLEMS FACED BY FARMERS IN PADDY MARKETING OF CAUVERY DELTA REGION – TAMILNADU"** is a bonafide record research work done by **Mr.S.KARTHICK (Ref. No: 7130/Ph.DK6/Commerce/Part Time/April 2014)** under my guidance and supervision and the thesis has not previously formed the basis for the award of any degree, diploma, fellowship or similar title. The thesis represents entirely an independent work of the candidate.

Place :
Date :

**(Dr. R.SAMINATHAN)**

# DECLARATION

**I, S.KARTHICK, Ph.D. Research Scholar, Bharathidasan University, Tiruchirappalli - 620 024 do hereby declare that the thesis entitled "A STUDY ON THE PROBLEMS FACED BY FARMERS IN PADDY MARKETING OF CAUVERY DELTA REGION – TAMILNADU" submitted to the Bharathidasan University for the award of the degree of DOCTOR OF PHILOSOPHY IN COMMERCE is my original work and that the thesis has not formed the basis for the award of any degree, diploma, fellowship or any other similar title.**

**Place :**

**Date :**

**(S.KARTHICK)**

URKUND

## Document Information

**Analyzed document** KARTHICK_S_REF_NO_7130_-Ph.D_4-COMMERCE-PART_TIME_-APRIL_2014.pdf (D95858446)

| | |
|---|---|
| **Submitted** | 2/18/2021 6:32:00 AM |
| **Submitted by** | Sriniv asaragavan S |
| **Submitter email** | bd ulib@gmail.com |
| **Similarity** | 6% |
| **Analysis address** | bdulib.bdu@analysis.urkund.com |

## ACKNOWLEDGEMENT

**I am really indebted to my guide Dr. R.SAMINATHAN, Research Advisor, Associate Professor and Head Research Department of Commerce, Government Arts and Science College, (Formerly Bharadhidasan University Constituent College), Lalgudi, for his inspiring force behind this research work. He has been my guide in the true sense of word and offered me valuable guidance and suggestions to complete this work successfully.**

**I express my sincere thanks to UNIVERSITY AUTHORITIES, Bharathidasan University, Trichy for giving me this opportunity.**

**I feel immense pleasure to express my heartfelt gratitude to my Doctoral Committee members Dr.K.Ravichandran, Professor in Co Operation, Ganthigram Rural Institute Deemed University, Ganthigram, Dindigul and Dr.V.S.Rajakrishnan, Assistant Professor in Commerce, EGS Pillai Arts and Science College, Nagapattinam for providing me the valuable suggestions and needed help to make this study.**

**I express my gratitude to my former Research Supervisor Late.Dr.A.SHANMUGASUNDARAM, Assistant Professor in Commerce, Thiru. Vi. Ka. Government Arts College, Thiruvarur for formerly offered the valuable guidance to me and Dr.G.GEETHA, Principal, Thiru. Vi. Ka. Government Arts College, Thiruvarur and Dr.G.RAMU, Assistant Professor and Head, Thiru. Vi. Ka. Government Arts College, Thiruvarur for their encouragement to me to complete the research work.**

**I also extend my sincere thanks to Dr. K.MARIYAMMAL, Principal, Government Arts and Science College, Lalgudi for his enthusiasm to me to complete the research work and also the Faculty Members of Commerce and Business Administration for their continuous encouragement.**

**I honestly thank Dr.R.KANNAN, Principal, Government Arts and Science College, Aranthangi, Dr.N.K.Rajendran H.O.D. of Commerce and all the STAFF MEMBERS of Government Arts and Science College, Aranthangi who motivated and supported me to complete my thesis successfully.**

**I express my thanks to Dr.A.UTHIRAPATHY, Director of Physical Education (Retired) Thiru. Vi. Ka. Government Arts College, Thiruvarur former Syndicate Member, Bharathidasan University, Thiruchirappalli for his motivation and support to me to complete this research work.**

**I express my thanks to my father T.SELLAPPAN and my mother S.ANJALAI for their blessings to complete this research work successfully.**

**I am liable to place my regards to my wife K.ELAIVANI and my daughter K.BHAVISHKA for their support throughout this research work.**

**S.KARTHICK**

# CONTENTS

# LIST OF TABLES

# LIST OF FIGURES

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

**Dr. R.SAMINATHAN,**
**M.Com.,M.B.A.,M.Phil.,B.Ed.,Ph.D.,**
**Research Supervisor**
**Associate Professor and Head**

**S.KARTHICK**
**(Ref. No: 7130/Ph.DK6/Commerce/ Part Time/April 2014)**
**Research Scholar**

**Abstract**

**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. 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. 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 prices of agricultural products are falling, while the cost of inputs is increasing. This situation has created several newer arrangements in the field of agricultural marketing in India. 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. 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. 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 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.**

# CHAPTER - I

# INTRODUCTION AND DESIGN OF THE STUDY

## 1.1. INTRODUCTION

**Agriculture has a huge function for the commitment of Gross Domestic Product (GDP) in agricultural nations and gives work to heft of individuals outperforming the commitment of different areas. The commitment of agriculture as an extent of GDP was more than 50% in 1950's and it declined to 29 percent during 1980's. The portion of farming in GDP was just three percent during 1980s and two percent in late 1990s in major league salary nations (World Bank, 2000).**

**As any economy develops and the creation of the essential area (Agriculture) as a level of the GDP enrolls a sharp decrease. Most of the populace is subject to agriculture for their business in non-industrial nations, while country populace comprises just 26 percent in the created nations. Inspite of mechanical advancement in non-industrial nations, farming remaining parts the significant area and around 40% of the populace lives in rustic zones. Since the majorities of the poor are in the open country and are subject to agribusiness for vocation, government intercession in agriculture is broad and farming improvement holds the way to in general monetary turn of events.**

**The main quality of a sound promoting framework lies in the conveyance channel. Showcasing is a solid instrument whereby per capita pay could be raised prompting a better quality of living (Rahman et al., 2005; William and Elizabeth, 1999; Hosley and Wee, 1988; Wood and Vitell, 1986). Utilizing an effective showcasing channel guarantees the greatest cost for the item, which prompts raising**

pay (Hayami et al., 1999; Saediman et al., 2004) and consequently eventually improves day to day environments. The promoting channels utilized by the agrarian makers are not continually performing at similar proficiency as far as their income for example various channels have diverse income. Financial conditions, disordered states of the maker, nature of the item, absence of infrastructural offices, advertising intricacy and so forth make impediments against the utilization of productive elective channels, despite the fact that these channels help to procure a larger number of profits than the typical channels. By utilizing effective elective channels, Farmers make rivalry among the go betweens; thus, Farmers are profited by the serious cost by improving their bartering power (Modoe and Wiggins, 1996). Elective channels energize the item advancement that guarantees the worth expansion. It decreases the separation between the Farmer and the last customer; consequently diminishing the mediators' offer in the channel, which eventually builds the Farmer's offer on the shopper's value (Rahman et al., 2005).

Among farming harvests, paddy without a doubt comprises the biggest and most significant area regarding pay. During and after the green upset, the rice creation area increased substantially more significance than paddy promoting. Thus, the yield rate shockingly expanded, yet return is still lower than that of different harvests. 'The financial returns for paddy creation, trade equality costs, are a lot of lower than for some, elective yields, including vegetables.' There is no uncertainty that as of late, business exercises have expanded in India. Yet, expanded business movement isn't generally an indication of expanding abundance: it could be a pointer of pain deals and expanded destitution. Such real factors stress the significance of ensuring the Farmers' advantages against amazing dealers, the need to decrease the danger of rice creation

**through value adjustment and to ensure rustic vocations and food security at both miniature and full scale levels. To evade misfortunes and disintegration in the nature of their produce, numerous Farmers neglect to hold them for sometime later/deal, which prompts post collect market excess of paddy and constrains them to sell at lower cost. The little attractive overflow of the individual cultivators, their confused conditions, absence of storerooms, deficient market data, the selling of crude items and different conditions clarify the assortment of middle people. Simple creation of farming wares doesn't bode well without improvement of market and showcasing administrations to offer those products to the buyers or clients at right costs.**

**Agriculture is the establishment of the Indian economy and the fundamental methods for job for more than 60% of the populace. Gross domestic product was close to 17.1 percent during 2018-19 and went down further to simply around 16 percent in 2019-20. India is generally founded on rural economy, with 66% of its populace, making out their reality from farmland. Notwithstanding, challenges before agribusiness have been expanding, for example, ecological changes and mechanical difficulties. Expansion in info cost and varieties in yield cost are the serious issues today. Farming creation is characterized into three sorts, for example, creation of food-grain crops, business/money yields and cultivation crops.**

**The term rural advertising is made out of two words, farming and promoting. Agriculture, in the broadest sense, implies exercises focused on the utilization of regular assets for human government assistance, i.e., it incorporates all the essential exercises of creation, used to developing harvests and animals. Showcasing interfaces a progression of exercises engaged with moving the merchandise from the beginning**

**stage of creation to the end purpose of utilization. Advertising comprises of all exercises associated with the production of time, spot, structure and ownership utility.**

**Agrarian promoting includes in its most straightforward structure the purchasing and selling of agricultural produce. This meaning of agricultural showcasing was applicable in more seasoned days when the town economy was pretty much independent and when the advertising of agrarian produce introduced no trouble as the Farmer sold his produce straightforwardly to the purchaser on a money or deal premise. Yet, in present day time, showcasing of farming produce is not quite the same as that of more established days. Today, rural produce needs to go through a progression of moves or trades starting with one hand then onto the next before it at last arrives at the shopper. There is an overall assent that farming showcasing and the idea of utilization, creation and promoting of agricultural produce are basic. There is a need to go ahead with arrangements to address such issues. To be the upper hand at the world situation, it is the need of great importance to improve and protect the rural area.**

## 1.2. HISTORY AND DEVELOPMENT OF AGRICULTURE MARKETS

**Administration of India took a few activities to impact the structure and lead of the market to improve the exhibition of farming showcasing framework. With the foundation of Central Marketing Committee in 1935, which is as of now known as Directorate of Marketing and Inspection, government intercession in farming advertising is perceived. The Directorate educated the States to institute enactments for the guideline of business sectors for rural produce and the cycle of guideline began with the beginning of managed markets. The controlled business sectors were set up to direct adequately deal and acquisition of rural deliver and set up market yards for advertising of rural produce.**

**During the time spent progression and expanded market access, the future exchanging farming items is being embraced. The public authority likewise manages fates exchanging agrarian wares and at first allowed prospects exchanging items like jaggery, dark pepper and turmeric. The 'Kabra Committee' designated by the Government in 1993 to investigate prospects exchanging and propose measures, suggested fates exchanging 17 significant farming items, for example, cotton kapas, jute and jute merchandise, all significant oil seeds and their oils and cakes, rice grain oil and espresso.**

**There were 6,528 discount amassing markets and 6,052 managed markets – 2,149 chief business sectors and 3,903 business sectors as on 31st March 1988 (Dantwala, 1991) and the quantity of discount markets expanded to 7,169 of which 7,001 are covered under the market guideline program.**

**As indicated by Thakur and Shandil (1993) the controlled business sectors, which were set up in various pieces of the nation, demonstrated a huge expansion in their numbers from 150 to 6,251 somewhere in the range of 1947 and 1990. In 1991 there were 10,000 provincial essential business sectors in the nation, which take into account the prerequisites of dominant part of little and peripheral Farmers and the number expanded to 17,040 out of 1992. Agricultural products worth Rs.62,000 crores were exchanged these discount markets during 1992-93. Various social orders like promoting social orders, milk gracefully social orders, poultry social orders, domesticated animals items social orders, cultivating social orders, cotton ginning and handling social orders, other agricultural preparing social orders and fisheries social orders were set up to practice intercession impacts of different structures on the structure, lead and execution of the showcasing framework. These social orders**

practice a huge and positive effect available cost through acquirement giving post collect administrations like stockpiling and credit offices. There is a colossal expansion in the number and enrollment of such social orders in India.

### 1.2.1. Government Initiatives and Support Programmes

Perceiving the significance of logical stockpiling, especially to little and minor Farmers, the Government of India dispatched a plan for the foundation of a public lattice of country godowns in 1979-80 with the twin goals of forestalling post collect misfortunes because of vermin and bugs by giving logical stockpiling to agricultural produce and anticipation of trouble offer of food grains and other produce following harvest by giving advances against the produce stockpiling in the godowns. The logical stockpiling limit which was irrelevant at the hour of freedom went upto 591 lakh tons toward the finish of March, 2006.

Reviewing of agricultural items under Agmark for homegrown market has stayed willful and is completed for various wares like vegetable oils, ghee, rice, wheat flour, potatoes, natural products, beats and such. An organization of focal and provincial research centers was set up by the Directorate of Marketing and Inspection for accreditation of 157 products under AGMARK. The State Governments were likewise urged to set up such research centers. At present there are around 700 labs and 400 approved packers for AGMARK items. Evaluating offices were likewise made at around 1,014 business sectors to urge the Farmers to review their homestead produce before deal, to guarantee quality and better cost.

There is a huge development in the handling business especially food preparing industry, which is viewed as 'Dawn Industry' because of coordinated endeavors taken

**up by the public authority through advancement and speculation advancement. These enterprises produced sizeable business openings and contributed for diminishing post collect misfortunes and expansion in ranch pay. The public authority has additionally been actualizing the Huller Subsidy Scheme in different States to advance modernisation of the little huller units.**

**As of now, there are around 34,000 present day rice factories handling roughly 65 percent of the paddy creation. More than 75 percent of heartbeats delivered in the nation are changed over into dhal in around 10,000 factories of differing limit everywhere on the nation. India is the second biggest maker of foods grown from the ground on the planet after China and its current introduced limit is at about 17.5 lakh tons.**

**Physical and communication infrastructure development like transport and other facilities affects structure, conduct and performance of the marketing system. The length of surface roads went up from 1.6 lakh km. to 15.0 lakh km. between 1950-51 and 2006-07. The number of goods carriers went up from 0.8 lakh to 18.0 lakhs, route length of electrified railways went up from 44 billion km. to 277.6 billion km during the above period. The increase in telephones, telegrams and postal facilities both in quantity and quality contributed for an efficient marketing system.**

### 1.2.2. The Royal Commission

**The Royal Commission on Agriculture was named by the British Government under the chairmanship of Lord Linlithgow (later, Viceroy of India) in 1928 for a general study of the Indian agrarian scene. Concerning the showcasing of agricultural produce, the Commission suggested the foundation of managed markets on the Berar**

**design as adjusted by the Bombay Cotton Market Act, 1927, with unique accentuation on:**

i. **The use of the plan of guideline to every single farming product, rather than cotton as it were.**
ii. **The foundation of market advisory groups wherever under a solitary all infesting commonplace enactment,**
iii. **The showing of drive by the commonplace governments in setting up directed business sectors,**
iv. **The award of advances by the common governments to the market board for meeting introductory use ashore and structures,**
v. **The arrangement of regulatory hardware as Boards of Arbitrators for the settlement of debates,**
vi. **The avoidance of intermediaries from representing both the purchasers and the venders in the business sectors,**
vii. **The support for getting sorted out co-employable deals social orders and Cauvery delta,**
viii. **The normalization of loads and measures.**

**The Royal Commission (1928) had made an exhaustive showing, it had distinguished imperfections that required correction, lacunae which required topping off and when all is said in done laid weight on the requirement for development of rural advertising in India. In its report, it expressed that the promoting of produce is quite a significant issue from a cultivator's perspective. A specialist showcasing official should be delegated to the farming offices in every significant region.**

**The Commission understood that the Indian maker was not getting sufficient returns proportionate with the speculation and work he had placed in, due to the mediation of brokers and the pervasiveness of misbehaviors in marketing.102 The Farmer didn't know either the value he was to get for his produce or the predominant costs. On the off chance that the Farmer chooses not to sell his produce on a specific day, he has no office to store his produce. This office was given simply by the commission specialist who, however he should care for the interests of the maker, did really plot with the distributer and acted against the interest of the maker. The Farmer didn't discover even essential comforts like drinking water for his cows in the commercial center.**

**The most exceedingly awful, all things considered, was that the cultivator, being needy altogether on the commission specialist for his money needs, was generally under a commitment to sell his produce just through him. In these conditions, the Farmers thought that it was hard to sell their produce in the metropolitan market. On account of perishables like foods grown from the ground, the drawbacks were substantially more. "In Jalgaon, bananas are shipped from plantations to pucca streets by head loads for need of better streets on which trucks or trucks could move advantageously".**

**A genuine bit of yeoman administration done by the Royal Commission was to point out the unduly prevailing position involved by go betweens in market exchanges. In the expressions of the Royal Commission the feature to the arrangement of promoting rural produce in the state "is the prevalent part played by the go betweens and it is the cultivators' persistent lack of cash that has permitted the mediator to accomplish the overwhelming position he involves".**

**In the midst of hardship, the helpless cultivator needs to acquire cash from the brokers and the outcome is that, notwithstanding paying extreme premium on the advance, he is constrained to offer his produce to or through the mediators loan boss at a cost far lower than the market cost. The Commission perceived the need to secure the Farmer against this misuse. Deterred from carrying his produce to the collecting markets in the metropolitan territories, if the Farmer chose to sell his products in the towns, he went over an alternate arrangement of troubles. In the towns, the quantity of dealers was tremendously restricted. In numerous towns, there was just a single broker, who not just purchased all the produce accessible in the town yet in addition met the credit needs of the Farmers, other than giving them buyer products and agrarian sources of info required by the town populace. Such a broker would in general follow through on low costs for the produce he purchased and charged exorbitant costs for the sources of info he sold. Accordingly, in the majority of the business sectors in the nation, the extent of the produce brought by the cultivators themselves was next to no when contrasted with the absolute appearances on the lookout.**

**The maker was in this manner for all intents and purposes eliminated from the promoting activities. He was unable to comprehend the ramifications of the different methodology he was obliged to continue in the collecting markets. The merchants by prudence of the vital position they involved among vender and purchaser, obtained extensive market power and presented strategies and practices, which were for their potential benefit and against the interests of the makers. The outcome was that he had the option to stash a huge part of the benefit and give just a portion to the maker. Any program to free the Farmer maker out of this miserable circumstance, fundamentally elaborate the separating of the imposing business model intensity of the broker and**

**taking measures to get the maker straightforwardly associated with the promoting of his produce. This should be possible by making a circumstance where the cultivator will have more noteworthy trust in his capacity to sell his produce in the market by getting his inclinations ensured. Besides, the greatest portion of the buyer's cash could be had by the makers, if conditions for efficient advertising were made.**

**It has been set up that a cultivator acquires a superior cost for his produce when he discards his produce in a market instead of in a town. The significance of a very much controlled market lies in its administrations as well as in its capacity to move trust in the Farmer with respect to a reasonable arrangement. It likewise makes in him a mind-set in which he is prepared to get groundbreaking thoughts and to take a stab at improvement. The Royal Commission commented that "except if the cultivator can be sure of making sure about satisfactory incentive for his produce an improvement in these won't be approaching".**

### 1.2.3. Legislation on Market Regulation

**Throughout the entire existence of directed showcasing in India, the Royal Commission's Report and the activities that followed, structure a significant milestone. In 1932 the Central Banking Enquiry Committee embraced the proposals made by the Royal Commission and the outcome was the establishment of Agricultural Market Regulation Acts by different States to accommodate a lawful structure for presenting systematic advertising of rural produce and reasonable exchange rehearses.**

**In 1938, a model Bill was set up by the Central Agricultural Marketing Department (presently the Directorate of Marketing and Inspection) on the lines of which a few States drafted their own Bills. In any case, the advancement in the field of**

**guideline of business sectors stayed moderate. In any case, after autonomy it increased some energy, when the Planning Commission in their First Five-Year Plan laid weight on guideline of business sectors and stressed the need to present market enactment by the States, which had not done it up until this point. Be that as it may, there was a lot of variety between the Acts of the various States.**

**To carry consistency to the fundamental structure of such enactments, the Government of India set up a Working Group to draft a model Agricultural Produce Markets Act, so the States could institute uniform enactments with reasonable alteration to meet their neighborhood necessities. The Working Group presented its report, which alongside the Model Act was circled among all the States and Union Territories for their remarks before a last view in the issue was taken at the Government of India level.**

**In spite of the fact that enactment accommodates the guideline of a wide range of items, in genuine practice just some significant wares have been brought so far inside the domain of the Act. Notwithstanding, it is beneficial to the maker merchant if all the items filled in the market territory are brought inside the circle of guideline. This will empower the maker venders to discard their whole attractive excess in indeed the very same market. Such were the suggestions made by a few Committees.**

**The Royal Commission itself noticed that the Berar framework and the Bombay Act applied uniquely to cotton and suggested that "the arrangement of controlled business sectors should be stretched out to makers other than cotton also".108 The Regulated Markets Enquiry Committee in Mysore State was**

**additionally of the sentiment that the use of the Act should be reached out to all the rural wares managed in a specific market.**

**One of the primary issues of advertising of rural produce in India is "the variety of market charges and their substantial occurrence on the maker – sellers".110 throughout executing a deal or a buy, various tasks are included which can't be taken care of by the venders or the purchasers themselves and essentially must be finished by their individual functionaries. To pay their functionaries for their administrations, market charges are gathered from the cultivators or purchasers at endorsed rates. Practically speaking various outlandish derivations are made and even approved market charges are high.**

**Questions emerge over issues, for example, the nature of the item, debasement, weighment, exchange recompenses, market charges, conveyance of products sold, terms of installment and so forth. It should be perceived that since huge numbers of the makers dealers go to the market from removed places and are on edge to get back when the deal is finished, they are very little slanted to go into any prosecution except if they feel that they are being abused past 'resistance limits'. Notwithstanding, it is normal that they will approach to ventilate their complaints, on the off chance that they are aware of the presence of apparatus for the fast and unbiased settlement of questions. The production of such hardware in the market yards has been viewed as a basic essential of market guideline. In comprising market panels it should be borne at the top of the priority list that the Farmers should be in any event 50% solid, since the Farmers are dissipated over an immense region and more often than not distracted with ranch work. This was one of the suggestions made by the Royal Commission and repeated by the Bombay and Hyderabad Expert Committees. The class on controlled**

**business sectors held at Mysore likewise suggested that the cultivators' agents ought not be under 50% of the complete strength in a Market Committee.**

## 1.3. AGRICULTURAL MARKET IN INDIA

**A lion's share of the number of inhabitants in India lives in towns and agribusiness is the principle calling of individuals since days of yore. In the former times, the towns were independent and the populace was associated. Individuals traded what they delivered. The action of showcasing was of an action of conveyance. As the methods for transportation and correspondence improved and the financial tasks of the nations turned out to be increasingly intricate, the way toward promoting of farming produce likewise turned out to be increasingly unpredictable. More up to date game plans for appropriation appeared in this cycle the association of showcasing exercises went through a change.**

**India has a tremendous rural crude material base, and in the current occasions of advancement of economy, agriculture is likewise going through an ocean change. The global organizations are racing to India in the zones of cheap food and prepared nourishments with the desire for using this immense agricultural base. This has made open doors just as difficulties in the zone of farming promoting. On one hand, there are open doors for the advertiser, then again the land property of the Farmers are getting more modest and more modest. They can't make substantial ventures and receive rewards of scale. The costs of rural items are falling, while the expense of data sources is expanding. This circumstance has made a few more current plans in the field of rural showcasing in India.**

### 1.3.1. Meaning & Definition of Agricultural Marketing

**The term rural advertising is made out of two words - agriculture and showcasing. Agribusiness, in the broadest sense implies exercises focused on the utilization of characteristic assets for human government assistance, and promoting means a progression of exercises associated with moving the merchandise from the purpose of creation to the point of utilization. Detail, the subject of agricultural advertising incorporates promoting capacities, organizations, channels, proficiency and cost, value spread and market combination, maker's excess and so on The agricultural advertising framework is a connection between the ranch and the non-ranch areas. In India Agriculture was rehearsed in the past on a means premise; the towns were independent, individuals traded their products, and administrations inside the town on a deal premise. With the improvement of methods for transport and storerooms, agribusiness has gotten business in character; the Farmer develops those yields that get a superior cost. Advertising of rural produce is considered as an essential piece of agriculture, since an agriculturist is urged to make greater speculation and to expand creation. In this manner there is an expanding mindfulness that it isn't sufficient to create a yield or creature item; it must be showcased just as rural advertising includes in its easiest structure the purchasing and selling of rural produce. This meaning of agricultural advertising might be acknowledged in former times, when the town economy was pretty much independent, when the showcasing of agrarian produce introduced no trouble, as the Farmer sold his produce straightforwardly to the buyer on a money or bargain premise. However, in modem times, advertising of agrarian produce is unique in relation to that of days of yore. In modem advertising, farming produce needs to go through a progression of moves or trades starting with one hand then onto the next before it at long last arrives at the buyer.**

**The National Commission on Agriculture characterized rural advertising as a cycle which begins with a choice to deliver a saleable homestead product and it includes all parts of market structure of framework, both utilitarian and institutional, in view of specialized and monetary contemplations and incorporates pre and post-reap activities, gathering, evaluating, capacity, transportation and appropriation. The Indian committee of Agricultural Research characterized association of three significant capacities, to be specific**

**i. Assembling (concentration)**

**ii. Preparation for consumption (processing) and**

**iii. Distribution.**

### 1.3.2. Functions of Agricultural Marketing

**Rural promoting capacities are numerous and shifted. The part played by each capacity fluctuates broadly as respects to the particular merchandise and ventures. It might additionally be noticed that these capacities are vital paying little heed to the foundation or organization which performs them or the product regarding which they are performed. These capacities are firmly identified with one another and can't be confined from each other. Appropriately, the elements of agricultural advertising can be arranged into three general classes:**

**i) Exchange functions;**

**ii) Physical functions; and**

**iii) Facilitative functions.**

#### (1) Exchange Functions

**Trade capacities are viewed as the most significant of the multitude of elements of agricultural promoting. These predominantly incorporate capacities identified with**

**purchasing and selling. Purchasing and selling are reciprocal to one another and one can't happen without the other. Purchasing capacity is generally one of looking for the causes of flexibly, collecting of items and exercises which are related with the acquisition of merchandise, crude materials-and so forth Selling is the cycle which animates request or want, finds the purchaser, exhorts the purchaser, and haggles with him to achieve an exchange of title.**

**(2) Physical Functions**

**These capacities identify with the actual treatment of agribusiness produce either in moving it starting with one spot then onto the next or in putting away it throughout some stretch of time. Agribusiness produce must be moved from sifting floors to the burning-through zones, since it isn't devoured at the spot of its creation. At that point, because of occasional activities, agricultural creation can't be embraced voluntarily. This should be possible in a specific season just under a specific arrangement of conditions. Actually, the interest for agrarian produce exists all the all year. Consequently, there must be some framework by which the year's, harvest might be utilized consistently. This requires broad transportation and storeroom. Putting away tasks may, notwithstanding, happen anyplace along the channel of conveyance from creation to utilization and it could be performed by the maker, processor, wholesaler or even the shopper.**

**(3) Facilitative functions**

**As the very name of these capacities suggests, they include neither exchange of title to merchandise nor treatment of the item however help in the smooth release of the above capacities. The capacity of arrangement and reviewing helps in characterization and figuring out of products as indicated by size, quality tone, weight,**

and so on This makes the assurance of costs simple and consequently expects a reasonable re-visitation of the maker, from one perspective, and great quality produce to the shopper, on the other, with no difficulty to by the same token. At that point, there is consistently a delay between the gathering of items and their deal in the burning-through business sectors. During this period, someone's cash stays tied up in the stocks. This makes the issue of account. Further, the developing incomprehensibility between the spot of creation and spot of utilization has made the capacity of market data significant. This capacity includes exercises of gathering, deciphering and dispersing market news to different organizations incorporating makers dwelling in the insides of the nation. This helps the public authority in figuring arrangements and plans of creation and promoting of good. Ultimately, no business should be possible without undertaking the innate danger which might be caused either because of a decrease in value, terrible obligations or weakening of the produce itself by fire, flood and so on These dangers must be borne by somebody in the channel. Actual dangers might be covered under protection while hazards coming from value changes are dealt with through the supporting activity.

### 1.3.3 Organization of Agricultural Markets

To find out about articulture promoting, let us examine how rural showcasing exercises are coordinated. This requires an away from of types, structure and functionaries of farming business sectors.

### Classification of Markets

The various bases on which agricultural markets may be classified are:

**1. Frequency**

**On the basis of the frequency at which the markets are held, they can be classified as daily, weekly, fortnightly, etc.**

**2. Types of products traded**

**Different markets deal with different products. While some might deal with all products, a few markets might specialize in some products. On the basis of the type of product traded, they can be named as Grain markets, Cotton markets, Fruit & Vege**table markets, etc. It is relevant to quote 'gur mandi, noon mandi etc.' in **Ludhiana and Amritsar. They specialize in one single commodity only; although now-a-days they are dealing with other products also.**

**3. Types of transaction**

**On the basis of their transactions, the agricultural markets can be classified as spot and forward markets. The spot markets undertake those transactions only in which the exchange is affected at the current prices; while in the forward markets, the commodities are traded for future delivery. The future markets resemble with the future trading system of stock market.**

**4. Area Served**

**Depending upon the type of area served, the agricultural markets can be classified as Local, Central, etc. The local markets cater to the needs of only the local population, while the central markets are located in the city center and cater to the needs of the entire city or the region. The latter are much bigger in size and area of operation.**

**Other bases of classification**

**It may, however, be noted that there is no rigidity in these classifications and one classification overlaps the other. However, for our discussion, let us classify agricultural markets into primary, secondary and terminal markets.**

**(1) Primary Markets**

**These are periodical business sectors privately known as 'Haats'. They are commonly held more than once per week. The days on which these business sectors meet are fixed with the goal that brokers can visit the zone. They are commonly held in the open and along side of the road in significant or midway arranged territories. These business sectors are arranged in the delivering zones and products created in the encompassing parcels are mostly sold in them. A piece of the produce is bought by the little retailers who, further, offer it to the non-ranch country populace. During the lean season, a portion of the produce may be sold back to the cultivators themselves. The remainder of the produce is bought by go-betweens and discovers its way to the discount market. Other than agricultural produce, various different articles needed by country society, for example, salt, tobacco, oils, gur, leafy foods, flavors, fabric, hosiery items and trimmings of modest metals are additionally sold in these business sectors.**

**These business sectors as a rule serve a territory of 10 kms span however it very well might be more, going from 10 to 50 kms, contingent on the accessibility of correspondence and transportation offices, nature of wares took care of and the area of the market regarding different business sectors. The essential capacity of these business sectors is to fill in as collecting habitats for the nearby produce yet they likewise work all the while as distributive communities for neighborhood utilization.**

**Despite the fact that, these business sectors are sloppy, they do, fill the valuable need of giving a typical gathering spot to purchasers and venders. Regardless of being arranged in rustic regions, the costs administering in these business sectors are impacted by those predominant in the discount markets.**

**(2) Secondary markets**

These markets, also known as 'Mandis', are regular wholesale markets and **provide a permanent place for daily transactions. The work starts in them early morning and continues till all transactions are over. These markets are generally situated in the towns, districts, and important trade centres. Usually they are situated** near railway stations. Shops or 'Arhats' are built in these markets. Postal, Banking and **telephone facilities are available at such places.**

**(3) Terminal Markets**

**A terminal market is the place where the produce is either finally disposed of to the consumer or to the processor or assembled for exports. Such markets are usually situated in metropolitan cities like Delhi, Bombay, Madras and Calcutta etc. In these markets, merchants are well organized and use modern marketing methods.**

**1.3.4. Market Functionaries**

**Beginning from the agriculturists, down to the final consumer, one can find a long chain of different functionaries. Let us discuss these functionaries under two heads viz.**

**i) Functionaries at village level**

**ii) Functionaries at Mandi level**

**(i) Functionaries at village level**

**Some important functionaries operating at village level are:**

**a) Big Cultivators;**

**b) Village Merchants; and**

**c) Itinerant Traders.**

**(a) Big Cultivators**

**Big cultivators with large holdings and substantial marketable surplus constitute the first type of market functionaries operating at village level. They also own tractor, carts and other means of transportation. Massive volume of marketable surplus at their disposal is the result of both their own large-scale cultivation as also of the seasonal purchases conducted at the village level. In fact, they create buffer stock by purchasing grain in the season and selling it afterwards i**n nearby 'Mandis'. Small **cultivators sell their surplus grain either to them or through them.**

**(b) Village Merchants**

**They are known by various names in various pieces of India, for example, 'Beopari', 'Baniya', 'Sahukar', 'Paikars', 'Farias', and so forth They comprise one of the main gathering organizations at town level. In spite of the fact that, they work sometimes with their own capital however in rest or the cases they are financed by 'Arhatias' or 'Arhatdars' or enormous discount brokers in collecting and appropriating focuses. Town Merchants' responsibility is to gather the attractive excess from towns and town markets and convey it to the discount mandis or closest towns. It is thusly and through these organizations that the attractive excess is brought to the optional and terminal market.**

**(c) Itinerant Traders**

**They are insignificant traders who move among towns and buy the produce for cultivator. They either own some creature, for example, horse or have trucks to ship the produce to the close by market. They offer a lower cost than that administering in the close by market as they think about all variables, for example, transportation, market charges and their net revenue. They by and large compensation the cultivators in 3-4 days after the produce has been discarded on the lookout and installment has been gotten from 'Arhatia'.**

**(ii) Functionaries at mandi level**

**Important functionaries at Mandi level are:**

**a) Arthatias;**

**b) Brokers; and**

**c) Co-operative Marketing Societies.**

**a) Arhatias**

**The most impor**tant functionary to be found in bid mandis are 'Arhatias' who **include both buyers on commission and outright buyers. Broadly speaking, the Arhatias can be grouped under two heads, viz., Kuchha Arhatias and Pucca Arhatias.**

**i) Kuchha Arhatias: They are little commission specialists. Their circle of action is absolutely nearby and they act essentially as agents or a go between the essential maker or merchant and the purchaser in the enormous discount market. Such an individual rarely purchases for his own. His principle business is to build up contact between maker dealer and the purchaser in the gathering market. He likewise propels cash to the cultivators and town banias depending on the prerequisite that the produce**

**will be discarded through only him and henceforth, changes an ostensible pace of revenue on target progressed.**

**ii) Pucca Arhatias: They are commonly huge firms of some substance and they generally bargain in grains, oil-seeds, and other rural items either as specialists or follow up for their own. They additionally help in amassing of the ranch items by financing the activities of the 'Kuchha-Arhatias' and little brokers.**

**b) Dalal (Brokers)**

**Their fundamental capacity is to unite purchasers and dealers. They contrast from the Arhatias as in they have no fixed business of their own. They charge commission from the purchasers and the merchants.**

**c) Co-operative Marketing Societies**

**These have been set up under the incorporated Rural Credit and Marketing Scheme started under the Second Five-year Plan. The primary capacity of these social orders is to sell the result of their individuals. They likewise attempt out and out buys, give storerooms to capacity and evaluating, and accordingly spare cultivators from misuse by dealers, and help the Farmers in making sure about a reasonable cost for their produce.**

**1.3.5. Objectives of Agriculture Marketing**

- **To empower the essential makers to get the most ideal returns,**
- **To give offices to lifting all produce, the Farmers are willing, to sell at a motivating force cost,**
- **To decrease the value distinction between the essential maker and extreme purchaser, and**

- **To make accessible all results of homestead starting point to customers at sensible cost without impeding on the nature of the produce**
- **In request to have best preferred position in showcasing of his rural produce, the Farmer ought to appreciate certain fundamental offices.**
- **He ought to have appropriate offices for putting away his products.**
- **He ought to have holding limit that implies; he should have the option to sit tight for times when he could improve costs for his produce and not discard his stocks following the gather when the costs are low.**
- **He ought to have sufficient and modest vehicle offices which could empower him to take his overflow produce to the mandi as opposed to arrange it of in the town itself to the town cash bank cum-trader at low costs.**
- **He ought to have clear data seeing the economic situations just as about the decision costs, in any case might be cheated. There should be coordinated and controlled business sectors where the Farmer won't be cheated by the - dalals- and – arhatiyas**
- **The number of go-betweens should be as little as could reasonably be expected, with the goal that the broker's benefits are decreased. This expands the profits to the Farmers.**
- **Indian arrangement of farming promoting experiences various imperfections.**
- **As a result, the Indian Farmer is denied 'of a reasonable cost for his produce.**

### 1.3.6. Agricultural Marketing Process

**Agricultural marketing process involves wide variety of functions such as:**

**(i) Assembling**

**(ii) Grading and standardization**

(iii) Processing and Storage

(iv) Transportation

(v) Wholesaling and retailing

The process of agricultural marketing begins with the farmer and end up with the consumer. In between these two extreme ends one can find many intermediaries like transporters, warehouse owners, commission agents, wholesalers, and retailers etc. performing their duties to enable the agricultural marketing process to reach its completion.

**(i) Assembling**

Toward the beginning of the cycle, the gathering of merchandise is significant. Farming produce is gathered in little parcels and afterward amassed into enormous ones. This capacity becomes basic in light of little size of ranches and little amount of creation.

**(ii) Grading and standardization**

At the point when merchandise are collected, evaluating and normalization must be embraced. As a result of the distinction in tastes and needs of the purchasers, whatever is collected is to be ordered in various parts as per their inborn characteristics, for example, shading, size, taste and utility. The order is affected based on certain particular attributes which are classified into evaluations and afterward become standard by which the collected parcels are judged.

**(iii) Processing & Storage**

Some of the agricultural commodities may, then, undergo the processing. For example, wheat may be turned into flour, cotton into cloth and oilseeds into oil. During

**the processing the goods are transformed so as to increase their shelf life and to make them more acceptable to the consumer than in their original form. The manufactured goods may not, however, be immediately disposed of and may require space for storage. The needs of storage brings into the existence of warehouses and godowns.**

**(iv) Transportation**

**For the final consumption, the goods have to be moved from the point of storage to the point where they are in actual demand. This may require their transportation over long distances and across many lands. It may be necessary to store them again for a while on arrival before they could be sold to the wholesalers and through them to the retailers.**

**(v) Wholesaling and retailing**

**The task of making the goods available to the consumer for the final consumption is entrusted upon the wholesalers and the retailers. They are the final link in the process of agricultural marketing and they play vital role in the entire process.**

### 1.3.7. Importance of Agricultural Marketing

**Agrarian advertising is a particular piece of promoting. It is identified with farming items as it were. It is the base of a large portion of the monetary exercises of a nation. It carries attractive excess to the market available to be purchased. Farmers will save a part of their produce for self-utilization and steers and the leftover segments are left available to be purchased. More elevated level of attractive excess prompts more prominent monetary turn of events. The significance of agricultural promoting is as per the following:**

**Enhancement of info use and yield created: Agricultural promoting prompts the streamlining of asset use and yield the board. A productive advertising framework can add to an expansion in the attractive excess by downsizing the misfortunes emerging out of the Agricultural Marketing wasteful handling, Storage and transportation. An all around planned arrangement of advertising can viably disseminate the accessible load of present day inputs and along these lines continue a quicker pace of development in the farming area.**

**Expansion in ranch pay: An effective Marketing framework assurances to the Farmers better costs for ranch items and instigate them to put their excesses in the acquisition of current data sources with the goal that efficiency may increment. This again brings about expansion in the showcased excess and pay of the Farmers.**

**Augmenting of business sectors: A notable promoting framework enlarges market for items, by taking them to distant corners of the nation to zones far away from the creation point for example paddy delivered in Punjab and Haryana are sold in far off ancestral territories.**

**Another model is potato: The broadening of the market helps in expanding the interest on a nonstop premise and in this manner ensures a higher pay to the maker.**

**Development of agro-based businesses: The rural promoting framework helps in the development of agro-based ventures and animates the overall advancement cycle of the economy. Numerous enterprises rely upon farming for the gracefully of crude materials for example sugar industry, cotton industry, and silk industry.**

**Value developments: A proficient promoting helps the Farmers in arranging their creation as per the need of the economy. This work is brought out through the value signals.**

**Selection and spread of new innovation: The advertising framework helps the Farmers in the appropriation of new logical and specialized information.**

**Business: The promoting framework gives work to a great many people occupied with different exercises, for example, bundling, transportation, stockpiling and handling.**

**Option to National pay: Marketing exercises add to the Nation's Gross National Product.**

**Better living: Any arrangement of financial improvement that targets lessening the destitution of agrarian populace, decreasing buyer food costs, acquiring more unfamiliar trade or dispensing with monetary waste needs to give extraordinary consideration to the advancement of a proficient promoting for food and agricultural items.**

**Formation of Utility: Marketing makes the accompanying four sorts of utilities of the item:**

**A. Structure Utility: The handling capacity adds structure utility by changing the crude material into completed items for example paddy-rice; Wheat-bread, roll, cake; Milk ghee, cream, cheddar, skimmed milk, margarine.**

**B. Spot Utility: The transportation work adds place utility to items by moving them to a position of need from the spot of bounty for example potatoes in plain, milk at metropolitan spots.**

**C. Time Utility: The capacity work adds time utility to the items by making them accessible when they are required for example tamarind, rice in offseason.**

**D. Ownership Utility: The advertising capacities purchasing and selling helps in the exchange of responsibility for starting with one individual then onto the next in the promoting framework. The perspectives of maker, go betweens, and shoppers are unique, yet each is individualistic and worried about his benefit. From the maker perspective, it is critical to know whether the costs winning in the market empower him to keep on delivering or not, and what he should create and where and at what time he should sell it. Huge scope creation expects aptitude to sell it at gainful cost. A purchaser takes a gander at showcasing from the perspective of good and the costs at which they are advertised. Brokers attempt to build his net revenue by releasing different promoting capacities. Advertising has more prominent significance and criticalness for the general public all in all than for any of the individual recipients of the showcasing cycle.**

### 1.3.8. Challenges of Agricultural Marketing

**Coordinated advertising of agricultural products has been advanced in India through an organization of controlled business sectors claimed, worked, and oversaw by Agricultural Produce Market Committees (APMCs). The greater part of the State Governments and Union Territories have established enactment (APMC Act) to accommodate controlled business sectors and as on today, 7557 business sectors have been covered under guideline. In addition, there are 21,731 Rural Periodic Markets (RPMs), around 15 percent of which work under the ambit of guideline. The significant difficulties in homegrown agrarian promoting are as per the following:**

**1. Variety in Market Fees/Market Charges**

**As indicated by the arrangements made in the APMC Act of the States, each market Committee is approved to gather market charges from the licensees (dealers) in the recommended way on the offer of advised agrarian produce brought by the Farmers or brokers in the market zone at such rates as determined by the State Government. The quantity of items brought under the ambit of guideline differs from state to state. The market charge changes between 0.50 percent in Gujarat to 2 percent in Punjab and Haryana. The charges payable by purchasers and venders are additionally unique. A few state governments have presented different charges/expenses/cess/that make significant disarray.**

**2. Disregard of Rural Markets**

**There are in excess of 21000 provincial occasional business sectors which have stayed outside the cycle of advancement. These business sectors establish the main contact focuses between the maker vender and the business circuits. A large portion of these business sectors do not have the essential least offices.**

**3. Nonattendance of a Common Trade Language**

**Distinctive arrangement of principles/determinations for agrarian wares are trailed by various associations in the nation. The principles set down in the PFA Act are the National Standards. Other than this, there are Agmark Standards, BIS Standards, Standards followed by Army, Standards fixed by Warehousing Corporations and those by Food Corporation of India for acquirement purposes. Dealers of various items have their own exchange principles various territories in the nation. Hence, the nonappearance of basic exchange language is a significant hindrance for developing a serious rural advertising framework in the nation.**

**4. Variety in Entry Tax/Octroi and Sales Tax**

**The paces of section charge/octroi expense and deals charge imposed on various rural wares fluctuate from State to State which expands the expense of agricultural produce and gives mutilated signs to Farmers hampering creation development, and brings exchange contortions. These additionally make bothers on the state fringes causing impressive postponements in interstate development of products.**

**5. Controls under Essential Commodities Act**

**Despite the fact that focal government eliminated all limitations on capacity and development of items, many state governments are as yet upholding a few control orders proclaimed under the EC Act. These control orders offer ascent to lease looking for by the authorization functionaries at the fringe check focuses making counterfeit obstructions on the development and capacity of farming wares. There has not been adequate exposure about the withdrawal of limitations under ECA. With the renewed introduction of loading limits as of late, the circumstance has again gotten mind boggling.**

**6. Different Barriers**

**Absence of foundation like stockpiling, transportation, media transmission, quality control, bundling, value hazard the executives, coordination of spot markets with product trades, promise financing through a chain of licensed stockpiling and stockroom receipt framework, cool chains, market drove augmentation, and favorable structure for advancement of agreement cultivating are a portion of the other significant requirements for serious rural showcasing framework in the nation.**

### 1.3.9. Opportunities in Agricultural Marketing

- ✓ **India is blessed with changed prior atmosphere, which encourages creation of calm, sub-tropical and tropical agricultural items.**
- ✓ **There is developing interest for rural data sources like feed and grain, inorganic composts, bio-manures.**
- ✓ **Biotechnology applications in farming have immense degree underway of seed, bio-control specialists, mechanical tackling of microorganisms for pastry shop items.**
- ✓ **Export can be saddled as a wellspring of financial development. As a signatory of World Trade Organization, India can possibly improve it present situation in the World exchange of rural items both crude and prepared structure. The items line incorporate oats, heartbeats, oilseeds and oils, oil feast, flavors and toppings, foods grown from the ground, blossoms, restorative plants and basic oils, farming warning administrations, agricultural apparatuses and actualizes, meat, milk a lot items, fish constantly items, elaborate fish, backwoods by items and so on**
- ✓ **At present handling is done at essential level just and the rising way of life grows open doors for auxiliary and tertiary preparing of farming products.**
- ✓ **The huge seaside line and inside water courses gives colossal occasion to creation of marine and inland fish and decorative fish culture picking up fame with increment in tasteful incentive among the residents of India.**
- ✓ **The animals abundance gives tremendous extension for creation of meat, milk a lot items, poultry items and so on**
- ✓ **The backwoods assets can be used for creation of side-effects of ranger service.**

- ✓ **Beekeeping and apiary can be taken up for enormous scope in India.**
- ✓ **Mushroom creation for homegrown utilization and fare can be upgraded with progress in the condition of specialty of their creation.**
- ✓ **Organic cultivating has most elevated potential in India as the pesticide and inorganic manure application are less in India contrasted with mechanical countries of the world. The Farmers can be urged and instructed to switch over for natural cultivating.**
- ✓ **There is wide extension for creation and advancement of bio-pesticides and bio-control specialists for security of harvests.**
- ✓ **Seeds, half and half and hereditarily adjusted harvests, have the most noteworthy potential in India later on, since the efficiency of high yielding assortments have arrived at a good country.**
- ✓ **Micro-water system frameworks and work sparing ranch types of gear have great potential for the years to come due to declining groundwater level and work shortage for agricultural tasks like weeding, relocating and gathering.**
- ✓ **Production of vegetables and blossoms under green house conditions can be taken up to saddle the fare market.**
- ✓ **Trained HR in agriculture and united sciences will take on rural expansion framework because of lessening assets of state money and cutting back the current government rural augmentation staff as counseling administrations.**
- ✓ **The upgraded agricultural creation opens up open doors for work in advertising, transport, cold stockpiling and warehousing offices, credit, protection and calculated help administrations.**

### 1.3.10. Need of Paradigm Shift

**India has made numerous steps on creation front yet outrageously ailing in the field of rural showcasing. These deficiencies are getting more intense with the critical changes occurring in agri-food frameworks in homegrown and abroad business sectors; the fulfillment of seriousness is getting progressively subject to the limit of the nation to create compelling and effective rural showcasing. As of now agrarian advertising framework in India experiences number of limitations for example foundation related, government guideline related, innovation related, helpless data on homegrown and abroad business sectors and openings, temperamental and questionable produce costs, postponed and late installment to makers and low maker's acknowledgment.**

**While thinking about the foundation prerequisites, it is basic to analyze different promoting diverts that are common in the nation and their status for dealing with the showcased excess and the quick advancing worth chain the executives models and new advertising the board rehearses that are appearing. The viewpoint of making ideal framework ought to likewise cover the most recent worries of food quality and wellbeing. The framework ought to likewise cover the total gracefully chain. The current promoting foundation as Rural Primary Markets, discount and amassing markets, reviewing and quality control frameworks, retail showcases, stockpiling including cold chain framework, foundation needed for connecting the ware fates with the Farmers, transitory freight communities, rustic homestead street framework, market data framework, framework for domesticated animals markets, poultry and domesticated animals meat markets, butcher house offices and quality confirmation framework of different farming wares was inspected and discovered that it is far**

**beneath the ideal/required levels both regarding limit and nature of offices. This framework is likewise deficient to understand the possible intensity of numerous products for taking them to the worldwide business sectors. Then again, the empowering legitimate climate for advancing the private venture is simply developing with the proactive assistance by Central Government and readiness of larger part of states.**

**The guideline of the advertising framework by the state governments, however gave better showcasing rehearses in the underlying long stretches of their foundation, taking into account changing conditions and request of new promoting rehearses, the guideline has outlasted its motivation. The divided promoting framework and absence of foundation are the genuine limitations and are going about as intensity challenges for our items.**

**In a globalized exchange system, it is fundamental to connect the Farmers with the business sectors with condition of-workmanship framework. This compelling linkage can alone eliminate the limitations of coordinations, quality upkeep and hence, contend with worldwide items. Examination of worldwide market improvement situation uncovers that empowering enormous scope coordinated players to build up the flexibly chains in different wares with most recent innovation foundation is the correct methodology appropriate for Indian conditions. The current arrangement of divided treatment of different gracefully chains should be changed over into coordinated taking care of frameworks with condition of-workmanship foundation to guarantee better acknowledgment to the Farmers. The suitable model of showcasing foundation under Indian conditions should comprise of the accompanying central standards and should meet the accompanying prerequisites:**

- **Direct sourcing from the Farmers and restricting the middle people to absolute minimum.**
- **Value expansion exercises, for example, cleaning, evaluating, pressing, essential handling, and capacity should happen closer to the homestead or creation focus.**
- **Organizing the Farmers into cultivators' gatherings/product gatherings/cooperatives/self improvement gatherings/maker organizations is important to guarantee the support of differently found little and negligible Farmers and their linkage with business sectors.**
- **Proactively advancing evaluations and guidelines through limit building and framework creation, rather than leaving to the private retail affixes to concoct their own principles and grades. Private evaluations and principles, as predominant in different nations, will be deplorable to asset helpless Indian Farmers. This circumstance ought not be allowed.**
- **Instead of leaving to the retail organizations to advance sourcing models, Government can proactively set up the Farmer gatherings to collaborate and set up linkage with retailers. The framework for essential dealing with should be made for a town or gathering of towns as essential worth expansion and multi-reason administration Center's through Public Private Partnership. These focuses could be overseen by Co-agents, SHGs, Farmers' clubs and maker gatherings and connected to discount markets/retail advertises/direct promoting.**
- **Handling in any event 50% of perishables through continuous cool chain from Farmer to the purchaser.**

- **There is need to keep modernizing existing advertising channels/frameworks to improve the showcasing productivity and proficiency of dealing with the food.**
- **Introducing proficient, administrative practices in running the market and carry productivity into the framework, whenever needed by rethinking.**
- **Bring a portion of the current business sectors under expert administration through Public Private Partnership. Some of them could be rethought for proficient administration.**
- **Create substitute advertising occasions to Farmers for selling their produce at better costs.**
- **Creating quality awareness in dealing with the produce and limit working for proper evaluating, great rural practices and sanitation principles.**
- **Promoting purchaser interest for protected and solid nourishments, with the goal that the interest will drive the usage of sanitation measures. This at last empowers us to catch worldwide business sectors.**
- **Price impetuses will give request pull to quality and safe food and extreme recognizability.**
- **Leveraging the ICT for enabling the Farmers and Farmers gatherings.**
- **Creating climate for private and PPP speculations.**

**In India, the endeavors to create agricultural area are by all accounts coordinated more towards creation than showcasing. It is to be understood that even the most complex gainful framework would be unequipped for achieving the upkeep of its pinnacle productivity levels, if the distributive framework neglects to work at the ideal degree of effectiveness. A simple call to 'produce more' without giving a**

**proficient showcasing hardware which could guarantee a reasonable re-visitation of the maker dealer conveys no conviction with the Farmer.**

**Agricultural advertising is tormented by different market flaws and absence of satisfactory framework, for example, exploitative market charges, unapproved allowances, imperfect weighments, absence of logical reviewing framework, absence of actual offices in the business sectors, and so forth This is halfway because of the chaotic idea of homestead network conversely with the exchanging network which is efficient and to a limited extent because of the obligation of most Farmers which drives them to sell at a most disadvantageous time and at ominous costs. Among different insufficiencies, absence of vow money, fast spread of significant market knowledge and effective motorized vehicle offices merit exceptional consideration.**

**To beat these imperfections, in addition to other things, guideline of business sectors was proposed by Royal Commission on Agriculture, 1928 and Central Banking Enquiry Committee, 1932. In compatibility of their suggestions appropriate market enactments were passed in a few locales to control the business sectors. The ex Hydrabad State, archetype of some portion of Andhra Pradesh, was the pioneer in ordering enactment on directed business sectors, trailed by different States.**

**The essential goal of controlled business sectors is to balance the bartering intensity of the gatherings to exchanges which under the current conditions equivalent to raising the intensity of maker venders. To accomplish this goal, directed business sectors accommodate the lead of market exchanges at a unified place and give offices to exchanging of agricultural products. They likewise accommodate reasonable exchange practices and restriction of ridiculous and unreasonable derivations. For**

**authorizing discipline among the exchanging network, permitting framework has been presented for different functionaries including dealers. Further, the administration of business sectors is endowed to the market boards of trustees which are corporate bodies. These advisory groups are spoken to by completely invested individuals, in particular merchants, makers, co-employable social orders, nearby bodies and government authorities. The makers have hence a voice in the administration of business sectors.**

**Presently, controlled business sectors have become a fundamental and significant component of farming advertising. Right around a century has passed since the start of guideline of agricultural showcasing in the nation. While the guideline has carried certain advantages to the Farmers, it has not accomplished its targets to the ideal degree. Not many examinations were made to go into the operational parts of controlled business sectors and to recognize the issues defied by them in effective working. The significance of organized showcasing of farming items in the general government assistance of the Indian economy was acknowledged in late fifties of the twentieth century. Despite the fact that a model bill was set up in 1938 by the Central Agricultural Marketing Development dependent on the discoveries of the report of the Royal Commission on Agriculture submitted in 1928, the guideline of business sectors got energy simply after Indian autonomy in 1947.**

**As on 30th June, 1995, 7,026 controlled business sectors including sub-yards were working in the nation. There are around 22,000 essential country occasional business sectors and in excess of 6,000 discount gathering markets. It may not be conceivable to change over all these occasional business sectors into undeniable**

gathering markets. The National Commission on Agriculture has assessed the quantity of such business sectors to be 38000 by 2020 A.D.

## Concepts

The ideas utilized in this examination are very conventional and straightforward. Yet, yet they must be perceived in their appropriate viewpoint to carry on the examination along logical lines. Subsequently endeavors are made here to characterize a portion of the significant ideas and specialized articulations utilized over the span of the conversations.

### 1.4.1. Agricultural Marketing

Newberry, R.R., sees that agricultural advertising incorporates everything finished with the item from the time it leaves the homestead entryway or where it first changes hand whichever is sooner, until it is in the possession of the shopper and that it incorporates the elements of transportation, preparing, capacity, wholesaling and retailing and of the connected administrations.

### 1.4.2. Producers

Makers need to sell their items without loss of time and to get the greatest offer in the buyers' rupee. They need the greatest conceivable cost for their excess produce.

### 1.4.3. Consumers

'Buyer' has been named as 'Black Box' a baffling one which can never be investigated and can just extensively comprehended by getting a handle on the yields because of many promoting improvements alongside the impact of certain exogenous factors, for example, culture, time and pay.

### 1.4.4. Middlemen

**"Brokers are the individuals who worked in performing activities or delivering administrations that are straightforwardly associated with the buy and offer of merchandise during the time spent their stream from makers to conclusive purchasers. They don't take title to stock".**

### 1.4.5. Regulated Market

**Managed market is a discount market wherein purchasing and selling are directed and constrained by the State Government through a Market Committee that comprises of delegates of Farmers, dealers, specialists, neighborhood bodies, co-agents and Government. As such, it is where exercises are to occur under set standards and guidelines and misbehaviors like mistaken gauging and unapproved allowances are controlled and settlement of questions on neighborly grounds is given.**

### 1.4.6. Market Regulations

**As indicated by Johnson, market guideline involves a bunch of administrative acts purposely planned "as a defensive shield to Farmers against brokers' ability".**

### 1.4.7. Marketing Cost and Margin

**The showcasing cost and edge engaged with the advertising of agrarian items allude to the distinction between the cost paid by a definitive customer and the cost got by the Farmer. The thing that matters is regularly known as 'ranch retail spread' or 'value spread'. Advertising edges incorporate all expenses of collecting, preparing, capacity, transportation and wholesaling and retailing in moving the produce from the Farmer to a definitive buyer.**

### 1.4.8. Market Structure

**A market structure, as per George and Singh alludes to "those qualities of the market which impact the idea of rivalry and valuing on the lookout and the direct of business firms. Direct alludes to the conduct of firms in receiving or acclimating to the adjustments in the states of the market wherein they purchase or sell.**

### 1.4.9. Marketing Channel

**In the promoting of whatever produce it is discovered required to distinguish the channel or way through which the produce passes from the Farmer to the customer. Buzzel, R.D. what's more, Mathews, K.M., hold the view that "advertising channel is a progression of showcasing organizations through which title or control of produce or administration is moved from maker to customer or to business client".**

### 1.4.10. Marketable Surplus

**Attractive excess is the all out amount of the item ready to move, out of the current creation subsequent to meeting the typical prerequisites of the makers for family utilization, vital installment for compensation, lease, portion of produce, and so on, in kind, seed and stock to cover the future exigencies including wastage.**

## 1.5. MARKET REGULATIONS IN TAMIL NADU

**Agrarian advancement in Tamil Nadu has been very momentous during the most recent couple of many years, because of the Green Revolution, White Revolution, improved procedures of development and water system and such. The attractive excess expanded altogether because of expanded yield and country farming business sectors accepted more noteworthy significance with the commercialisation of agriculture.**

**The normal size of a rural holding in Tamil Nadu is about 1.25 hectares. The all out number of operational possessions is around 61,000 of which 98 percent are under 5 hectares each. The separation is: possessions up to one hectare comprise 65 percent of the aggregate; one to two hectares 18 percent; two to five hectares 13 percent; around 4 percent of property are in the size class of in excess of 5 hectares. (Rural Census, 2006-07). Almost 50% of the State's trimmed territory is under water system, a decent arrangement of which is met by the five significant streams, Cauvery, Pennar, Palar, Vaigai and Thamirabarani and some more modest waterways which are not enduring. Tanks, tubewells and ordinary wells additionally assume a significant function in taking into account the water system needs of the State.**

**Paddy is the main harvest filled in the State, comprising around 79 percent of oats delivered in 2009-10, trailed by sugarcane. Next in significance are oilseeds like groundnut, sesame and castor. The all out oilseed creation was 1.08 million tons during a similar period. The creation and profitability have ascended on a normal by 3 percent for each annum during the last ten years.128 The attractive excess has been discovered to be in the scope of 30 to 35 percent for paddy, 10 to 25 percent for coarse grains and for business crops like cotton, sugarcane, oilseeds and so forth, it is around 90 to 100 percent. The promoting of leafy foods in the State is to a great extent limited to the sloppy area.**

## 1.6. HISTORY OF PADDY IN INDIA

**India is a significant focal point of rice development. The rice is developed on the biggest regions in India. Students of history accept that while the indica assortment of rice was first tamed in the territory covering the lower regions of the Eastern Himalayas (for example north-eastern India), extending through Burma, Thailand,**

**Laos,Vietnam and Southern China, the japonica assortment was tamed from wild rice in southern China which was acquainted with India. Perpetual wild rice actually fills in Assam and Nepal. It appears to have showed up around 1400 B.C. in southern India after its taming in the northern fields. It at that point spread to all the fertiled alluvial fields watered by waterways. A few says that the word rice is gotten from the Tamil word arisi.**

### 1.6.1. System of Rice Intensification

The green upset of 1960‟s was arranged towards high info use especially **composts, water system and plant security synthetic compounds. Because of inordinate utilization of these sources of info, the expense of development has heightened. This is all the more so in inundated harvests like paddy. The tremendous expansion underway of paddy was limited to flooded belts of the nation. The slanted conveyance of green insurgency results and expanded expenses of development have given disturbing signs to the future necessities of food security. At this crossroads the System of Rice** Intensification („SRI‟**-Paddy development) came into light. SRI, the System of Rice Intensification, is an arrangement of creation of paddy. SRI is viewed as an incorporeal mechanical forward leap in paddy development. SRI includes the utilization of certain administration rehearses, which together give better developing conditions to rice plants, especially in the root zone, than those for plants developed under customary practices. This framework is by all accounts promising to conquer the lack of water in inundated rice. SRI was created in Madagascar in the mid 1980s by Father Henride Laulanie, a Jesuit Priest, who went through more than 30 years in that nation working with Farmers. In 1990, Association Tefy Saina (ATS) was framed as a Malagassy NGO to advance SRI. After four years, the Cornell International Institute for Food,**

**Agriculture and Development (CIIFAD), started helping out Tefy Saina to present SRI around the Ranomafana National Park in eastern Madagascar upheld by the US Agency for International Development (USAID). It has since been tried in China, India, Indonesia, Philippines, Sri Lanka and Bangladesh with positive outcomes.**

**In Sri Lanka, SRI development was rehearsed in 18 areas with empowering aftereffects of multiplying the yields. It is by and by in Cambodia, Indonesia, Laos, Myanmar, Philippines, Thailand, Vietnam, Bangladesh, China, India, Nepal, Sri Lanka, Gambia, Madagascar, Mozambique, Sierra Leone, Ghana, Benin, Barbados, Brazil, Cuba, Guyana, Peru and USA. Paddy is a water concentrated harvest. More than 70% of the nation's ground and surface water is being utilized for agriculture and, out of this, 70% is assigned to paddy development. Every kilogram of paddy created with water system requires 3000-5000 liters of water. Progressively water is turning into the absolute most requirement to deliver more paddies to fulfill expanding need. Subsequently, India needs to contribute on improving its water efficiency, and any ability to deliver more rice with less water for practical water and food security.**

**SRI is a technique for raising paddy that produces significantly better returns with less water, planting of far less seedlings and the utilization of less contributions than customary strategy. It includes utilizing various practices for plant, soil, water and supplement the board. This System of Rice Intensification technique has been effectively utilized in various nations. As of now, around 42 nations have embraced SRI development strategy. In India about 1.5 lakh Farmers have received this strategy in 12000 hectares across 160 areas. Tamil Nadu and Tripura are the main states in India embracing this SRI strategy.**

## 1.7. MOTIVATION FOR THE STUDY

**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. Socioeconomic 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. By using efficient alternative channels farmers create competition among the middlemen, as a result, farmers are benefitted by the competitive price by enhancing their bargaining power.**

## 1.8. NEED FOR THE STUDY

**Paddy cultivation is to improve the way of life and the limit of individuals to spend for food, lodging, garments, schooling, medication and different comforts of life. Showcasing costs are required in the progression of merchandise from makers to customers. They influence the costs of merchandise at the makers' and the shoppers' level. Diminished showcasing costs increment the Farmer's income, demonstrating the promoting productivity of the Farmer. It is critical to recognize the pay from the standard showcasing channel and from elective advertising channels. By offering two various types of items to various types of delegates, Farmers got various costs. Thusly,**

**the analyst has directed a logical report on paddy showcasing and its huge in the investigation zone.**

## 1.9. STATEMENT OF THE PROBLEM

**Agribusiness assumes an essential part during the time spent financial improvement of agricultural nations including India. Indian economy is fundamentally agrarian in nature and the monetary structure of India settles upon agribusiness. It is the most serious area and is considered as the foundation of the Indian economy. By and large, the significance of agriculture in the financial improvement of any nation, rich or poor, is borne out by the way that it is the essential area of the economy, which gives the fundamental fixings, vital for the presence of human race and furthermore gives the greater part of the crude materials to numerous businesses.**

**The agricultural area is key area of the Indian economy; it has been utilized as an instrument of pay and work age especially in the rustic zones. It assumes an essential function in the economy of the nation through its commitment to Gross National Product (GDP), business age, unfamiliar trade profit, etc. Agriculture is critical for our public economy. The portion of agriculture in our all out GDP comes to around one-fifth. It was around 57 percent in the start of 1950, with slow industrialization; the portion of farming has declined and arrived at a degree of 17.2 percent in 2018-19.**

**Agriculture has been a premier wellspring of financial movement giving wellspring of income to huge areas of the number of inhabitants in the nation. About 58.4 percent of the working populace (this was more than 70% during 1950) is occupied with farming (Census, 2001). As the economy advances, the reliance on**

**agriculture for vocation must decay and increasingly more should get assimilated in optional and tertiary areas.**

**Advertising the agrarian produce is as yet in a primitive stage in our nation. The venture for the improvement of evaluating and normalization, promoting, showcasing examination and data, stockpiling, transportation, obsession of cost and so on is assessed to be enormous. Paddy is an essential food-grain harvest of Indian farming, and a universally acknowledged food crop as the wellspring of living.**

**Thanjavur district is supposed to be the storage facility of Tamil Nadu. It is normally construed that agriculture is the essential wellspring of vocation for most of individuals in Thanjavur region. The economy is overwhelmingly agrarian with around 75 percent of work power contingent upon agriculture paddy is the standard harvest which represent the significant segment of trimmed territory while different yields are sugarcane, banana, coconut, heartbeats and oilseeds. Also, with regards to advertising again the Farmers can't acquire agreeable gets back from paddy development. Accordingly this exploration has incredible hugeness from the perspective of creation and promoting of paddy.**

**As of late the agricultural issue has gotten more serious and exceptional. Thanjavur locale has experienced shortage of water system. Thanjavur region rural has kept on being a bet in the possession of rainstorm, disappointment of precipitation and over the top downpours and resulting floods likewise influenced these territories. The Mettur Dam was not opened for delta water system on the standard date of June 12, however was opened later.**

**This investigation endeavors to break down the various circumstances of attractive excess of paddy and how the Farmers as far as channel, value, time example of deals. Notwithstanding that it endeavors to examine the personality of promoting practices and diverts associated with advertising of paddy, to gauge the showcasing cost, edges and value spread in various channels and to discover requirements experienced in the post reap period and furthermore explores the issues of promoting of paddy, the issues identified with assortment, stockpiling and transportation, and the measures to be taken to empower the Farmer makers to get their reasonable benefit share.**

## 1.10. OBJECTIVES OF THE STUDY

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

1. **To investigate the creation, utilization and advertising of paddy in the chosen regions of Cauvery delta.**
2. **To study the optional destinations and the different issues of rural advertising of paddy.**
3. **To inspect the creation and advertising issues of paddy producers.**
4. **To investigate the crude materials and work related issues of paddy producers.**
5. **To examine the mechanical and between firm rivalry issues of paddy producers.**
6. **To examine the money and Government strategy issues of paddy producers.**
7. **To recommend reasonable measures to prospect the paddy advertising.**

## 1.11. HYPOTHESES OF THE STUDY

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

1. **There is a huge connection between the sum venture and their generally speaking measurements of advertising issues looked by paddy producers.**
2. **There is a huge connection between the pay procured through farming business and their general elements of advertising issues.**
3. **There is a relationship between the instructive capability of the respondents and their different elements of stress weakness.**
4. **There is a huge connection between the advertising exercises of rural items and their general elements of advertising issues.**
5. **There is a huge connection between monetary issues and the work related issues.**
6. **There is a huge connection between creation related issues and their showcasing issues.**
7. **There is a huge relationship between the spot of development and the generally speaking measurements of showcasing issues.**
8. **There is a contrast between the innovation up-degree issues and the between firm rivalry issues.**
9. **There is a contrast between the creation issues and the public authority strategy related issues.**
10. **There is a contrast between the measure of interest in business and pay procured through agri-business.**

## 1.12. METHODOLOGY OF THE STUDY

### Pilot Study

Subsequent to leading a fundamental overview in the Cauvery delta Centers, four zones are chosen which are prevalent zones of flexibly of paddy to be specific Thanjavur, Tiruvarur, Nagappattinam and Trichy. Thus these particular spots are wealthy in development of agrarian yields particularly paddy. Cauvery delta is deliberately chosen for the investigation thinking about its significance in the gracefully of huge scope agricultural produces. The harvest example of paddy, advertising of paddy and different issues looked by the Farmers were done in Cauvery Delta Regions of Thanjavur, Tiruvarur, Nagappattinam and Trichy. The streams Cavery and Kollidam begin fanning out to frame the Cavery delta in undating immense parcels of land in the area. The significant harvests are rice (tremendous parcels); sugarcane (immense plots); banana/plantain; coconut; cotton (little lots); betel; corn; and groundnut. In these spots Farmers are effectively occupied with enormous numbers in farming. 650 respondents are chosen through convenient random sampling method. The examination is an exploratory investigation.

**Table 1.1**

**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.**

## 1.13. PERIOD OF THE STUDY

**Essential information with the end goal of this exploration study were gathered in the period from 2015 to 2020. The boundaries used to gather data are zone savvy respondents' subtleties; Age, Marital Status, Educational Qualification, Traditional Occupation, Acre of Land possession, Years of agricultural undertaking, Promotional techniques for selling Paddy, Capital interest in Agri-business, Amount of interest in Paddy development, pay acquired from farming, Various elements of Marketing of Agricultural produce and issues, Labor issues, crude material, innovative, creation, between firm rivalry, Marketing and data related issues, Finance related issues. Government strategy and economic situations and general business climate.**

**Aside from the above boundaries, the current examination likewise researches the issues and prospects of Farmers occupied with rural creation at the global, public, state and area levels, acquired from numerous sources including Government and Non-Governmental Organizations (NGOs) records. The scientist gathered audits and auxiliary information from different sources, for example, theses, review reports, magazines, news papers, announcement, yearly reports, web and significant books. All the gathered data got from the respondents were accumulated, assembled and deciphered by the goals just as the boundaries outlined. The handled information are moved to an expert sheet from which ordered tables are readied uncovering the discoveries of the current investigation.**

## 1.14. 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, ANOVAs etc for analysis of data and presentation.**

## 1.15. SCOPE OF THE STUDY

**Today, the agricultural area is confronting genuine dangers and difficulties. The Farmers/cultivators are in monetary torment and paying off debtors. As a result, the instances of Farmers submitting suicides are expanding. The commitment of farming to GDP has been declining each year. The Farmers/cultivators are moving towards different areas i.e material industry, development industry, and other sloppy areas, bringing about shortage of workforce. Today agriculture is thought to be a misfortune causing and not that much pay creating unit. The huge increment of costs, inaccessibility of work and further ascent in wages and disorderly market structure are the fundamental issues of Indian Farmers. The current investigation incorporates all the examination of different extents with various nature of issues (creation, Labor, crude material (seed, manures and so forth), mechanical, between firm rivalry, Marketing data, Finance, Government's troublesome strategy and economic situations are the current issues today. Therefore, the current investigation endeavors to develop appropriate measures to conquer advertising issues and advancing inventive measures in farming showcasing.**

## 1.16. THEORETICAL FRAMEWORK FOR THE STUDY

**Promoting requires the organization of each and every individual who has an influence in the shared objective of satisfying the buyer. For an entrepreneur who has**

**no representatives, this implies that he needs to intellectually destroy the dividers between fluctuated business capacities and think comprehensively with regards to promoting methodologies.**

**Advertising is the social cycle by which people and gatherings acquire what they need and need through making and trading items and incentive with others. Advertising is the administration cycle that distinguishes, envisions and fulfills client prerequisites productively. Advertising is basically about marshaling the assets of an association so they meet the changing requirements of the client on whom the association depends. This is a later and extremely practical definition that takes a gander at coordinating abilities with needs. Showcasing is the cycle whereby society, to flexibly its utilization needs, develops distributive frameworks made out of members, who connecting under imperatives – specialized (financial) and moral (social) – make the exchanges or streams which settle market partitions and result in return and utilization.**

**The showcasing idea is a way of thinking. It makes the client and the fulfillment of their requirements, the point of convergence of all business exercises. It is driven by ranking directors, energetic about fulfilling their clients. Showcasing is a lot more extensive than selling, it includes the whole business. It is the entire business seen from the perspective of the end-product, that is, from the client's perspective. Concern and obligation regarding showcasing must subsequently pervade all territories of the venture. This client centered way of thinking is known as the 'promoting idea.' The showcasing idea is a way of thinking, not an arrangement of advertising or a hierarchical structure. It is established on the conviction that productive deals and**

**palatable rates of profitability must be accomplished by distinguishing; foreseeing and fulfilling client needs need wants.**

1. **Promoting centers around the fulfillment of client needs, needs and necessities;**
2. **The way of thinking of advertising should be claimed by everybody;**
3. **Future requirements must be distinguished and foreseen;**
4. **There is regularly a concentration upon benefit, particularly in the corporate area. Notwithstanding, as open area associations and not revenue driven associations embrace the idea of promoting, this need not generally be the situation.**

**The showcasing climate encompasses and has sway upon the association. There are three key points of view on the showcasing climate, specifically the 'large scale climate,' the 'miniature climate' and the 'inward climate.' Micro climate impacts the association straightforwardly. It incorporates providers that bargain straightforwardly or in a roundabout way with purchasers and clients, and other nearby partners. Miniature will in general propose little, yet this can be misdirecting. In this specific circumstance, miniature portrays the connection among firms and the main impetuses that control this relationship. It is a more nearby relationship, and the firm may practice a level of impact.**

**Full scale climate incorporates all factors that can impact association, however are out of their immediate control. An organization doesn't by and large impact any law (despite the fact that it is acknowledged that they could campaign or be essential for an exchange association). It is consistently changing, and the organization should be adaptable to adjust. There might be forceful rivalry and contention in a market.**

**Globalization implies that there is consistently the danger of substitute items and new contestants. The more extensive climate is additionally ever changing, and the advertiser needs to make up for changes in culture, legislative issues, financial matters and innovation All factors that are interior to the association are known as the inner climate.' They are for the most part reviewed by applying the 'Five Ms' which are Men, Money, Machinery, Materials and Markets. The inner climate is as significant for overseeing change as the outer. Advertisers call the way toward overseeing inside change as 'interior showcasing.' Essentially promoting approaches are utilized to help correspondence and change the board. The promoting blend is presumably the most popular expression in showcasing. The components are the showcasing 'strategies.' Also known as the four Ps', the advertising blend components are value, spot, item, and advancement.**

## 1.17. LIMITATIONS OF THE STUDY

**The present study also has limitations;**

1. **The current investigation is confined to just paddy cultivators and overlooked other harvest design cultivators.**
2. **The current investigation is led uniquely in chose zones of Cauvery delta and the consequences of this can't be validated with circumstances in different spots.**
3. **The current investigation included business activity, paddy development and issues of Farmers and business climate in Cauvery delta. The issues and aftereffects of this region can't be expected for other delta territories.**

## 1.18. CONTOUR OF THE STUDY

**The thesis has been divided into five chapters.**

**CHAPTER I - INTRODUCTION AND DESIGN OF THE STUDY -The first chapter exhibits the introduction of the study, statement of the research problem, objectives of the study, hypotheses of the study, methodology of the study, Scope, limitations of the study and organization of the thesis.**

**CHAPTER II - PROFILE OF THE STUDY AREA - The Second chapter deals with the profile of the selected study area of the present study.**

**CHAPTER III - CONCEPTS AND REVIEW OF LITERATURE - The Third chapter deals with the concepts and review of related literature.**

**CHAPTER IV - ANALYSES AND INTERPRETATION OF DATA - The fourth chapter compacts with the analysis and interpretation of the primary data collected from the respondents and the various dimensions of each parameter used in the study.**

**CHAPTER V - SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION - The fifth chapter depicts summary of all findings of the present study, suggestions and conclusion.**

## CHAPTER - II

# PROFILE OF THE STUDY AREA

### 2.1. PROFILE OF TAMIL NADU

**Tamil Nadu, the South Indian State of India settles in the southernmost tip of peninsular India. Andhra Pradesh, Karnataka in the north and Kerala in the west bound the State. The waters of the Bay of Bengal and the Indian Ocean wash the seaside eastern and southern limits individually (Map 4.1). The complete topographical region of the State is 1,30,058 square kilometers separated into 5 significant physiographic divisions of the Kurinji or bumpy locale, the Mullai or backwoods district, the Palai or dry area, the Marudham or the rich fields and the Neidhal or seaside area. The thickly forested and natural life filled mountain chains of the Western Ghats, levels, seriously developed farmlands, rich seaside fields are the geological highlights of Tamil Nadu.**

**Tamil Nadu has a heat and humidity with little variety in temperature during summer and winter. Summer temperatures transcend 40° in the plain territories. Slope stations have wonderful atmosphere. The normal precipitation ranges between 635 mm and 1,905 mm. The Nilgiris and other slope regions of the State get the most noteworthy precipitation while the parched areas are situated in Ramanathapuram and Tirunelveli District.**

**The State is separated into 38 regions, 309 taluks and 409 squares. There are 16,317 towns in the State, out of which 917 are uninhabited. Tamil Nadu is the 6th most crowded state in India having about 6% of the nation's populace. As indicated by 2001 enumeration, the number of inhabitants in state is 62.41 Million as against 55.9 million of every 1991 enlisting a decadal development of 11.19%, the second most**

**reduced rate in India. The sex proportion is 986 females for every 1000 guys. The thickness of populace is 478 for every square kilometer. About 56% (34.92 Million) of TamilNadu's populace lives in provincial regions. The general education rate is 73.47%. While male education is 82.33%, the female proficiency is 64.55%. The State positions third after Kerala and Maharashtra, both regarding generally and female proficiency.**

**Tamil Nadu Map**

## 2.2. PROFILE OF THE CAUVERY DELTA

**Cauvery Delta Zone (CDZ) lies in the eastern piece of Tamilnadu. It is limited by the Bay of Bengal on the east and polk straight on the south, Trichy area on the west, Perambalur, Ariyalur areas on the north west, Cuddalore region on the north and Pudukkottai locale on the south west. Cauvery Delta regionhas an absolute topographical land territory or 14.47 lakh hectare. The east while Thanjavur region (involved Thanjavur, Tiruvarur, Nagapattinam) possesses 5 percent of Cauvery Delta region followed by Trichy, Ariyalur, Cuddalore and Pudukkottai areas. A Cauvery River.**

**Cauvery is one of the comprehensive and incredible streams in India. The cause of the waterway is Talakaveri, Kodagu in Karnataka streams commonly south and east through Karnataka and Tamil Nadu and over the southern deccan level through the south eastern swamps, purging into the Bay of Bengal through two chief mouths in Poompuhar, Tamil Nadu.**

### Cauvery Basin

**The Cauvery bowl is assessed to be 81,155 square kilometers (31,334sq mi) with numerous feeders including the Shimsha, the Hemavati, the Arkavati, Honnuhole, Lakshmana Tirtha, Kabini, Bhavani waterway, the Lokapavani, the Noyyal and the Amaravati stream. The waterway's bowl covers four states and association domains, as follows: Tamil Nadu, 43,856 square kilometers (16,933 sq mi); Karnataka, 34,273 square kilometers (13,233 sq mi); Kerala, 2,866 square kilometers (1,107 sq mi), and Puducherry, 160 square kilometers (62 sq mi). Ascending in south western Karnataka, it streams southeast about 800 kilometers (500 mi) to enter the Bay of Bengal. East of Mysore it shapes the island of Shivanasamudra, on one or the other side of which are**

**the beautiful Shivanasamudra Falls that dive around 100 meters (330 ft). The waterway is the hotspot for a broad water system framework and for hydroelectric force. The stream has upheld watered farming for quite a long time and filled in as the backbone of the antiquated realms and present day urban areas of South India.**

**Cauvery Delta Region in Tamilnadu**

**In the Cauvery Delta Region, rice is the chief yield. In the rice based trimming framework, it is either single or twofold edited. Heartbeats, blackgram and greengram are next significance filled in the rice follows all through the delta district from January onwards. Gingelly is additionally planted in April in arranged fields resulting to summer showers. Moreover cash crops, blossoms additionally significant yields in the Cauvery delta area. Vegetables like brinjal, chillies and greens are developed during mid year months in restricted territory in the very much depleted ripe terrains relying on the underground water sources. In light mud soils under nursery land condition is brought out where harvests like groundnut, maize, gingelly and watered heartbeats and adjusted. Banana, sugarcane and ornamentals like jasmine, rose, chrysanthemum, crossandra and arali are the annuals possessing the land for over one year for the progressive returns. Coconut nurseries, bamboo and wood parcels are dissipated in the delta in various densities. Mango, jack, citrus, guava, pomegranate, custard, apple and so on, are the more predominant natural product trees notwithstanding cashew in explicit pockets. D. Excellent Anicut.**

**Terrific Anicutihe land characteristic of Cauvery delta locale which assume a vital part in appropriation of Cauvery water to all the spots in the area. The Chola lord Karikalan has been deified as he developed the bank for the Cauveri right from Puhar (Kaveripoompattinam) to Srirangam. It was worked as far back as 1,800 years prior or**

much more. On the two sides of the waterway are discovered dividers spreading to a distance of 330 meters (1,080 ft). The Kallanai dam built by him on the outskirt among Tiruchirappalli and Thanjavur, made with earth and stone, made due for a very long time. Indeed, even now it turns into a solid and working with full limit.

In the nineteenth century, it was revamped on a greater scale. The name of the authentic dam has since been changed to "Stupendous Anicut" and stands as the top of an extraordinary water system framework in the Thanjavur locale. Starting here, the Kollidam River runs north-east and releases into the ocean at Pazhaiyar, somewhat south of Chidambaram. From stream Kollidam, Manniar and Uppanai branch off at lower Anicut and inundates a bit of Mayiladuthurai taluk and Sirkazhi taluk in Nagapatnam District. After Grand Anicut, the Kaveri separates into various branches and covers the entire of the delta with a tremendous organization of water system diverts in Nagapatnam and Tiruvarur regions and becomes mixed up in the wide breadth of paddy fields.

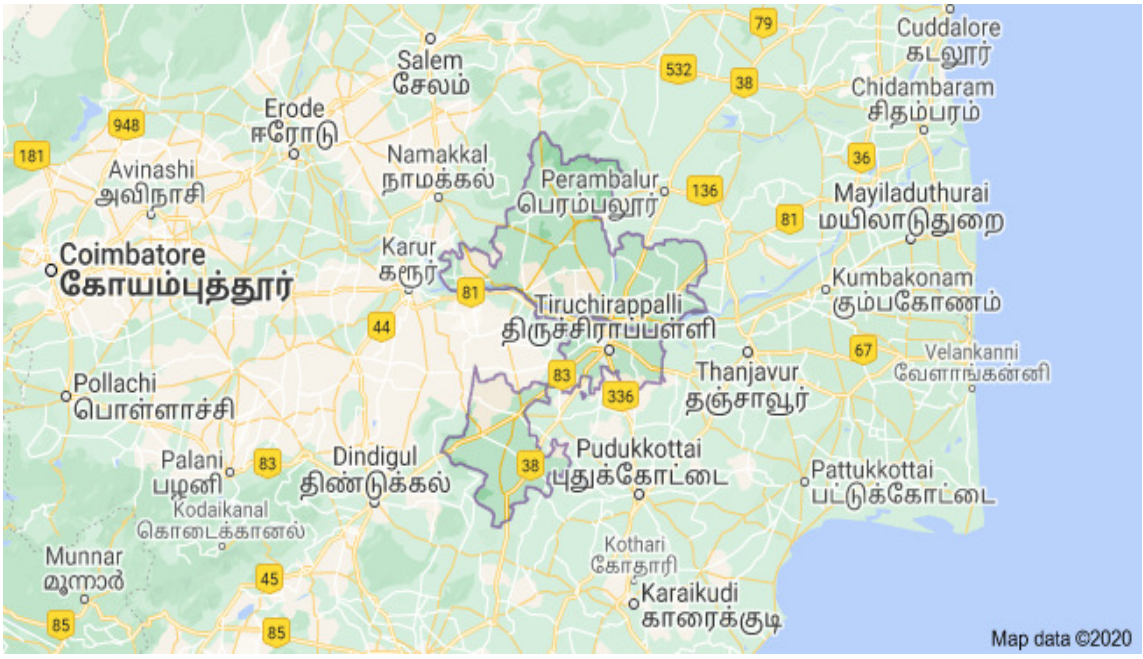
## 2.3. PROFILE OF CAUVERY DELTA DISTRICTS

A. Tiruchirappalli The region has a region of 4403.83 sq.km, it is limited by Perambalur region on the north, Thanjavur locale on the east, Pudukkottai and Dindigul areas on the south and Karur region on the west. Being a spot found midway in the state, it has brilliant vehicle connect to all different locale in the state.

Trichy area has a mean temperature with low moistness. The most sultry period is from April to June. The stream Cauvery inundates around 51,000 ha in Trichy, Lalgudi and Musiri divisions. Multi different harvests are filled in this locale and agribusiness is the primary occupation for the greater part of the individuals in the

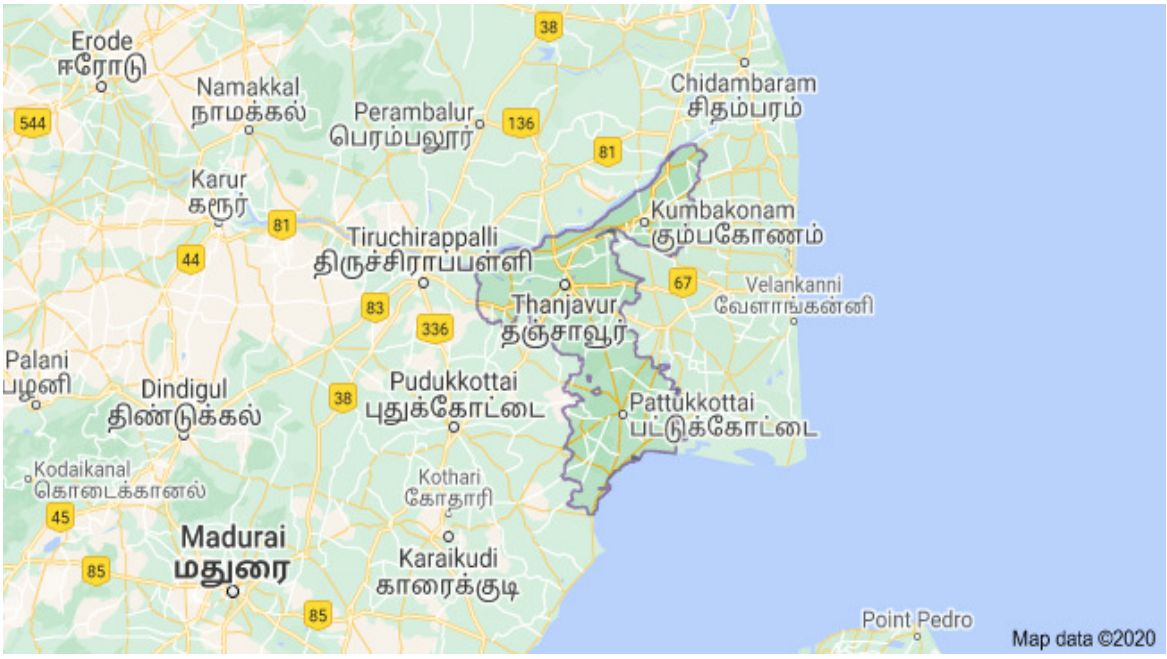
**area. Alluvial sandy topsoil and soil establishes significant segment of the focal locales, which from the Cauvery delta in the region. In lalgudi, manachanallur and andanallur blocks loamy soil is dominating in the dry tracks of the locale. Tiruchirappalli area is found halfway in Tamilnadu. Public area organizations like BHEL, HAPP, OFT and Railway workshop works here. The locale is famous for creation industry. Jewel cutting, korai tangle weaving and readymade pieces of clothing. Cauvery Delta region(CDZ) lies in the eastern piece of Tamilnadu. It is limited by the Bay of Bengal on the east and polk straight on the south, Trichy locale on the west, Perambalur, Ariyalur regions on the north west, Cuddalore area on the north and Pudukkottai region on the south west. Cauvery Delta regionhas a complete topographical land territory or 14.47 lakh hectare. The east while Thanjavur locale (involved Thanjavur, Tiruvarur, Nagapattinam) possesses 5 percent of Cauvery Delta regionfollowed by Trichy, Ariyalur, Cuddalore and Pudukkottai regions.**

**Trichy District Map**



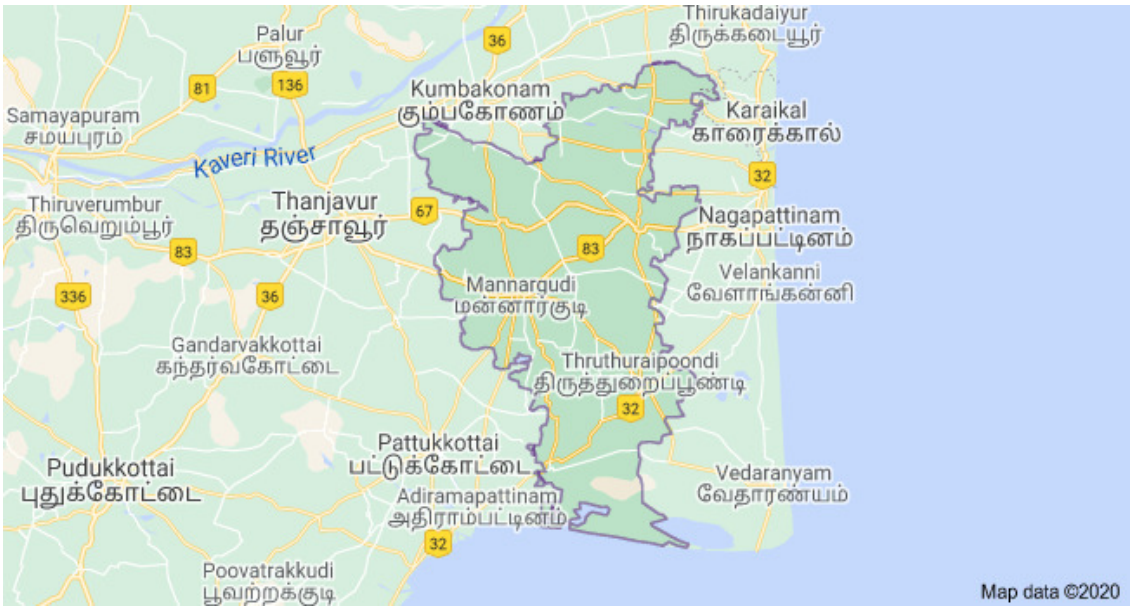
***B. Thanjavur*** **- Thanjavur locale is the rice bowl of Tamilnadu. The area stands exceptional from days of yore for its agrarian exercises and is properly acclaimed as the storage facility of the south India. Thanjavur area is situated in the eastern bank of Tamilnadu. Recent composite region of Thanjavur was bifurcated into Thanjavur and Nagapattinam areas with impact from 18.10.1991. Again in April 1997, when Thanjavur locale was framed by bifurcating Nagapattinam region, part of Thanjavur territory, to be specific the Valangaiman block had been converged with the recently shaped Thiruvarur region. Along these lines the present Thanjavur locale was framed with a topographical territory of 3396.57 sq.km partition into 14 squares. The territory establishes simply 2.6 level of the zone of the state. In this locale has alluvial soil in the Cauvery delta and sandy soil in waterfront region are the dominating soil types. The dirt kind, the atmosphere and precipitation best suit the paddy crop thus the locale remains as the rice bowl of Tamilnadu since old days.**

**Thanjavur District Map**



**C. Thiruvarur - Thiruvarur area was shaped on 01.01.1997 via cutting out nine squares from the composite Nagapattinam locale and one square from Thanjavur region with Thiruvarur as region base camp. In excess of 70 level of the absolute labor force is reliant upon farming. Around 14 percent are cultivators and the rest are rural workers. Typical region under development is around 74 level of the geological zone. Paddy is the chief yield of the area. It represented almost 65 level of the grass edited territory. The region frames some portion of the rice bowl of Tamilnadu. It is exceptionally little region with an absolute geological region of 2097.09 sq.km, this establishes simply 1.6 level of the zone of the state. The whole area contains plain land as it were. Dominating soil types in the region are sandy, beach front alluvium and red topsoil. These kinds of soils are fruitful. Cauvery is the fundamental waterway streaming in this locale. Vennar, Vettar, Koraiyar, Paminiyar, Mullaiyar, Harichandra Nadi, Arasalar, Vanchiar, Nattar are a portion of the occasional streams streaming in this area. Trenches stretching out to a length of around 612 kms upheld by the Cauvery framework water the whole region.**

**Thiruvarur District Map**



**D. Nagapattinam - Nagapattinam area was cut out of recent Thanjavur locale on October 18, 1991. Along these lines it was bifurcated in 1997 as Nagapattinam and Tiruvarur regions. It is a little locale with an absolute geological zone of 2715.83 sq.km, this comprises simply 2.09 level of the territory of the state. Agriculture is the primary occupation in the area almost 65.42 level of the complete work power is reliant upon agribusiness. Almost 12 rate cultivators and the rest 54 rate are agrarian workers. 55 level of the topographical zone comprises net planted zone in the region. Paddy is the chief harvest of the area. It represented almost 66 level of the gross trimmed region.**

**Locale capital Nagapattinam lies on the eastern coast, 350 kms down south of the state capital Chennai and of Tiruchirappalli. Beach front length of the region is 188 kms. Nagappatinam has a seaside region spreading upto 165 kms and marine fishing is rehearsed in just about 60 towns along the coastline. The area is denied of any significant ventures yet it is a thriving focal point of cabin and crafted works industry. Madras processing plants restricted are the significant treatment facility unit situated in the area. Sandy waterfront alluvium is the prevailed soil type. Cauvery and Vennar are the primary streams streaming in this locale. Paddy is the fundamental yield of this area.**

**Nagapattinam District Map**

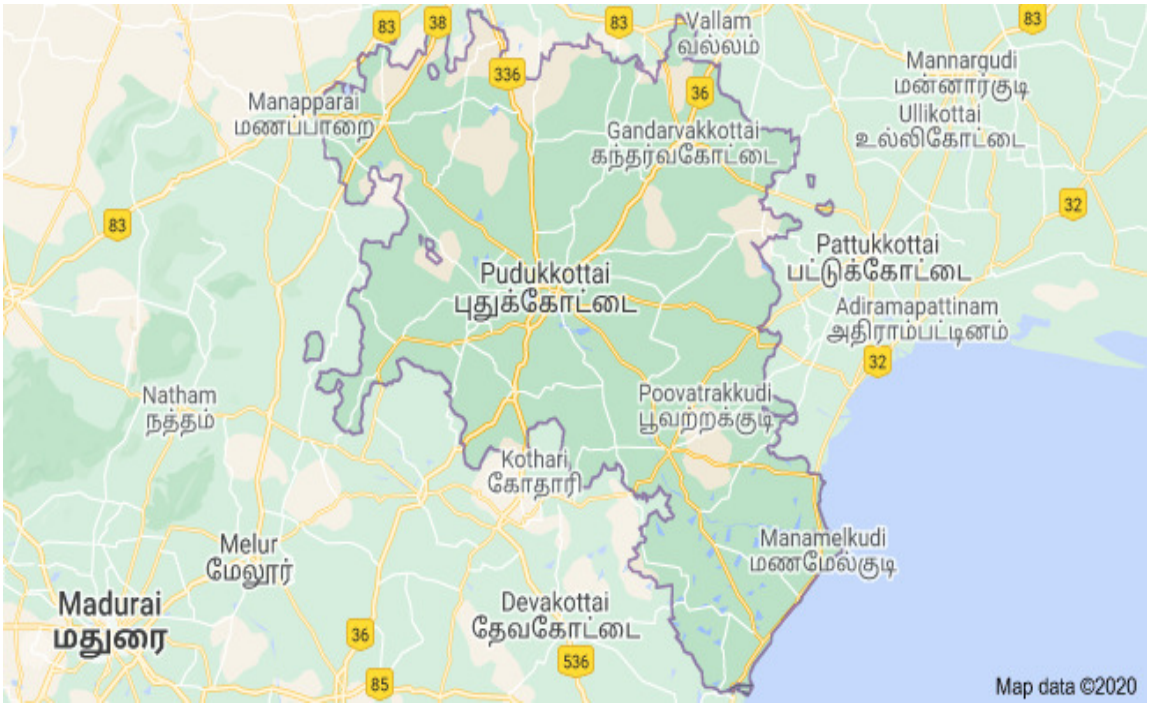
**E. Pudukottai - Pudukkottai region is perhaps the littlest locale in Tamil Nadu with a region of 4,661 Sq. kms. furthermore, an absolute populace of 11,56,813 people living in 747 towns and eight towns as on 1981. The area lies between scopes 9.50-30N" and 10.44'and longitudes 78.- 25-5"E and 79.- 16'13. It has outskirts with Thiruchirrapalli in the north, Thanjavur in the north-east and with Pasumpon Muthramalingam and Ramanathapuram Districts in the south. The locale is partitioned at present into seven taluks, viz.,Kulathur, Thirumayam, Alangudi, Arantangi, Pudukkottai, Gandarvakottai and Avudaiyarkoil.**

**The economy of the locale is transcendently agrarian as greater part of the populace is occupied with agriculture and associated exercises. It has the most elevated level of cultivators among the primary specialists and least of farming workers. Its agribusiness basically relies upon tank water system. The locale is pronounced as a modernly in reverse zone by the state government. The area comprises of different rank gatherings of which Kallars and Valayars are mathematically critical. The two gatherings are available in the examination region in critical numbers.**

**Indeed, even before Independence, as in Madras Presidency, Pudukkottai State had the nearby self administering bodies. As of now, the Panchayati Raj framework depends on Tamil Nadu Panchayats Act of 1958 and Tamil Nadu District Development Councils Act of 1958. Both conceived three level structures with District Development Council-a warning body, at the area level, Panchayat Unions at the square level and Village Panchayats at the town level. There are two focuses to be noted with respect to the working of these bodies. Initially, races are not led routinely to these bodies. Furthermore, forces of these bodies have shifted occasionally.**

**The fundamental wet harvest of the area has been paddy. The dry harvests incorporate varagu and heartbeats. Groundnut has additionally blossomed with the dirts of the region. Ragi, Cholam and Cumbu have joined the dry harvests of the zone. Nursery Crops are Maize, Tobacco, Chillies, Vegetables and Fruit crops are Mango, Plantains and Jack. There are extensively two seasons for development of different yields. The late spring development or 'Kodai velamai starts in the long stretches of February - March finishing July August. The 'Kala Velamai' which is more broad, regularly starts in July - August and reaches out more than four to a half year. This occasional beat relies upon precipitation. In spite of the fact that agriculture rules the economy of the area, the degree of its trimming is not as much as that of state normal. While the degree and power of editing in the region is not exactly the state normal, landholding design in the region shows the prevalence of little Farmers contrasted and the state normal.**

**Pudukottai District Map**



**F.Cuddalore - Cuddalore is one of the 32 Districts in Tamil Nadu State with a topographical zone of 3,564 km². Cuddalore locale is Cuddalore (11044' 45" N and 79045'56" E), an enormous mechanical town which has encountered seaside improvement at a quick rate. Cuddalore region is limited on the north by the Villupuram area and the Union domain of Puducherry, on the west by the Perambalur and Ariyalur areas, on the South by the Nagapattinam, Thiruvarur, and Thanjavur regions and on the east by the Bay of Bengal.**

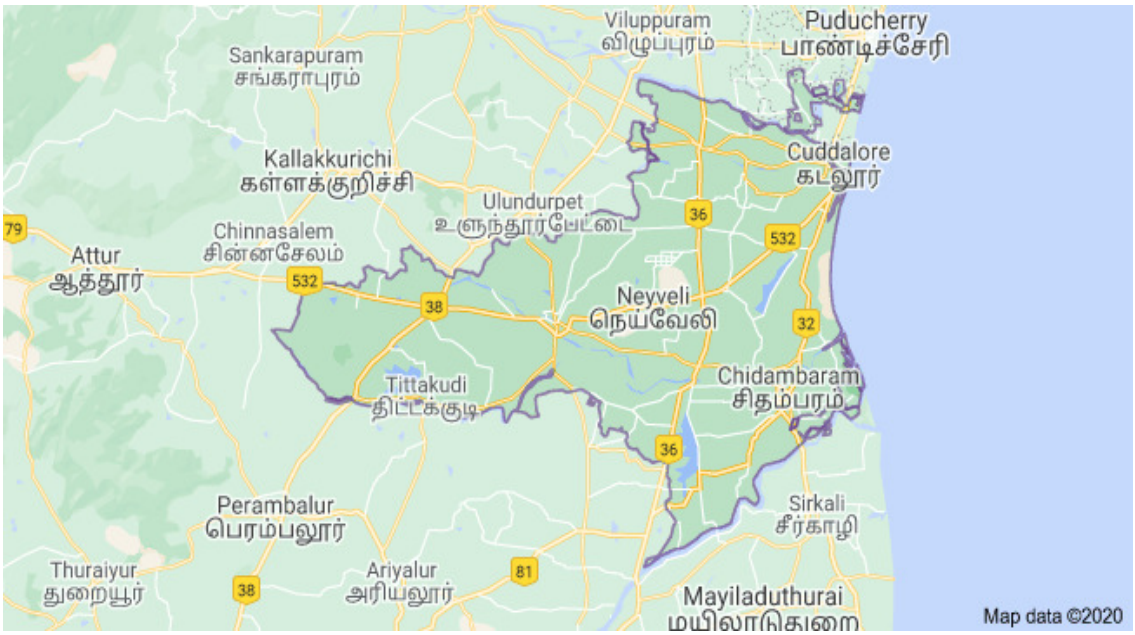
**Cuddalore is a city which is the central command of the Cuddalore District in the south Indian territory of Tamil Nadu. Researchers accept the name Cuddalore is gotten from Koodalur, which means conversion in Tamil. While the early history of Cuddalore stays indistinct, the town previously rose to conspicuousness during the rule of Pallavas and Medieval Cholas. After the fall of Cholas, the town was governed by different traditions like Pandyas, Vijayanagar Empire, Madurai Nayaks, Thanjavur Nayaks, Thanjavur Marathas, Tipu Sultan, French and the British Empire. Cuddalore was the location of Seven Years' War and the Battle of Cuddalore in 1758 between the French and British. It has been a piece of autonomous India since 1947. During the 2004 Indian Ocean seismic tremor, Cuddalore was one of the influenced towns, with 572 losses.**

**As indicated by 2011 statistics, Cuddalore had a populace of 173,636 with a sex-proportion of 1,026 females for each 1,000 guys, much over the public normal of 929. A sum of 17,403 were younger than six, establishing 8,869 guys and 8,534 females. Booked Castes and Scheduled Tribes represented 13.22 percent and 3 percent of the populace separately. According to the strict enumeration of 2011, Cuddalore had**

**89.12 percent Hindus, and rest of them are Muslims, Christians, Sikhs, Buddhists, and Jains. The populace thickness of the locale is 702 people for every km2. The city had a sum of 42174 families. There was an aggregate of 62,115 specialists, containing 561 cultivators, 1,856 fundamental agrarian workers, 1,464 in house hold businesses, 48,337 different specialists, 9,897 peripheral specialists, 139 negligible cultivators, 952 minimal farming workers, 771 minor laborers in family unit enterprises and 8,035 other negligible specialists.**

**The predominat soil kind of this District includes red soil, red topsoil, mud soil and sandy soil. The all out developed region is 290239 hec. This region and creation of chief yields are 264000 hec. (millets and different oats 122000 hec, beats 28000 hec., oil seeds 19000 hec. also, different yields 95000 hec.). The significant food harvests of the District are paddy, sugarcane, shalom, cumbu, red gram, green gram, coriander, banana, cashew nut, jackfruit, custard, varagu, and maize and non food crops are coconuts, cotton, gingili, and groundnut. In this District animals and poultry populace is 1023348, the significant domesticated animals are steers, bison, sheep, goat, and poultry. Cashew nut is the rich yield of this District. Greatest fare is being done, and it is the main business crop. The absolute timberland region is 9718.85 hectare, it is separated into three (I) held woodlands (9467.13 hec), (ii) saved terrains (196.52 hec) and unclassed backwoods (55.20 hec.). Lumber, fuel wood, cashew nuts, Palmyra leaves, and Palmyra nuts are created in the woodland region of this District.**

**Cuddalore District Map**

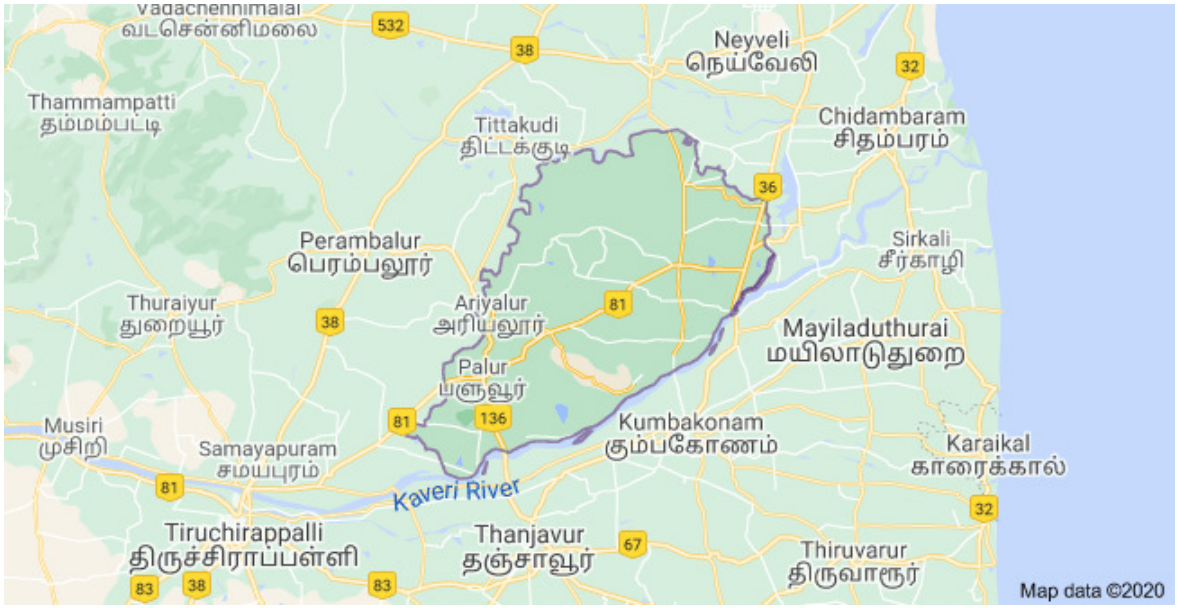



**G. Ariyalur - Ariyalur locale appeared by bifurcating Perambalur according to G.O.Ms.No.683 Revenue RA1(1) Department dated 19.11.07. It is limited on the North by Cuddalore, South by Thanjavur, East by Cuddalore and Thanjavur and West by Perambalur and Tiruchirapalli areas. The new Ariyalur region is working from 23.11.2007 Ariyalur region comprises of 2 divisions viz., Ariyalur and Udayarpalayam, three Taluks viz., Ariyalur, Udayarpalayam and Sendurai and six squares.**

**According to 2001 enumeration, the number of inhabitants in Ariyalur is 695524, with male 346763 and female 348761. Ariyalur District is halfway situated in Tamil Nadu and is 265 k.m. away southern way from Chennai. The region has a region of 1949 sq.km. It is an inland locale without waterfront line. The region has Vellar River in the north and Kollidam River in the south and it has no very much stamped regular divisions. Vaithiyanatha Swamy Temple at Thirumazhapadi, Kaliyuga Varadaraja Perumal Kovil at Kallankurichi and Siva Temple at Gangaikonda**

**Cholapuram are the significant heavenly places for the Hindus. Elakurichi 32k.m away from Ariyalur is acclaimed for the Church worked by the celebrated Catholic Missionary Constantino Joseph Besky prevalently known as Veerama Munivar. The Gangaikonda Cholapuram Siva Tempole worked by Rajendra Chola child of Raja Chola is very nearly a small scale of Thanjavur Pragadeeswar Temple.**

**Ariyalur District Map**




**H.Karur - Karur is perhaps the most seasoned town in Tamil Nadu and has assumed an extremely huge function in the set of experiences and culture of the Tamils. Its set of experiences goes back more than 2000 years, and has been a thriving exchanging focus even in the early Sangam days. Epigraphical, numismatic, archeological and artistic confirmations have demonstrated certain that Karur was the capital of early Chera rulers of Sangam age. It was called Karuvoor or Vanji during Sangam days. There has been a plenty of uncommon discoveries during the archeological unearthings attempted in Karur. These incorporate tangle planned earthenware, blocks,**

**mud-toys, Roman coins, Chera Coins, Pallava Coins, Roman Amphorae, uncommon rings and so forth**

**Karur was based on the banks of stream Amaravathi which was called Annaporunai during the Sangam days. The names of the early Chera rulers who controlled from Karur, have been found in the stone engravings in Aru Nattar Malai near Karur. The Tamil epic Silapathikaram makes reference to that the renowned Chera King Cheran Senguttuvan administered from Karur. In 150 AD, Greek researcher Ptolemy referenced "Korevora" (Karur) as an exceptionally acclaimed inland exchanging focus Tamil Nadu. After the early Cheras, Karur was vanquished and governed by Pandyas followed by Pallavas and later Cholas. Karur was under the standard of Cholas for a long-term. Later the Naickers followed by Tipu Sultan additionally managed Karur. The British added Karur to their assets subsequent to annihilating the Karur Fort during their battle against Tipu Sultan in 1783. There is a commemoration at Rayanur close to Karur for the champions who lost their carries on with in the battle against the British in the Anglo-Mysore wars. From that point Karur turned out to be important for British India and was initial segment of Coimbatore District and later during 1920s Tiruchirappalli District.**

**Karur is likewise a piece of Kongunadu. The historical backdrop of Kongunadu goes back to the eighth century. The name Kongunadu began from the expression "Kongu", which means nectar or nectar. Kongu came to be called as Kongunadu with the development of human progress. The antiquated Kongunadu nation was comprised of different regions and taluks which are right now known as Palani, Dharapuram, Karur, Nammakkal, Thiruchengodu, Erode, Salem, Dharmapuri, Satyamangalam, Nilgiris, Avinashi, Coimbatore, Pollachi and Udumalpet. Kongunadu was honored**

**with bountiful regular assets, a lovely atmosphere and unmistakable highlights. Kongunadu was administered over by the Chera, Chola, Pandya, Hoysala, Muslim rulers lastly the British.**

**The benefit of a conventional focal point of business and exchange encouraged assembling exercises in the Karur area particularly in materials. The enterprising desire of the individuals of Karur was useful in growing the assembling exercises in present day businesses since the start of 20 century. Other than the Tamil Nadu Paper Limited (TNPL) of public area, there are numerous modern endeavors including materials, concrete, sugar and transport weight training units in Karur region. The various material units, for example, the K C P sack fabricating unit give sufficient openings for work to the individuals particularly the ladies; in the squares taken for study, Kulithalai and Thogamalai, the effect of such external business was impressive.**

**Karur District Map**

**Table 2.1**

**Administrative units in Cauvery delta districts of Tamilnadu**

| S. No. | Administrative Units | Thiruchirappalli | Thanjavur | Tiruvarur | Nagapattinam |
|---|---|---|---|---|---|
| 1. | Corporation | 01 | 01 | 01 | 01 |
| 2. | Revenue Division | 03 | 03 | 02 | 02 |
| 3. | Municipalities | 03 | 03 | 04 | 04 |
| 4. | Taluks | 11 | 08 | 07 | 07 |
| 5. | Blocks | 14 | 14 | 10 | 11 |
| 6. | Town Panchayats | 18 | 22 | 07 | 10 |
| 7. | Revenue Villages | 507 | 906 | 573 | 523 |
| 8. | Village Panchayats | 408 | 589 | 430 | 434 |

**Source: MSME Annual Report 2018-19**

**Thiruchirappalli region has a region of 4403.83 sq.km, it is limited by Perambalur region on the north, Thanjavur locale on the east, Pudukkottai and Dindigul areas on the south and Karur region on the west. Being a spot found halfway in the state, it has brilliant vehicle connect to all different areas in the state. Trichy locale has a mean temperature with low moistness. The most sultry period is from April to June. The stream Cauvery inundates around 51,000 ha in Trichy, Lalgudi and Musiri divisions. Thanjavur locale is situated in the eastern shoreline of Tamilnadu. Recent composite region of Thanjavur was bifurcated into Thanjavur and Nagapattinam areas with impact from 18.10.1991. Again in April 1997, when Thanjavur region was shaped by bifurcating Nagapattinam locale, part of Thanjavur territory, in particular the Valangaiman block had been converged with the recently framed Thiruvarur area. Subsequently the present Thanjavur locale was framed with a topographical territory of 3396.57 sq.km partition into 14 squares. The region**

**establishes simply 2.6 level of the zone of the state. Thiruvarur area was framed on 01.01.1997 via cutting out nine squares from the composite Nagapattinam locale and one square from Thanjavur region with Thiruvarur as region base camp. It is little locale with a complete topographical territory of 2097.09 sq.km, this establishes simply 1.6 level of the zone of the state.**

**Nagapattinam area was cut out of recent Thanjavur locale on October 18, 1991. Along these lines it was bifurcated in 1997 as Nagapattinam and Tiruvarur areas. It is a little region with an all out geological region of 2715.83 sq.km, this comprises simply 2.09 level of the region of the state. Locale capital Nagapattinam lies on the eastern coast, 350 kms down south of the state capital Chennai and of Tiruchirappalli. Seaside length of the area is 188 kms. Nagappatinam has a beach front region spreading upto 165 kms and marine fishing is polished in just about 60 towns along the coastline.**

**Table 2.2**

**Population details in Cauvery Delta Districts of Tamil Nadu**

| District | Total | Men | Women |
|---|---|---|---|
| Thiruchirappalli | 2713858 | 1347863 | 1365995 |
| Rural | 1377009 | 684825 | 692184 |
| Urban | 1336849 | 663038 | 673811 |
| Thanjavur | 2402781 | 1183112 | 1219669 |
| Rural | 1552325 | 765784 | 986541 |
| Urban | 850456 | 417328 | 433128 |
| Tiruvarur | 1268094 | 627614 | 640478 |
| Rural | 1009411 | 500543 | 508868 |
| Urban | 258686 | 127073 | 131610 |
| Nagapattinam | 1614069 | 797214 | 816855 |
| Rural | 1250291 | 618594 | 931697 |
| Urban | 3937778 | 178620 | 185158 |

**Source : Census 2011**

According to the evaluation of 2011, in Thiruchirappalli region absolute populace were 2713858 of which 1377009 in rustic and 1336849 in metropolitan. According to the registration of 2011, in Thanjavur locale complete populace were 2402781 of which 1552325 in rustic and 850456 in metropolitan. According to the statistics of 2011, in Thiruvarur region all out populace were 1268094 of which 1009411 in country and 258683 in metropolitan. According to the enumeration of 2011, in Nagappattinam locale complete populace were 1614069 of which 1250291 in provincial and 3637778 in metropolitan.

**Table 2.3**

**Agricultural land details in four major Cauvery Delta Districts of Tamilnadu**

| District | Total Area | Forest | Non-Agricultural Land | Cultivatable Barren Land | Net Sown Area |
|---|---|---|---|---|---|
| Thiruchirappalli | 440383 | 36773 | 97696 | 7272 | 166667 |
| Thanjavur | 339657 | 3414 | 14700 | 14975 | 219331 |
| Tiruvarur | 209709 | 12057 | 370442 | 3478 | 146472 |
| Nagapattinam | 271583 | 5800 | 47725 | 33418 | - |

Source: MSME Annual Report 2018-19

Multi various crops are grown in this district and agriculture is the main occupation for most of the people in the district. Alluvial sandy loam and loam soil constitutes major portion of the central regions, which from the Cauvery delta in the district. In Lalgudi, Manachanallur and and Anallur blocks loamy soil is predominant in the dry tracks of the district. Thanjavur district is the rice bowl of Tamilnadu. The district stands unique from time immemorial for its agricultural activities and is rightly acclaimed as the granary of the south India. In this district has alluvial soil in the

**Cauvery delta and sandy soil in coastal area are the predominant soil types. The soil type, the climate and rainfall best suit the paddy crop and so the district stands as the rice bowl of Tamilnadu since ancient days.**

**More than 70 percentage of the total workforce is dependent upon agriculture. Around 14 percentage cultivators and the rest are agricultural labourers. Normal area under cultivation is around 74 percentage of the geographical area. Paddy is the principal crop of the district. It accounted for nearly 65 percentage of the grass cropped area. The district forms part of the rice bowl of Tamil Nadu. The entire district contains plain land only. Predominant soil types in the district are sandy, coastal alluvium and red loam. These types of soils are very fertile. Cauvery is the main river flowing in this district. Vennar, Vettar, Koraiyar, Paminiyar, Mullaiyar, Harichandra Nadi, Arasalar, Vanchiar, Nattar are some of the seasonal rivers flowing in this district. Canals extending to a length of around 612 kms supported by the Cauvery system irrigate the entire district. Agriculture is the principal occupation in the district nearly 65.42 percentage of the total work force is dependent upon agriculture. Nearly 12 percentage cultivators and the rest 54 percentage are agricultural labourers. 55 percentage of the geographical area constitutes net sown area in the district. Paddy is the principal crop of the district. It accounted for nearly 66 percentage of the gross cropped area.**

**Table 2.4**

**Major Agricultural crops in Cauvery Delta Districts of Tamil Nadu**

| Trichy | Thanjavur | Tiruvarur | Nagappattinam |
|---|---|---|---|
| Paddy | Paddy | Paddy | Paddy |
| Cholam | Sugarcane | Blackgram | Blackgram |
| Pulses | Groundnut | Greengram | Greengram |
| Groundnut | Gingelly | Groundnut | Sugarcane |
| Sugarcane | Maize | Gingelly | Groundnut |
| Tapioca | | Coconut | Mango |
| | | Tamarind | Banana |
| | | Cashew | |

**Source: Revised District Profile-NABARD 2019**

**In Trichy area paddy is the significant yields followed by cholam, beats, Groundnut, Sugarcane, Banana and Tapioca and so on In Thanjavur region paddy is the significant yields followed by Groundnut, Sugarcane, Ginjelly and Maize and so on In Thiruvarur area paddy is the significant harvests followed by Blackgram, Greengram, Grounnut, Ginjelly, Arecanut, Coconut and Tamarind, In Nagappattinam region paddy is the significant yields followed by Blackgram, Greengram, Groundnut, Sugarcane, Ginjelly, Maize, Mango, Banana and Cashew and so on**

**Table 2.5**

**Major Agro Based Industries in Cauvery Delta Districts of Tamil Nadu**

| Trichy | Thanjavur | Tiruvarur | Nagappattinam |
|---|---|---|---|
| Rice Mill | Rice Mill | Rice Mill | Rice Mill |
| Oil Mill | Sugar Factory | Edible Oil Mill | Oil Mill |
| Flour Mill | Paper Board | Fertilisers | Cotton Textiles |
| Dal Mill | Coir based Industries | Seed Industry | |
| Sugar Factory | Oil Mill | Cotton Mill | |
| Fruit and Beverages | | Beverages Units | |
| Spices (Masala / Paste) | | | |
| Cotton Mill | | | |
| Animal Feed | | | |

**Source: Revised District Profile-NABARD 2019**

**In Tiruchirappalli district rice mill is the major agro based industries in the Cauvery delta region apart from that in Tiruchirappalli district consist of Oil Mill, Flour Mill, Dal Mill, Sugar Factory, Fruits and Beverages, Spices and Cotton Mill and Animal Feed etc. Tiruchirappalli district is located centrally in Tamilnadu. Public sector companies like BHEL, HAPP, OFT and Railway workshop functions here. The district is renowned for fabrication industry. Gem cutting, Korai Mat weaving and Readymade Garments. In Thanjavur district Rice Mill is the major agro based industries in the Cauvery delta region apart from that in Thanjavur district consist of Oil Mill, Sugar Factory, Paper Board and Coir Based Industries etc.**

**In Thiruvarur district Rice Mill is the major agro based industries in the Cauvery delta region apart from that in Thiruvarur district consist of Oil Mill, Fertilizers, Seeed Industry, Beverages and Cotton Mill etc.**

In Nagappattinam district Rice Mill is the major agro based industries in the Cauvery delta region apart from that in Nagappattinam district consist of Oil Mill and Cotton Mill etc. The district is deprived of any major industries but it is a flourishing centre of cottage and handicrafts industry. Madras refineries limited are the major refinery unit located in the district. Sandy coastal alluvium is the predominated soil type. Cauvery and Vennar are the main rivers flowing in this district.

**Table 2.6**

**Major Research Institutions in Cauvery Delta Districts Since the Cauvery delta is agriculture consist area; the following agro based institutions are located in this region**

| District | Place | Educational Institutions |
|---|---|---|
| Thiruchirappalli | Navalur Kuttappatu | Anbil Dharmalingam Agricultural Colllege Research Institute |
| Thiruchirappalli | Kumulur | Agricultural Engineering College and Research Institute |
| Thanjavur | Eachangottai | Agricultural College and Research Institute |
| | | Research Institutions |
| Thiruchirappalli | Thogaimalai | National Research Centre for Banana – NRCB |
| Thanjavur | Kattuthottam | Soil and Water Manufacturing Research Institute |
| Thanjavur | Thanjavur | Indian Institute of Crop Processing and Technology |
| Thanjavur | Aduthurai | Tamilnadu Rice Research Institute |

Source: Agriculture profile 2019

Cauvery Delta district is the rice bowl of TamilNadu. It is considered as the farming state with satisfactory cultivatable grounds and water system offices. Paddy is the chief yield developed and reaped in Cauvery delta locale and different items incorporates banana, sugarcane, beats, blackgram, greengram, groundnut, ginjelly, maize assortment of vegetables and natural products and so on,

**The majority of the agrarian creation and water system in these zones has done through the Cauvery water and the upheld water assets. Cauvery River assuming a urgent function in the farming creation and loaning crude materials to the agrarian businesses. It creates considerably more business occasions to the educated and ignorant people groups through agrarian and modern units. In this manner, Cauvery Delta regionis extraordinary in nature to jam its situation to fulfill the necessities and cases of the overall population in and around Tamilnadu.**

# CHAPTER III

# REVIEW OF RELATED LITERATURE

## 3.1. INTRODUCTION

**This section endeavors to audit the previous examinations identified with issues of promoting of paddy at Cauvery delta district – Tamilnadu. The survey of writing assumes an indispensable job giving understanding into the examination issue. It causes a scientist to recognize the exploration hole and build up an important speculation. It gives how the subject of the investigation could be broke down. The scientist looked into the accessible writing on promoting productivity of paddy. Different examinations have been made on the need and the idea of working of controlled business sectors in various locales, by master commissions, research bodies and individual specialists.**

**Verónica Saiz-Rubio et.al (2020) their investigation dependent on the data that yields offer is transformed into productive choices just when effectively oversaw. Current advances in information the board are causing Smart Farming to develop dramatically as information have become the vital component in present day horticulture to assist makers with basic dynamic. Important preferences show up with target data procured through sensors with the point of augmenting efficiency and maintainability. This sort of information put together oversaw ranch depends with respect to information that can expand productivity by evading the abuse of assets and the contamination of the climate. Information driven horticulture, with the assistance of automated arrangements fusing counterfeit savvy methods, sets the justification for the supportable agribusiness of things to come. This paper audits the current status of**

**cutting edge ranch the board frameworks by returning to each critical advance, from information securing in harvest fields to variable rate applications, with the goal that cultivators can make enhanced choices to set aside cash while ensuring the climate and changing how food will be created to reasonably coordinate the approaching populace development.**

**Elangovan R (2019) his investigation thought that paddy (rice) is the main one, particularly in nations like India. Indian States Tamil Nadu is greater part states which develop paddy in Cauvery Delta Region. Thanjavur is one of driving locale in paddy development since a decade ago has not indicated any huge improvement. Results and discovering: absence of mindfulness among the works is first positions of distinguishing in the examination region with the mean score of 65.44 in light of the fact that the laborers are not aptitudes with this new strategy are SRI technique. next serious issue of weed control and strain being used of cone weeded with the mean score are 61.64 and 57.39 separately portrays that Demanding Sample paddy at Free of Cost and High Dominance of Market Intermediaries are the main considerations affecting the Problems in market with the most elevated mean score of 63.08and 61.97 High Commission Charged 60.02 and Credit Sales 57.83 are distinguished as the following significant explanations behind Problems in market by Market Intermediaries and they are positioned third and fourth individually. Reasons such us Lack of Consultation Before Price Fixation, Demanding paddy past Actual Weight are positioning fifth, 6th, separately. The exploration paper inferred that development of paddy is a beneficial ventures in the investigation territory around three percent of the collected paddy was being lost at firm itself farmers acknowledged higher benefits when they sold their paddy produce through Governments direct acquisition. Focuses,**

**subsequently channel was more proficient that different channels. The significant promoting imperatives confronted the makers (or farmers) in the examination territory were higher showcasing cost , the far off area of DPC" and absence of mindfulness on market data and market insights administrations, administrations, Farmers should be taught and prepared on post gather tasks that would incredibly assist them with decreasing the post – collect misfortunes in rice, Further postponement in gauging and installment are to be dodged in the Direct Procurement Centers (DPC) in order to urge farmers to take up proficient creation choice for the following season. The agro division coordinated most mindfulness and preparing program gave to farmers and creates inventive techniques for paddy development.**

**Aarthi Dhakshana Jd et.al (2018) their paper learns about the issues looked by the farmers to acquire the agrarian advances. The territory of the investigation was Cauvery Delta, Thanjavur District. The example size was 205. The examination configuration utilized in this paper was accommodation testing procedure. The analyst utilized Structural condition examination for information investigation. The outcome uncovered that the preparing time taken by the bank was the significant test, looked by the farmers. It showed that challenges in reimbursement of EMI, guarantee and insurance, financing cost and documentation likewise affected acquiring the advances from banks.**

**Namami Gohain et.al (2018) their investigation was attempted in the province of Punjab to examine the issues of farmers in the advertising of paddy, wheat, maize and cotton. An absolute example of 180 farmers from 12 towns of six areas was chosen for the investigation. The example farmers were additionally arranged, in view of their operational holding, as minimal, little, semi-medium, medium and huge**

**farmers. The outcomes from the examination showed that the main issue recognized by the farmers in the advertising of paddy and wheat was the deferral in obtainment of paddy in the business sectors followed by the allowance of installments by commission specialists because of higher dampness content in the grains. In any case, the serious issue during showcasing of basmati was the exploitative practices by the go-betweens followed by absence of public acquirement. The issue looked by greater part of farmers in the promoting of maize and cotton was the absence of public acquisition of the produce and absence of gainful cost of the harvest separately.**

**Sreenivasa Reddy G et.al (2018) their investigation focused on the paddy and Bengal gram are one of the prime harvests in India it produces business for some farmers straightforwardly and in a roundabout way. Creation of Paddy and Bengal Gram was acceptable in Kurnool however while advertising famers were confronting issues like showcasing cost of the produce is high, area of market yards is excessively long from towns, delay in weighing of the produce, delay in installment available to be purchased of produce by market mediators at AMCs, farmers not having appropriate mindfulness on market data and not having legitimate information on evaluating, value variances was high, and market delegates doing acts of neglect like value cut and so on From the examination of showcasing issues looked by Paddy and Bengal Gram farmers, it is seen that implies greater part of the farmers were concurred that they were confronting issues while advertising the Paddy and Bengal Gram. The public authority can lessen the promoting cost by giving endowments in legitimate transportation and appropriate storerooms, the market councils needs to carefully screen the tasks like gauging, evaluating, deals and installments. The public authority needs to ensure all the data with respect to horticultural advertising ought to have**

**refreshed in rural sites and exorbitant cost vacillations can be diminished by having appropriate command over flexibly.**

**Anandaraman R (2017) his examination thought that the paddy is basic item utilized for human fundamental prerequisite of standard life delivered determined soil just creation and development of horticulture nature. Farmers don't think about the creation and collecting strategy for dampness of planting alongside showcasing of methods. Farmers is key necessities of information types of gear is sway on compost gracefully for rice creation and keeping up of infectious prevention in prior stage. Presently day farmers specialized changes certain techniques for post gather innovation/capacity misfortune can undoubtedly creation of paddy. Legislature of India monetary and non monetary angle not improvement change in uncommon appropriation conspire among farmers. Farmers is spine of our Indian agribusiness framework which lessens neediness easing of expanding financial development in our general public.**

**Daniel Ugih Echoh et.al (2017) their paper intends to examine the issues and issues looked by rice farmers in Kuala Tatau, Sarawak. The respondents were Iban farmers in Kuala Tatau; named Sungai Semanok and Kuala Serupai, were chosen for what it's worth at a significant stretch from metropolitan zones named Bintulu, they actually rehearses paddy development. To get the information, subjective exploration strategies through top to bottom meeting procedures, bunch conversation and perception were used and the information were investigated utilizing content examination. The outcomes indicated that the rice area confronted serious issues, for example, the diminishing of the quantity of farmers and a powerless framework in the conveyance of sponsorships. Notwithstanding, there were contrasts appeared in**

**outcomes between the two towns too, which were in term of lacking horticultural land, and issues on waste and water system framework, contingent upon the distance of the town from metropolitan territory, transport offices, and different issues as examined in the accompanying area.**

**Jerome S (2017) his examination dependent on the provincial advancement is one of the key components who assumes significant function in the improvement of any region whose the greater part populace lives in rustic region .as we realize that India is a horticulture nation and about 69% of its populace straightforwardly or in a roundabout way relies upon farming area. Disregarding being most significant area it is confronting heaps of the issue. Condition is most noticeably awful enough which prompts the self destruction of farmers. Farmers are as yet in down situation to get advantages of their work. They are as yet not know about how to deal?, how to get right cost of their produce?, They don't have the foggiest idea how to channelize their produce?, and on the off chance that they face any misfortunes, at that point how to defeat from this?. They don't have the foggiest idea about the most recent advances .So far the improvement of farmers and at last for the country advancement there is a need to know the significance of legitimate showcasing of horticulture produce and how the better promoting influences the farmers occupation. The example size is chosen for the examination is 100 santhai farmers who are occupied with the exchanging cycle ponmalai santhai. The comfort inspecting strategy was embraced for the current examination. It is additionally proposed that there is likewise a requirement for preparing/direction/sharpening of food dealers, including little wholesalers, retailers, and sellers, on new innovations of bundling, arranging, quality support, administrative structure and related parts of promoting.**

**Neha Lakra et.al (2017) their investigation expects to analyze the cost, returns, showcasing example and limitations of paddy in Dantewada locale of Chhattisgarh. Essential information were gathered from 80 farmers from four towns of two squares through close to home meeting technique with the assistance of pre-organized timetable for the year 2013-14. Generally speaking on a normal for every hectare cost of development of paddy were assessed to be Rs. 13533.63. Assortment insightful expense of development of paddy crop uncovered that the greatest expense of development was seen if there should be an occurrence of assortment MTU-1010 for example Rs. 14436.76 per hectare whiles the least cost was seen at Rs. 12150.61 per hectare for assortment Chudhi (Local). It was seen that the, farmers of the examination territory utilized synthetic composts in exceptionally low amount in all the Kharif and Rabi crops. In general on a normal yield of paddy were 28.67 quintals, be that as it may, it was most elevated (29.80 qtl/ha) at medium ranch and least (26.06 qtl./ha) at peripheral homesteads in the area. Normal expense of creation per quintal of paddy was worked out to Rs. 456.31. The info yield proportion of paddy was worked out to be 1:3.45. The per ranch normal promoted overflow of paddy were seen to be 27.93 quintal (85.54 percent) of the absolute amount delivered. Significant requirements relating to development of these harvests were absence of soil testing office (82.00 percent) and shortage of work during top season (81.25 percent). Significant distance of controlled market from the harvest developing zone (81.25 percent) and absence of transportation offices (77.80 percent) were a portion of the significant imperatives which were looked by the makers of the investigation region. Looking to the exceptionally low utilization of agro-synthetic substances, natural cultivating should be advanced in the examination territory through endowments, which should be accessible for natural excrements like ranch yard excrement, manure**

**and bio composts and bio pesticides moreover. Farmers occupied with natural cultivating should be connected to specialty markets where they will acquire an excellent cost, to make up for any misfortune in yield.**

**Anitha Jose S (2016) her paper will learn about the status of horticultural farmers. Variables impacting to pick the horticulture and purposes behind the poor financial degree of the farmers. It is reasoned that farmers in kanyakumari District Prefer farming essentially because of the accessibility of land. The trend setting innovations should be utilized in the agribusiness area to make more benefits in rural exercises. Accordingly, the farmers will be financially solid, etc.**

**Mwatawala H.W et.al (2016) their investigation was done in Mbarali region situated in southern good countries of Tanzania. It pointed in evaluating the commitment of paddy creation to family unit pay and difficulties looked by smallholder paddy farmers. Cross sectional examination configuration was utilized and information were gathered through meeting and narrative survey. Information were investigated by Statistical Package for Social Sciences (SPSS). Graphic insights included frequencies, rates, mean and standard deviation. A Multiple direct relapse was utilized to dissect the difficulties confronting smallholder farmers in paddy creation. ANOVA was utilized to analyze methods for different wellsprings of earnings adding to add up to yearly family unit pay. The discoveries uncovered that the mean ranch size was 0.86 section of land and paddy yield was 1611kg/section of land. The normal pay procured from paddy every year was TZS670742.7. Mean yearly wages from different harvests, animals creation and easygoing work were TZS106859.0, TZS157800.0 and TZS113947.4, individually. Others sources were cruiser transportation (TZS191000.0), blocks making (TZS117916.7) and unimportant**

**exchange (TZS109861.1). Paddy creation was found to contribute 46% to the complete yearly family pay among smallholder paddy makers in the examination region. Commitments from different sources were unimportant exchange (7%), blocks making (8%), animals creation (11%), different harvests developed (7%), easygoing work (8%) and cruiser transportation (13%). Further investigation showed that paddy and other developed yields were profoundly huge (P<0.0001) supporters of all out yearly family unit pay. Domesticated animals creation additionally altogether (P<0.05) added to family unit pay. Excessive costs of composts (P<0.05), shortage of region for development ((P<0.001) and low market cost for paddy (P<0.001) were huge difficulties that were looked by smallholder paddy farmers. It was inferred that regardless of low market costs for paddy, its commitment to pay neediness decrease inside family unit is bigger contrasted with different types of revenue in the examination territory.**

**Saikumari.V et.al (2017) their investigation investigates the difficulties looked by business visionaries associated with agribusiness and cultivating. It additionally expects to clarify the roaring open doors accessible for them in the wake of going through a field concentrate in the particular towns. The exploration has been started in the setting of horticultural emergency in Thanjavur District, Tamil Nadu, and India. The examination technique depends on exploratory investigation. The essential information is obtained by field visit and talking farmers from Kohoor, Sakottai, Thippirajapuram and Orathanadu towns of Thanjavur District, while the optional information has been gathered from different articles, papers, diaries and magazines. In this exploration, diagnostic devices, for example, Percentile Analysis, Fish Bone Diagram and SCOPE Analysis are utilized to distinguish the different obstructions**

**engaged with horticultural business along these lines answers for beat those deterrents are unmistakably decided. An aggregate of 120 respondents are taken as test size from Thanjavur District, Tamil Nadu, India. Farmers including landowners, little proprietors and occupant gatherers are considered in this exploration. This study is verbalized through essential information which has been gathered by methods for field visits and meeting technique.**

**Sathiya Sheila T (2016) her examination focused on the horticultural assume a significant function in Indian economy. India has prevailing situation underway of paddy close to China on the planet level. Tamil Nadu is one of the significant paddy creating states in India. About 20.84 level of land is utilized for paddy development in Madurai locale. Particularly four squares of a similar locale set to record great paddy yield, for example, Madurai West, Madurai East, Vadipatti and Alanganallur .Economy of the Alanganallur block is needy a farming. The developed region of this square is about 3046.87 hectares. Horticultural promoting assumes an imperative function in farming advancement which is a pre-essential for improvement in different areas and furthermore for the general improvement of economy. Consequently this paper endeavors to break down the creation and advertising arrangement of paddy like promoting channels and showcasing issues looked by the farmers in the investigation territory.**

**Senanayake S.M.P et.al (2016) their paper looks at whether the structure of the paddy/rice market in Sri Lanka is serious and productive especially by embraced two tracer studies. From these studies it was uncovered that the net revenues accumulating to practically all the players engaged with the paddy/rice esteem chains of both Nadu and Samba assortments are not over the top when contrasted and the**

**normal bank loaning pace of 15 percent. The consequences of the tracer reviews additionally show that both the Nadu and Samba paddy/rice esteem chains are monetarily proficient. There are concerns nonetheless, about the low quality of rice processed by generally little and medium scale conventional rice factories in the nation. It was additionally unveiled that there is no rigid proof to demonstrate the claim that the rice mill operators and wholesalers abuse both the rice makers and purchasers by utilizing oligopsonic oligopolistic rehearses in both the maker and shopper markets, for example, 'cornering of the market'.**

**Benard Ronald et.al (2014) their paper targets surveying the data needs of rice farmers in Tanzania utilizing rice makers in Kilombero District as a contextual analysis. The examination was completed in four deliberately chose towns in Kilombero District, Morogoro Region. The examination utilized an example size of 80 respondents. The examination utilized a contextual investigation research plan and utilized a blend of strategies to gather both quantitative and subjective information. Information were gathered by utilizing narrative audit, polls, center gathering conversations and individual perceptions. Quantitative information were investigated by utilizing SPSS, while subjective information were broke down utilizing content examination. The consequences of the investigation uncovered that rice farmers have a wide assortment of data needs remembering data for showcasing, climate condition, rural credit/advance, new seeds, stockpiling strategy, planting strategies, infections and irritation control, and pesticide accessibility and its application. Key wellsprings of data utilized by farmers are their family or guardians, individual experience, neighbors and agribusiness expansion officials.**

**Siriwardana A.N et.al (2014) their investigation analyzed the socio segment factors adding to the accomplishment of paddy farmers in the Dry Zone of Sri Lanka with an emphasis on the development and reception of new works on, cultivating experience, information sharing and group conduct among farmers. Their recognitions about cultivating as a vocation, efficiency, and productivity in paddy cultivating were dissected. Effect of sex on paddy cultivating rehearses was analyzed. 63 paddy farmers (32 guys, and 31 females) were chosen for the investigation from Polpithigama Divisional Secretariat zone dependent on separated irregular examining. Mann-Whitney test, Wilcoxon rank-total test, Correlation, and Chi-square tests were utilized for inferential examination of information alongside engaging investigation. Information sharing conduct in cultivating related firmly with the respondents' impression of cultivating as a vocation. Information sharing related modestly with their cultivating experience. Advancement and reception of new practices was the major contributing variable in the profitability of paddy cultivating. Huge contrasts were seen among sex and cultivating rehearses, with male farmers recording better exhibitions over female farmers in many cultivating rehearses.**

**Muhammad Abdullah et.al (2013) their examination was led in 2013 of every two tehsils; specifically Daska and Pasroor of Sialkot locale of Punjab region of Pakistan. The principle reason for the investigation was to ask the issues looked by rice farmers at various phases of rice development for example rice creation, rice crop insurance and rice promoting stages. Out of the four tehsils of regions Sialkot, two tehsils were intentionally chosen because of the exorbitant development of rice in these regions. Out of each tehsil, ten towns were arbitrarily chosen and out of every town, six farmers were haphazardly chosen. Henceforth an example of 120 farmers**

was chosen. The chose farmers were met and information were gathered and investigated. Regarding creation related issues the discoveries indicated that farmers saw exorbitant cost of compost, deficiency of trench water, excessive cost of farming information, high lease charges of agrarian apparatus, absence of consultancy offices and absence of acknowledge/account as the serious issues during the rice crop creation stage. Regarding rice crop insurance related issues, expensive pesticides/weedicide and inadequate fungicide were recognized by the farmers and as far as promoting related issues of rice crop, unsuitable value offered of the produce, helpless transportation, stockpiling issues and absence of information about market costs were distinguished by the farmers. The farmers additionally demonstrated incredible disappointment over the activities taken by government specialists to determine the issues looked by them.

Nguyen Cong Thanh et.al (2013) their examination on rice creation and advertising by means of review indicated that farmers in Mekong had 0.5 ha, 2.2 ha and 6.5 ha for least, normal and most extreme homestead size per family, individually. 100% family units completed their rice creation in winter-spring (Dong Xuan-DX) and summer-pre-winter (He Thu-HT) seasons. Just 55% executed their creation in the fall winter (Thu Dong-TD) season. The normal yield increased 7.17 T/ha in DX season. Normal rice yield in HT and TD seasons got 5.17 and 4.69 T/ha, individually. The commitment of rice creation because of DX season represented 45.20%, HT and TD contributed 33.7 and 21.10%, separately. In strategies for drying, Sun drying and mechanical drying were relied upon season, advertising reason, and farmers' ability. Postharvest innovation was still in reverse. For rice utilization, there were 35% of families who didn't store their paddy for family utilization. They generally purchased processed rice on the lookout for their utilization. Of them, 65% did their rice

**processing. The farmers essentially offered their item to dealers (90%). Rice cost of IR50404 was lower than other great assortments altogether at 5% level. From this investigation, farmers would be unequivocally prescribed to diminish developing zones of IR50404 (low grain quality) and to advance top notch rice assortments for send out reason. Farmers are looking the chances and desires from government and other related associations to improve their rice cost for better creation and fare.**

**Prakash C (2012) his investigation thought that the Indian economy is fundamentally an agrarian economy. The very presence of monetary exercises of the whole individuals is bound up with the state and strength of this area. In India, around 70% of individuals are occupied with agrarian interests and around 50% of the public pay begins from agribusiness. Subsequently the degree of proficiency and profitability in agribusiness pretty much decides the productivity of Indian economy. In India, individuals and their whole entirety are such a great amount of bound up with the fortunes of horticulture that the movement of life and the example of exercises do close to reflect all that occurs in this area. Since agribusiness is the supporter of the biggest measure of products and enterprises to the improvement of the nation, it gets fundamental and capable with respect to the Government to direct and control the showcasing arrangement of Agricultural produce. Horticultural showcasing in India is assailed with numerous imperfections. "The farmers, by and large, sells his produce at a horrible spot and at a troublesome time, and normally gets entirely ominous terms." So, in such conditions, it isn't unexpected to find that the horticultural makers as a class are being misused by the buyers.**

**Rehman. Ul. Shakeel (2012) said that "India has gotten independent in the horticultural creation particularly in the food grains, India remains among the top rural**

**delivering countries of the present reality. Almost certainly India is an exporter of different horticultural items however there are a few limitations in farming advertising. The paper despite the fact that featured the essential farming promoting establishments and associations giving agrarian help with India everywhere, still a large part of the horticultural produce is getting ruined in light of wasteful storerooms, extra time conveyance and bungle. A great deal more is required as India has gigantic potential for farming creation, since it has a wide geological reach. As the vast majority of the rustic individuals in India are occupied with horticulture and its united exercises, an ever increasing number of arrangements must be made accessible to incorporate the advertising frameworks for agribusiness, which must be accessible everywhere on the nation."**

**Datt et.al (2011) agribusiness additionally assumes a significant part in our global exchange. The portion of farming fares was 18.5 percent in 1990-91 which rose to 20.3 percent in 1996-97 and the offer has continuously declined demonstrating 9.3 percent in 2008-09.**

**Bhupinder et.al (2010) broke down the cost related issues and market related issues with the assistance of 420 example respondents in Haryana from October 2007 to January 2008. The discoveries of their investigation uncovered that there was no legitimate channel for trading the organic products, vegetables and blossoms in Haryana. Variance in the costs was the principle issue for horticulture and the farmers didn't get the expense of their items despite the fact that they spent on vehicle and tossing in the misuse of their items.**

**Pramod Gonchkar (2010) in his investigation found that stores assume an indispensable part in animating new produce exchange of foods grown from the ground. There is extraordinary wastage, weakening in quality and confuse among request and gracefully both spatially and additional time. India shows the best extension and capability of turning into a main nation in fare of products of the soil. Agribusiness shapes the foundation of the Indian economy and regardless of coordinated industrialization over the most recent fifty years, farming involves an uncommon pride.**

- **It gives work to very nearly 62 percent of the complete labor force in the nation.**
- **Contributes a significant portion of public pay in India.**
- **Feeds in excess of a billion of populace and request will increment with increment in populace.**
- **Agriculture is basic for confronting the difficulties of provincial destitution, food uncertainty, joblessness, and maintainability of common assets in India.**

**One percent gradual development in horticulture area prompts an extra pay age of INR 10,000 crores in the possession of the farmers, subsequently expanding their discretionary cashflow and thus buying power47. The expansion sought after gives a push to the business too, which thus raises the general GDP development.**

**Ramanan,G. (2009) has fitted a numerous straight relapse model to contemplate the elements deciding the yield per section of land of cotton development. Human-work, cost of composts, cost of pesticides, cost of weeding, cost of manuring**

**and watch and ward were incorporated as autonomous factors in the model. The gross return in rupees per section of land was the needy variable.**

**Shaobing Peng et.al (2009) their investigation thought that the rice creation in China has dramatically multiplied in the previous fifty years principally because of expanded grain yield instead of expanded planting zone. This expansion has come from the advancement of high-yielding assortments and improved harvest the board practices, for example, nitrogen preparation and water system. In any case, yield stagnation of rice has been seen in the previous ten years in China. As its populace rises, China will require t o produce about 20% more rice by 2030 to meet its homegrown necessities if rice utilization per capita remains at the current level. This is definitely not a simple assignment on the grounds that few patterns and issues in the Chinese rice creation framework oblige the feasible expansion in all out rice creation. Key patterns remember a decrease for arable land, expanding water shortage, worldwide environmental change, work deficiencies, and expanding customer interest for top notch rice (which frequently comes from low-yielding assortments). The serious issues going up against rice creation in China are restricted hereditary foundation, abuse of composts and pesticides, breakdown of water system framework, distorted yield the executives, and a frail expansion framework. In spite of these difficulties, great examination procedures can drive expanded rice creation in China. These incorporate the advancement of new rice assortments with high return potential, improvement of protections from significant illnesses and creepy crawlies, and to major a biotic burdens, for example, dry season and heat, and the foundation of coordinated harvest the board. We accept that a reasonable expansion in rice creation is reachable in China with the improvement of new innovation through rice research.**

**Islam S et.al (2008) have examined Tehatta-II square of Nadia area in West Bengal. There were 17 squares in the Nadia area of which Tehatta-II square was chosen deliberately. The square comprised of 7 gram panchayats and 2 gram panchayats to be specific Palsunda-I and Barnia were chosen haphazardly. Fifty dairy farmers were chosen from every gram panchayats dependent on judgment examining. The investigation region was pretty much homogenous as for creature cultivation rehearses, socio-social conditions, offices for administration and basic information sources. The greater part of the dairy farmers in investigation regions were sloppy in milk creation. Important data from the individual milk makers (dairy farmers) has been gathered through close to home cross examination strategy with the assistance of an organized meeting plan arranged for the investigation. The examination uncovered that crossbred cows were more prudent and gave better return than the indigenous cows and consideration of a couple of crossbred bovines can expand the pay of a dairy business person and give productive and round the year work. Family work was done in the factory pocket territories of eight regions of Marathwada area. Around 59 percent of the dairy farmers have a place with general (open) classification, 25 percent were in reverse class and just 8 percent every one of SC and ST. The landless dairymen similarly contributed with dairymen having (enormous) land; 13 landless dairymen revealed tantamount lactation yield as the quantity of milch creatures expanded, the crowd lactation execution diminished. The creatures kept up by joint family were not appropriately thought about while they were thought about appropriately by separately family.**

**Mandeep Singh et.al (2008) detailed the monetary examination of dairy cultivating has been accounted for minor and little farmers in Punjab for the year**

**2003-04. It has been discovered that a lion's share of the ranch families can't meet their prerequisites from their pay from crops. Further dairy cultivating has arisen as a significant partnered endeavor for enhancing the pay of minor and little farmers in Punjab. Pay from off-ranch sources has been recognized another significant factor contributing essentially to the discretionary cashflow of these homestead families. The examination has proposed encouraging misusing the capability of off-ranch sources towards meeting the homegrown use. Additionally, the specialized proficiency of yields and dairy cultivating should be improved to turn out more revenue to farmers.**

**Meenakshi Sharma et.al (2008) in the examination paper endeavored to assess the degree of post reap misfortunes at different degrees of promoting for chosen foods grown from the ground in Himachal Pradesh. In chose natural products, misfortunes range somewhere in the range of 18.31 and 24.85 percent of the all out** creation. The misfortunes were discovered to be more at wholesaler‟s and retailer‟s **level in completely chose organic products aside from apple. Vegetable misfortunes range somewhere in the range of 18.98 and 28.25 percent of the all out creation. The misfortunes were discovered to be more at creation level in the majority of the vegetables. The decrease in post gather misfortunes is critical to build the accessibility of leafy foods in the economy.**

**Nalini Ranjan Kumar and et al (2008) in their investigation indicated that the yearly compound development paces of region and creation of Banaskantha (10.96 and 10.48) were higher than those of Gujarat state. Potato yield of Banaskantha area and the territory of Gujarat was awesome and higher than public normal however has begun to decrease in ongoing past which is a state of worry to everybody. More than 95 percent of the all out produce was intended for market and around 49 percent of the**

**complete produce was being sold during the reap period because of helpless maintenance limit of farmers. Absence of value seed, insufficient water system office, vulnerability in potato costs, expensive potato inputs, deficiency of work and absence of most recent ability of potato development were the significant limitations looked by farmers in potato development.**

**Purushottam, G. et al. (2008) have rattled off ten issues in the appropriation of Hill Agriculture Technologies in their plunging request of significance. Larger part of the respondents concurred that they neglected to receive most recent advancements in the slopes.**

**Vipal Bhagat et.al (2008) in their examination drew out the way that the central point which persuaded the transient vegetable dealers to go to the province of Punjab was the monetary trouble looked by these people in their local spots brought about by joblessness, under work, moderately low wages, and so on It was seen that larger part of the chose vegetable merchants came from Uttar Pradesh and Bihar. The examination uncovered that solitary two percent of the respondents had lasting shops as vegetable venders while 13 percent had brief sanctuaries. 27 percent had street side rehri and 15 percent were peddlers. Another 43 percent of the transient vegetable dealers were doing their business in Apni Mandi on the grounds that these mandis are held practically every day in Ludhiana city. The investigation uncovered that a greater part of the chose neighborhood vegetable merchants (around 94 percent) didn't see the inundation of transient vegetable venders well. The examination showed that dominant part of the chose vegetable purchasers, that is, shoppers (around 84 percent) were unconcerned with the nearby and transient vegetable venders. It is the quality and the cost of the produce which consistently matter for the purchasers.**

**Wani and et al (2008) in their examination uncovered that while the advertising social orders and essential farming credit social orders have indicated declining patterns, the co-usable social orders of organic product cultivators and bank offices developed altogether throughout the long term. In spite of the fact that correspondence and network has enrolled a sensible development throughout the long term, yet it has not arrived at the ideal level regarding thickness. The investigation recommended that the co-usable social orders should be revived to engage apple cultivators. Besides, there is a need to instill more polished methodology and talented administration in co-employable association. Likewise, market foundation should be grown consistently across various districts of the state. The need designation in the market foundation through open and private organization is required to improve the profits from horticultural area in the drawn out point of view.**

**Chakarabarty K C (2007) India is an agrarian nation, which is invested with bountiful regular assets. The improvement of farming to its fullest potential is, thusly, the top dog of the Indian economy. Agrarian development has direct effect on destitution destruction. Its advancement likewise helps in containing expansion, ascending of horticultural wages and expanding work age. All things considered, farming remaining parts the biggest business with around 60 level of the populace relying upon horticulture for its job.**

**Ibrahim,S. (2007) has grouped the expense of creation into immediate and circuitous expenses. Direct cost included activity cost and upkeep cost. Aberrant cost included yearly foundation cost, interest on fixed capital and deterioration.**

**Hegde, R.N. et.al (2007) have brought up that the wide change in the costs of dark gram is the best obstruction in the method of improvement. In this way, it was felt important that cultivators should sell their produce keeping in view the appearances and costs of the war on the lookout.**

**Pitale R L et.al (2007) in his book "India Rich Agriculture: Poor Farmers" proposes to introduce plan of the pay strategy for farmers fitting India's horticultural area. The profile of ranches and farmers is introduced to comprehend the horticultural economy and kind of farmers for whom pay strategy is planned. It additionally sees pay level of farmers and restrictions of information in this regard. Sheer number of various products is enormous to the point that it is a confounded undertaking to have a homogenous methodology. Fundamental impediment in India's horticulture to increment farm**ers‟ pay in little size of cultivating through a motivator system can **bring little and huge farmers together for the administration of homesteads for** expanding farmers‟ pay.

**Rana (2007) has conducted a study on apple production in Kumarsain block in Simla District. The variables considered in this study were the quality of labour, fertilizers, pesticides, the age of the apple grove in years and a disturbance term (U) independently distributed with zero mean and constant variance.**

**Suresh Kumar et al. (2007) have pointed out that the price of produce was mainly dependent on the market situation. If the growers do not get adequate and timely market information, they cannot get remunerative prices for their produce. The study reveals that the major problem faced by the farmers is low support price for**

**wheat followed by delay in payment and further delay in the announcement of support price.**

**Alagu Marimuthu, S. (2006) has defined marketing cost as the actual expenses incurred by the farmers and other agencies such as pre-harvest contractors, whole-sale traders and retailers in the movement of chilies from the farmers to the end users.**

**Mishra, A.K (2006) the significance of agricultural marketing in economic development is evident from the following facts. Maintaining the pace of increased production through technological developments and assurance of remunerative prices to the farmers for their products to sustain the growth of the non-agricultural sectors, resources have to be extracted from agricultural sectors.**

**Odogola R. Wilfred (2006) his study involved a survey in 6 major rice growing districts of Uganda covering 2 sub-counties per district and a total 1,463 respondents, of which 1,375 were farmers both female and male. The survey also sought information from rice processors (27), agro-input dealers (27) and key informants (34). The study was conducted by a multi-disciplinary team of 10 scientists drawn from several NARO institutes, Makerere University, JICA and SAA-Uganda. The research team also solicited the support and active involvement of field extension and other service providers in the respective districts. These administered the questionnaires especially to individual farmer households. The data obtained from the study was analyzed using the SPSS statistical package and was accordingly documented into this technical survey report. The draft report, together with recommendations was discussed at a one-**day stakeholders' workshop before

**finalization and presentation to JICA by the Research Team. Summaries of the findings and way forward on the work accomplished as per TORs are as follows. The study concluded that the production of the new upland rice varieties (NERICA) is steadily increasing in Uganda. The districts where rice production was a dream are** now growing rice; Rice is one of the potential crops that can improve farmers' **incomes and livelihoods. Farmers who have adopted upland rice farming as an enterprise have started seeing positive changes in their livelihoods. It was noted that 22% of the farmers surveyed are able to send their children to school, 12 - 17% of the farmers reported using proceeds from rice farming for enhancing household food security and for acquiring essentials household items like clothing, utensils and rice farmers are encountering several constraints that inhibit their ability to increase rice production.**

**Gerard McElwee and et al (2006) in their article investigate the methodology of ambitious farmers. The foundation issue is that in Europe, horticulture has confronted sensational weights for rebuilding, and help of the vital abilities of farmers and a more grounded enterprising direction have been proposed as a potential answer for the arising issues. Contextual analysis is utilized to show how methodology arrangement and usage may require various abilities, capabilities and mentalities, issues of system development and execution. The discoveries of the examination uncover that the idea of pioneering methodology is questionable. This examination proposes that a significant test for the horticulture area is to empower farmers to build up their vital promoting and innovative aptitudes. This needs monetary help and more noteworthy accentuation on schooling and preparing. It is trusted that this exploration will aid this test.**

**Mishra, A.K (2006) a proficient promoting framework prompts the enhancement of asset use and yield the executives. An all around planned arrangement of promoting can successfully disseminate the accessible supplies of current information sources and subsequently support a quicker pace of development in horticultural creation. It guarantees more significant level of pay to the farmers by lessening the quantity of market go betweens, directing promoting administrations, giving better costs to the items by having serious conditions for advertising, and so forth.**

**Mishra, A.K (2006) a well-sew promoting framework enlarges the market for the item by taking them to distant corners both inside and outside the nation by having better transportation and correspondence offices and consequently guarantees higher pay to the maker farmers of harvest items. For development of agro-based businesses, an improved and effective arrangement of farming advertising helps in the development of agro-based ventures, recreates their creation and brings in general advancement of the economy.**

**Mutambatsere Emelly et.al (2005), featured in their article that "Agrarian business sectors assume an essential part during the time spent monetary turn of events. However, by ethicalness of the spatial scattering of makers and shoppers, the worldly slacks between input application and gather, the variable perishability and storability of products, and the political affectability of fundamental food staples and farming business sectors are inclined to high exchange costs, critical dangers and incessant government obstruction. The major elements of info and yield appropriation, post-collect preparing and capacity, just as the steady difficulties of liquidity**

**limitations, contract authorization and blemished data, have portrayed horticultural business sectors in agricultural nations under all types of association.**

**Raju N et.al (2006) Tamil Nadu has been honored with broadened agro atmosphere conditions, reasonable for wide scope of harvests like organic products, vegetables, flavors, estate yields, blossoms and restorative plants in India.**

**Ruddar Datt et.al (2006) adoption and spread of new innovation among the farmers makers is conceivable by presence of better showcasing framework as farmers get more returns by selling the produce if advertising framework is effective. The extra returns got by the farmers will be put resources into agrarian area and this as such will help spread the new innovation among the farmers.**

**Ruddar Datt et.al (2006) business is made in the economy by creating distinctive advertising exercises viz. reviewing, transportation, stockpiling, handling, market modules and so forth Advertising exercises enhance the items and this thusly expands GNP and NNP of the nation. Better expectations for everyday comforts can be given to the individuals by the makers by making food accessible to the customers at low costs through effective advertising. Making of utilities in the items viz. place, time, structure and ownership, improves the cost of the homestead items.**

**Ruddar Datt et.al (2006) every one of these realities underscore that horticultural advertising assumes a significant part in the financial improvement of the country. The more productive the promoting framework, the more would be the monetary improvement of the country.**

**Alagumani,T. (2005) has led an examination on paddy field in Theni District of TamilNadu State. The expense of creation per kilogram of value paddy was Rs.15. The examination demonstrated that the development of great paddy was more beneficial than the normal assortment.**

**Balu et.al (2005) see that India is among the best three world makers of rice, wheat, milk, poultry items, natural products, vegetables, coconut, tea, flavors, maize and freshwater items including shrimp and fish. The farming area gives 25 percent of the GDP and 64 percent of work and records for 18 percent of India's fare.**

**Chandrasekaran (2005)** led an investigation to break down farmers‟ selling **conduct of chief harvests remembering turmeric and chillies for Tamilnadu. The investigation recognized that greater part of the farmers needed mindfulness about the advantages of the promoting establishments. The examination likewise announced that numerous farmers had picked private dealers not on the grounds that they broadened cash but since of absence of information about the presence of government organizations.**

**Deccan Chronicle (2005) the issue of advertising is multi dimensional. In contrast to the mechanical makers, the agrarian makers are either helpless before the dealers or helpless before the public authority to fix the cost for their items. Moreover,** creation in agribusiness is „a bet on sto**rm. The expense of creation is ever expanding and the farmers have just a restricted state upon them. Quite a terrible state of the Indian farmers brings them just helpless pay. In the event that the advertising conditions are improved and the practices are modified, the farmers may make sure about order over the market and might be regarded as makers.**

**Financial Development depends on creation as well as in advertising. Promoting ought to get a similar need as creation for accomplishing success. Singh (2005) in his article "Improving food Marketing System – Some Policy Issues" has broke down the ailments winning in food advertising in India and has recommended a few measures for improving this framework. As indicated by him "A market instrument can be a wellspring of extensive advancement use or can be a boundary to improvement. The required, improved exhibition of food (Agriculture) showcasing framework is not any more liable to happen without interest in examination, schooling and preparing than in cultivating and such program ought to get same need thought as rural creation."**

**Agarwal, N.L., (2004) states that the advertising is a perplexing subject. It hints a progression of exercises engaged with moving merchandise from the purpose of creation to the point of utilization.**

**Agarwal, N.L., (2004) saw that the horticultural promoting framework is a connection among ranch and non-ranch areas. All the gatherings of people related with rural advertising are keen on having a proficient showcasing framework.**

**Agarwal, N.L., (2004) brings up that a productive showcasing framework is a compelling problem solver and a significant methods for raising the pay levels of farmers and fulfillment of the buyers. It includes the development of products from makers to purchasers at the most minimal conceivable cost, steady with the arrangement of administrations wanted by the customers.**

**Agarwal, N.L., (2004) a proficient showcasing framework for ranch items guarantees an expansion in the homestead creation and gets converted into an**

**increment in the degree of pay, accordingly animating the rise of extra pay. Customers determine the best conceivable fulfillment when merchandise is accessible in any event conceivable expense.**

**Agarwal, N.L.,(2004) thought that the ideal advertising framework should target giving gainful costs of produce to makers, continuous gracefully of merchandise to the buyers at sensible costs and amassing of surplus for additional monetary turn of events.**

**Deka, N et.al (2004) have brought up that paddy keeps on being an expected harvest in the State of Assam. They have noticed that actual climate decides the yield. Extension of zone under development is dependent upon imperatives since land is a restricting variable of creation. Thus it is a lot of basic to raise the efficiency level to satisfy the developing need for heartbeats, grains and oats.**

**Davinder Kumar Madaan (2004) conveyed an examination on World Trade Organization and Indian Agricultural Development. The positive finding of the examination was that World Trade Organization guarantees level battleground to Punjab farming in the worldwide market by diminishing sponsorships and accordingly lessening counterfeit lower costs of some rich nations. In any case, the negative effect of World Trade Organization on Punjab agribusiness as indicated by the examination was that high homegrown help, send out appropriation and forswearing of market access through different tax and non-levy boundaries in the created nations have brought about a fall in worldwide farming product costs in the post-World Trade Organization period.**

**Chahal and et al (2004) in their investigation found that significant segment of the farmers produce was sold at a lower cost in the post-collect period in this way bringing down their wages. This has caused wide changes in the costs of pea's extra time and space. The significant explanation was the transient idea of produce and the non-accessibility of stores and capacity strategies .Also the farmers need quick money to meet their monetary commitments for different purposes. It was seen that the go-betweens included were profoundly profited due to wide vacillations in costs. They bought green peas from market at the most reduced potential costs and offered them to the buyer at a lot greater cost. At last the two makers and purchasers were abused.**

**Arun Pandit, et.al (2003) with regards to expanding horticultural creation to arrive at the phase of producing excesses, there is a need to outfit the showcasing system to make suitable conditions under which the farmers could sell his produce. Without such condition, the agrarian creation may not react to satisfy the constantly expanding need from the overflowing millions. Consequently, it is important to persistently watch the working of the framework 'so powerful advances can be taken to check the outlandish deviations winning in the working of the framework.**

**Selvaraj et.al (2003) in their examination made an endeavor to contemplate the requirements of espresso cultivators; investigated the creation issues and showcasing issues. They presumed that the significant deformity in agrarian promoting is the powerlessness of most of the farmers to meet their promise to pay for their obligation. The cultivator is compelled to sell his produce at any value offered to him and they presumed that transport, under gauging and absence of monetary offices, and so on were the significant territories of concern.**

**Gandhi, V. P. et.al (2002) have expressed that there was worry as of late with respect to the proficiency of promoting of cashew; high and fluctuating shopper costs and just a little portion of customer rupee arriving at the farmers.**

**Navadkar D S, et al., (2002) considered econometric examination of appearances and costs of vegetables in Gultekadi Regulated Market, Pune. The discoveries of the examination uncovered that the yearly compound development paces of appearances and mean costs of the chose vegetables were exceptionally huge during the period which showed that both the appearances and costs have been expanding quickly. Strangely, there existed direct connection among appearances and costs of vegetables as the relationship coefficients were worked out to be positive and exceptionally critical. It was additionally discovered that the current year's annuals of the chose vegetables stayed subordinate upon the current years and slacked years costs. The relapse coefficients of current year's costs were discovered to be factually huge at different degrees of likelihood.**

**Senam Raju, M.S. (2002) has analyzed the issues and prospects of cotton promoting in Andhra Pradesh. He gave a definite record of the various parts of promoting like interest, flexibly, capacity, transportation and extreme deals.**

**Community for Agro-Economic Research (2001) has advanced the accompanying recommendations. Assortments of rice which are discovered to be safe or open minded to irritations and infections should be circulated among the farmers. These safe/open minded assortments should constantly be region explicit and for exactness of this the contribution of the rural researchers is of most extreme significance. In the preparation just as field exhibits more accentuation should be laid**

**on social, mechanical and natural strategies for control. Equivalent significance should be given on neighborhood and indigenous techniques for bother control.**

**Erdner Kaynak (2001) clarified multifaceted issues in food promoting. With the breakdown of the Soviet Union, the arrangement of the European Union, and current monetary emergencies and cost-contemplations in different nations around the globe, premium has been creating in cross public and diverse advertising openings in the area of food.**

**Patil and et al (2001) in their article named "metropolitan interest for consumable essential horticultural items, explicitly products of the soil, for Mumbai metropolitan local populace" have assessed the interest for vegetables and natural products by 2025, as 6.82 lakh tons and 2.32 lakh tones individually. They felt that for quite a substantial interest, cold stockpiling and godown offices are an unquestionable requirement.**

**Farhad Ali (2001) assessed the development populace of the world is required to surpass 8 billion of every 2025. This has very upsetting ramifications for the non-industrial nations. The future expansion in food supplies must be from expanded organic yields as region development is beyond the realm of imagination since land and water are getting scant. Zone under rice crop is about 4.2 million hectare yield as territory extension is preposterous with the creation of 82.2 million tons. However, the profitability of rice is significantly less being just 2811 kg/ha as against 7,444 kg/ha in Ukraine. Over the previous years, the rice yield has expanded 170 percent. To fulfill the further need of 101,886 (1000 tons) in the year 2015 the current innovation and**

**assortments can't address the genuine issue. So to expand creation different methodologies are required.**

**Venture Information and Credit Rating Agency (ICRA, 2001) has itemized the shortcomings and issues present in the Indian agribusiness gracefully chain.**

- **First, huge loads of items are squandered inferable from ill-advised dealing with and capacity, bug invasion, helpless coordinations, insufficient capacity and transportation foundation.**
- **Second, go-betweens take an enormous part of the profit which should go to farmers.**
- **Third, post-gather misfortunes are around 25-30 percent in India. Indeed, even minimal decreases in these misfortunes will undoubtedly welcome incredible alleviation on the food security front just as improve the pay level of the farmers.**
- **Fourth, Indian purchasers pay three to multiple times the ranch door cost, when contrasted with created nations where the shopper pays one and a half to multiple times the homestead entryway cost. Additionally, 60-80 percent of the value that buyers pay goes to brokers, commission specialists, wholesalers and retailers. These delegates lead to helpless coordination and cooperation in the flexibly chain, which thusly prompts wasteful data stream.**

**Kavitha (2001) says that the significant motivation behind why water system has gotten basic for horticultural improvement in India is the beginning of storm and example of precipitation which is commonly whimsical in its frequency and variable**

**in its sum. Precipitation in moved in a couple of months of the year and this is a difficult issue for rice development.**

**Kiran Sankar Chakraborthy (2001) sees that the farmers in horticultural advertising is value taker in all cases. In this manner, if the farmers's offer in the shopper's cost is lacking, he won't be empowered for additional creation.**

**Ragini Jain et.al (2001) proposed the potential web apparatuses which can fill in as a guide to farmers as to expand the retention of these innovations in agribusiness area and driving it closer to horticulture. Focus of horticulture should be to give by the peripheral farmers (Rs.4742.23), the semi-medium arms (Rs.4521.29) and medium homesteads (Rs.4143.50). On account of the non-farmers yield school cultivates the per hectare normal expense of work shifts from Rs.4935.44 to Rs.3700.55. The expense of work of the non-farmers' field diminishes with the expansion in size of the gathering. The general per hectare normal expense of the non-farmers' field school ranches it is Rs.4133.74 which demonstrates a similarly higher speculation by the acclaimed field school ranches in view of the utilization of more mandays per hectare. Furthermore, the expense of work of the ranches for bug control differs from 3.70 percent (minimal homesteads) to 2.13 percent (semi-medium homesteads) of the all out expense of work while the relating figures for semi-medium and medium non-farmers field school ranches are 0.73 percent and 0.82 percent individually. Negligible and semi-non farmers' field ranches have no such use. The pertinent data to any farmers in a distant town by methods for getting to chain of command of data bases. Consultancy with respect to sicknesses, bother cautions, animal wellbeing, troublesome abundance condition or any strange ground conditions are the vital requirements of the cultivating network.**

**Ravi Kumar K.N et.al (2001) noticed the patterns in appearances and costs of chosen items in Anakapalle Regulated Market of Andhra Pradesh. It tends to be closed from the examination that, all in all, appearances demonstrated a blended pattern, while, costs indicated an expanding pattern for the chose items on the lookout. There exists a backwards connection between occasional records of appearances and costs of chosen items. Consequently the strategy suggestion lies in urging the farmers to arrange their produce at the perfect opportunity to get gainful costs. It requires giving account to farmers and better storerooms either at town level or at market level to spread the appearances sensibly in the lean a very long time of the year. These discoveries were in accordance with the examinations led by Patel and Agarwal (1993) on value conduct of groundnut in Gujarat and by Teggl et al (1996) in the showcasing of jiggery in Karnataka.**

**Radha Mohan et al. (2001) attempted an investigation on working of controlled business sectors in Gorakhpur Division (UP). It uncovered that regarding market expense, the advocated sum isn't charged yet on records just 25-50 percent expense was entered and rest of the 50-75 percent sum was removed by the mandi laborers without giving any receipt. It was completely clear from perception that without appropriately knowing the ramifications of the arrangements of the Act, there was a misfortune to the market advisory group via avoidance of market charge.**

**Satapathy and Tripathy (2001) uncover that the borrowers had utilized higher measure of basic sources of info which empowered them to acquire higher per hectare rice yield contrasted with their partners. Both obtained and claimed assets can be utilized in rice creation. As respects advancement of assets, the credit beneficiaries could get greatest benefit from rice creation through ideal utilization of credit financed**

**inputs. The non borrower farmers can likewise dispense their assets ideally by higher speculation from own asset through expansion in their non-ranch pay.**

**Shanmuga Sundaram et.al (2001) in their article named "an investigation on Uzhavar Sandhai, Salem" have inspected** the activities of farmers‟ market and found **that farmers' business sectors help the farmers get a sensible cost for their produce staying away from all undesirable and absurd charges. The purchasers were encouraged to get new vegetables at a less expensive cost with no negligence in gauging. Their examination incited them to propose foundation of phone offices, augmentation of working hours and working of the market both toward the beginning of the day and night.**

**Suu et.al (2001) found that the compound development rates were registered for territory, creation and efficiency of rice dependent on the remarkable capacity for three periods (like pre-green upheaval period (1949 to 1965), post green insurgency period (1966 to 1998) and the whole time frame viable (1949 to 1998). From the investigation an expanding pattern of creation and efficiency has been noticed. In the pre-green transformation time frame, the development underway was exclusively because of expansions in region under rice in the state. The post-green insurgency period demonstrated a positive and critical development in profitability.**

**Agribusiness Division, Planning Commission, Government of India (2007) Agricultural showcasing accepts an indispensable significance in India where in excess of 70% of the populace live in towns and rely upon farming and united exercises. Showcasing is a fundamental piece of the absolute creation measure. Truth be told, creation and advertising frameworks are essentially interwoven. Proficient creation**

**guarantees lower per unit cost of yield making it workable for more number of shoppers to get it. Then again, incorporated, serious and proficient showcasing framework hands this chance over to reality profiting both the maker and purchaser.**

**Gopal Rao (2000) in his examination on Experience in Agricultural Marketing in India expressed that agrarian promoting framework assumes a significant part in financial turn of events, not just by truly dispersing expanded creation through motivating forces yet additionally circulating the advantages of development. Therefore, numerous administrations have not attempted numerous ways to deal with build up the showcasing framework, with changing levels of achievement.**

**Kayarkanni (2000) uncovers that human work is the main determinant of rice yield. It was trailed by capital, manure, seed cost and pesticides. One unit increment in these elements correspondingly raised the yield by 11.83, 11.05, 3.29, 2.79 and 0.12 units per section of land. Recruited work, capital, manure, seed cost and pesticides were discovered to be huge at 5 percent level. Employed work and capital have more noteworthy impact on yield assurance.**

**Ravikumar K.N. et al (2000) contemplated the value reaction examination of agrarian products in the chose Regulated Markets of Andhra Pradesh. It tends to be finished up from the investigation that the costs of contending crops in the earlier year had huge positive effects on the costs of chosen items in the current year. This infers that the farmers are a lot of cost cognizant and consequently, they expanded the normal yield of the contending crops in the current year and subsequently in the market appearances.**

**Ravi Kumar K.N, et. al., (2000) recognized the determinants of costs of horticultural wares in the Regulated Market of Andhra Pradesh. It very well may be closed from the investigation that the market appearances of the chose product and its contending crop are the central point affecting the cost of the item in the business sectors. They applied huge negative and positive impacts individually on the cost of the item in the chose markets. The positive connection between the market appearances of the contending harvest and cost of the chose product infers the way that as the appearances of the contending crop into the market expands, the costs will fall.**

**Rajandran (2000) farmers appreciate better advertising foundation at liberated from cost and they get impressively greater cost than what they get from brokers at towns or private business sectors at towns. Simultaneously shoppers advantage through buying new vegetables, green leaves and organic products, and great showcasing climate at lower cost than the private market cost. Accessible measurements show that this multi month old plan is advancing great and decidedly moving to arrive at the goals determined. Number of shoppers to the market, every day deals and per capita deals volume of the farmers venders have significantly expanded. Farmers are furthermore profited as connection with different farmers and with departmental staff. They get great quality seeds and different contributions from the market yard itself. The creator thought that individuals, the two farmers and purchasers do understand the curiosity of the plan. They ought to effectively take an interest in all periods of agribusiness and be prepared to come and collect the advantage, since, farmers will be unequivocally envisioning such plan just at the hour of hefty creation, when private market costs are low. Additionally the purchasers will likewise depend much upon such market in slow time of year, when private market costs are high.**

**Ceaseless help from the two of them regardless of season will guarantee manageability and improvement of such advertising framework. Simultaneously Government ought to likewise proceed with the current help. These may encourage the augmentation of such business sectors to different spots and expansion of such model for different items in the horticulture area and different areas too.**

**Roy and Datta (2000) noticed the turn of events and private area ought to guarantee that the basic data sources, similar to quality seeds of suggested rice and wheat cultivators, pesticides and waterway water important for beneficial rich-wheat cultivating are convenient accessible.**

**Samuel Abaidoo (2000) clarified bio technologization of agribusiness and farmers. One of the significant changes related with monetary globalization is the expanding significance of protected innovation. In the zone of food creation, the acquisition of protected innovation rights over living things, an especially seed, by the new life industry, is drastically changing farming creation relations. One significant impact of this change is the re-meaning of farmers as agreement cultivators by the existence business. This new status of farmers, which is important for a pattern that was gotten under way with the commoditization of food, is making them outsourcing semi representatives of agrarian organizations, including the existence business.**

**The National Agriculture Policy (2000) as per the report expressed in The National Agriculture Policy 2000, the Indian farming area is confronting the issues of capital insufficiency, absence of infrastructural backing and request side limitations, for example, controls on development, stockpiling and offer of agrarian items and so on, that kept on influencing the financial practicality of rural area.**

## Research Gap

**Despite the fact that a small bunch of chips away at horticulture and its unified exercises with respect to the advertising, execution, and possibilities are discovered, the greater part of the examinations have been finished during pre-change period. In the post change time frame, huge changes have been occurred in the Indian market. Thus, there is call for genuine investigations on the issues looked by farmers in paddy showcasing of Cauvery delta zone – Tamilnadu and the exhibition of the rural area in Indian economy.**

## References


1. **Verónica Saiz-Rubio and Francisco Rovira-**Más, "**From Smart Farming towards Agriculture 5.0: A Review on Crop Data Management**", **Agronomy, No.10, 2020, P.207.**
2. Elangovan R, "**Factors Affecting the Innovative Paddy Cultivation and Marketing (Thanjavur District)**", International **Journal of Innovative Technology and Exploring Engineering, Volume-8, Issue-12S, October 2019, Pp.1142-1145.**
3. Aarthi Dhakshana J.D and Rajandran K.V.R, "**Challenges and Problems on Farmers' Access to Agricultural Credit Facilities in Cauvery Delta, Thanjavur District**", **St. Theresa Journal of Humanities and Social Sciences, Journal of Southeast Asian Studies · July 2018, Pp.50-64.**
4. Namami Gohain and Sukhpal Singh, "**An Analysis of Problems and Constraints Faced by Farmers in Marketing of Agricultural Produce in Punjab**", **Economic Affairs, Vol. 63, No. 3, September 2018, Pp. 671-678.**

5. Sreenivasa Reddy G, Pradeep Kumar D and Narayana Reddy T, "**A study on Marketing Problems of Paddy and Bengal Gram Farmers with special reference to Kurnool District, Andhra Pradesh**", International Journal of **Management, Technology And Engineering, Volume 8, Issue VI, JUNE/2018, Pp.579-588.**
6. Anandaraman R, "**Problems Of Paddy Farmers In Villupuram**", **Global Journal For Research Analysis, Vol. 6, Issue No. 5, May 2017, Pp.497-500.**
7. **Daniel Ugih Echoh, Norizan Md Nor, Salfarina Abdul Gapor and Tarmiji** Masron, "**Issues and Problems Faced by Rural Farmers in Paddy Cultivation: A Case Study of the Iban Paddy Cultivation in Kuala Tatau, Sarawak**", **Journal of Regional and Rural Development Planning, No.1 (2), June 2017, Pp.174-182.**
8. Jerome S, "**A Study on Agricultural Marketing Strategies and Challenges Faced by the Ponmalai Santhai (Local Market) Farmers in Tiruchirappalli**", **International Journal of Economics and Management Studies, Volume 4 Issue 9 – September2017, Pp.15-21.**
9. Neha Lakra, A. K. Gauraha and K. N. S. Banafar, "**Economic Analysis of Production, Marketing and Constraints of Paddy in Dantewada District of Chhattisgarh, India**", **International Journal of Current Microbiology and Applied Sciences, Special Issue-4, September-2017, Pp. 108-115.**
10. Anitha Jose S, "**An Economic Study of Paddy Cultivation In Kanyakumari District**", **International Journal of Research, Vol.4 (Iss.10: SE): October, 2016, Pp.63-69.**
11. Mwatawala H.W, Mwang'onda E and Hyera R.N, "**Paddy Production in Southern Highlands of Tanzania: Contribution to Household Income and**

**Challenges Faced by Paddy Farmers in Mbarali District**", Scholars Journal **of Agriculture and Veterinary Sciences, No.3 (3), Apr-May 2016, Pp.262-269.**

12. **Saikumari.V, Vishnu Durgha Prasaad.B and** Vijayawarman G.S, "**Challenges & Opportunities in Agricultural Entrepreneurship With Reference To Thanjavur District**", International Journal of Research in IT and **Management, Vol. 7, Issue 10, September- 2017, Pp. 36-48.**
13. Sathiya Sheila T, "**Marketing Of Paddy- A Study With Special Reference To Alanganallur Block, Madurai District**", International Journal of **Agricultural Science and Research, Vol. 6, Issue 3, Jun 2016, Pp.245-250.**
14. Senanayake S.M.P and Premaratne S.P, "**An Analysis of the Paddy/Rice Value Chains in Sri Lanka**", ASARC Working Paper, No.4, 2016, Pp.1**-28.**
15. Benard Ronald, Frankwell Dulle and Ngalapa Honesta, "**Assessment of the Information Needs of Rice Farmers in Tanzania: A Case Study of Kilombero District, Morogoro**", **Library Philosophy and Practice (e-journal), http://digitalcommons.unl.edu/libphilprac/1071.**
16. Siriwardana A.N and Jayawardena L.N.A.C., "**Socio-Demographic Factors Contributing to the Productivity in Paddy Farming: A Case Study**", **Tropical Agricultural Research Vol. 25 (3), 2014, Pp.437 – 444.**
17. **Muhammad Abdullah, LI Cuixia, Sidra Ghazanfar, Abdur Rehman, Bushra** Ghazanfar and Shah Saud, "**Problems Faced by Rice Growing Farmers and Their Behavior to the Government Policies: A Case from Pakistan**", **Journal of Biology, Agriculture and Healthcare, Vol.3, No.16, 2013, Pp.1-10.**
18. **Nguyen Cong Thanh, Bui Dinh Duong, Tran Van Hien, Nguyen Huu Minh and** Manish Singh, "**Study on Rice Production and Marketing of Farmers in Mekong Delta**", **Omonrice, No.19, 2013, Pp.224-236.**

19. Prakash C, "**Problems and expectations of the farmers in marketing paddy in Tiruvarur district, Tamilnadu**", **Asian Journal of Management Research, Volume 3, Issue 1, 2012, Pp.253-263.**

20. **Rehman. Ul. Shakeel , Planning Commission, Govt of India, New Delhi, 2012.**

21. **Datt, Gaurav and A. Mahajan, Datt & Sundharam, "Indian Economy", Revised Sixty Second Edition, S. Chand& Company Ltd., Ramnagar, New Delhi, 2011, P. 498.**

22. **Bhupinder and Santoshnandal, "Diversification of Agriculture in Haryana: Problem, Risk and Uncertainty", Southern Economist, Vol.48, No.20, February 15, 2010, Pp.31-36.**

23. Pramod Gonchkar, K., "**Global Scenario of Area, Production of fruits and vegetables and Indian Exports**," Southern Economist, Vol.49, No.1, May 1, **2010, Pp.55-57.**

24. Ramanan, G, "**Economics of cotton cultivation in Theni District", Unpublished Ph.D. Thesis submitted to Madurai Kamaraj University, 2009, P. 59.**

25. Shaobing Peng, Qiyuan Tang and Yingbin Zou, "**Current Status and Challenges of Rice Production in China**", **Plant Production Science, No.12:1, 2009, Pp.3-8.**

26. **Islam. S., Goswami. A. and Mazumdar. D. (2008)**, "**Comparative Profitability of Cross Breed and Indigenous Cattle in West Bengal**" **Indian Res. J. Ext. Edu, Vol. 8(1), Pp- 28-30.**

27. **Mandeep Singh and Joshi. A.S. (2008)**, "**Economic Analysis of Crop Production and Dairy Farming on Marginal and Small Farms in Punjab**" **Agricultural Economics Research Review, Vol. 21, and Issue: 2, P-30.**

28. Meenakshi Sharma and Ranveer Singh, "**Post harvest losses in fruits and vegetables in Himachal Pradesh,**" Indian Journal of Agricultural Marketing, **Vol.22, No.1, Jan-April, 2008, Pp.13-23.**

29. **Nalini Ranjan Kumar, N.K., Pa**ndey and R.K.Rana, "**Production and marketing of Potato in Banaskantha District of Gujarat**," Indian Journal of **Agricultural Marketing, Vol.22, No.1, Jan-April 2008, Pp.99-110.**

30. **Purushottam, Shailesh Kumar and Ajay Kumar,** "**Issues in Adoption of Hill Agriculture Technologies**", Agricultural Situation in India, 2008, P.9.

31. Vipal Bhagat and M.S.Sidhu, "**Migrant Vegetable sellers in Ludhiana City: A case study,**" Indian Journal of Agricultural Marketing, Vol.22, No.1, Jan-**April 2008, Pp.1-12.**

32. **Wani, M.H., Baba, S.H and** Shoaib Yusuf, "**Market Economy of Apple in Jammu and Kashmir**," Indian Journal of Agricultural Marketing, Vol.22, **No.2, May-August, 2008, Pp.42-58.**

33. Chakarabarty K.C, "**Indian Scenario, Issues Agriculture and Challenges**", **Agriculture, February, 2007, P.22.**

34. **Ibrahim, S** "**Production and marketing of Mango in Dindigul District, Tamilnadu**",. Unpublished Ph.D, Thesis submitted to Madurai Kamaraj **University, Madurai, 2007, Pp.146.**

35. **Hegde, R.N., and Suryawanshi, S.D,** "**Market arrivals and price trend of important cereals in Pune Regulated Market of Maharashtra – A case Study**", Financing Agriculture, 2007, Pp. 8**-10.**

36. Pitale Daya R.L., "**India Rich Agriculture Poor Farmer: Income Policy for Farmers**", Daya Publishing House, Delhi, 2007.

37. Rana, "**Apple production in Kumarsain Block in Simla district**", Indian **Journal of Agricultural Economics, 37(2), 2007, P. 25.**

38. **Suresh Kumar, Anshuman Karol, Ranveer Singh and Vaidya, C.S: "Cost and Return from wheat cultivation: A study in Punjab**", Agricultural Situation **in India, 2007, P. 307-313.**

39. **Alagu Marimuthu, S**: "**A study on production and marketing of chili in Theni District**", Unpublished Ph.D. Thesis submitted to Madurai Kamaraj **University, 2006, P. 56.**

40. Mishra, A.K, "**Agricultural Marketing: An Overview**", **Kurukshetra, Vol. 54, No.3, Jan 2006, Pp25-27.**

41. Odogola R. Wilfred, "**Final Survey Report On The Status Of Rice Production, Processing and Marketing In Uganda**", Submitted to The **Embassy Of Japan In Uganda Through Jica and Sasakawa Africa Association-Uganda, 31st March, 2006, Pp.1-90.**

42. **Gerard McE**lwee, Alistair Anderson, Kari Vesala, "**The Strategic farmer: a cheese producer with cold feet**", Journal of Business Strategy, Vol.27, issue **6, 2006, Pp.65-72.**

43. Mishra, A.K, "Agricultural Marketing: An Overview", **Kurukshetra, Vol. 54, No.3, Jan 2006, Pp25-27.**

44. **Mutambatsere Emelly and** Jairath, M S, (2002). "**Institutional Reforms - A case study of agricultural markets", Indian Journal of Agricultural Economics, No. l57(3), 2005, Pp.535-545.**

45. **Dr N. Raju, S. Thiruvudainambi, S. Panneerselvam and D. Packiaraj, Intensive Cultivation in Research Station, Sirugamani, 2006, P.5.**

46. **Ruddar Datt and K.P.M. Sundhram, Indian Economy, Chapter 35, S. Chand & Company Ltd., New Delhi, 2006, P. 614.**

47. Alagumani,T, "**Economic analysis of tissue cultured paddy**", 2005, Pp. 81-**89.**

48. **Balu T.D** and G.Jayapal, "The need of value addition in Indian Agriculture", **Facts for You, , Vol.25. No.6. March 2005, Pp.25-32.**

49. Chandrasekaran, "**Analysis of Farmer's selling behavior of principal crops in Tamilnadu**," Indian Journal of Agricultural Marketing, Vol.**3, No.1, 2005, Pp.67-73.**

50. **Deccan Chronicle, Business Column, Dated 13th August, 2005, P. 6.**

51. **Sing, Iter, Pal, et al**., "**Price policy for wheat and paddy vis-à-vis equality in Punjab**", **Indian Journal of Agricultural Economics, Vol.41, No.4, 2005, Pp.47-49.**

52. **Aga**rwal, N.L., "**Agricultural Marketing**", **Yojana, vol. 48, October 2004, P. 41.**

53. **Deka, N. and Sharma, A.K.**: "**Growth trends in area, production and productivity of paddy in Assam**", Agricultural Situation in India, 2004, Pp. **131-132.**

54. Davinder Kumar Madaan, "**WTO and Indian Agricultural Development: A case study of Punjab**", Indian Economic Journal, Vol.50, S.No.304, 2004, **Pp.35-45.**

55. Chahal, S.S., ROHIT Singla and Poonam Kataria, "**Marketing efficiency and price behavior of Green Pees in Punjab**," Indian Journal of Agri**cultural Marketing, Vol.18, No.1, January-April, 2004, Pp.115- 128.**

56. Arun Pandit, R.K., Arora and H.C. Sharma, "**Problems of Potato Marketing in India**", **Indian Journal of Agricultural Marketing, Vol. 17, No. 2, May-August 2003, Pp. 79-91.**

57. **Selvaraj, A and Gan**dhimathi, P., "**A Study on constraints faced by Coffee Growers in Tamilnadu**," Indian Journal of Marketing, Vol.33, No.2, February **2003, Pp.3-5.**

58. **Gandhi, V.P. and Namboodiri, N.V: "Marketing of Cashew in India**", A **study covering the Ahmedabad and Chennai.**

59. **Navadkar, D.S., Dorge, J.T., and Sale, D.L.: "Econometric analysis of arrivals and prices of vegetables in Gultekadi Regulated Market, Pune**", **Agricultural Situation in India, Vol. LIX, No. 3, June 2002, Pp. 122-123.**

60. **Senam Raju, M.S "Cotton marketing in India", Daya Publication, New Delhi, Vol.XVII, 2002, P.212.**

61. **Centre for Agro-**Economic Research. "**Socio-economic evaluation of the National Integrated Post Management Programme for rice – A study in Wokha district of Nagaland." Agricultural Today, July 2001, Pp.17-22.**

62. Erdner Kaynak, "**Cross-national, Cross-cultural issues in food Marketing**", **International Journal of Commerce and Management, Vol.11, Issue ¾, 2001, Pp.158-160.**

63. **Patil, H.K., Deorukhkar, A.C. Wadkar, S.S., and Talathi, J.M., "Urban demand for consumable primary agricultural product (fruits and**

**vegetables) for Mumbai metropolitan regional population," Indian Journal of Marketing, Vol.XXXI, No.7-8, July-August, 2001, Pp.8-15.**

64. Farhad Ali, "**India's potential in rice hybrids**", **Agricultural Today, August 2001, Pp.59-64.**

65. **Report on FMCG, (New Delhi: Investment Information and Credit Rating Agency, March 2001.**

66. Kavitha, S., "**Irrigated water management – An export Facto study on different knowledge and adoption behaviour of rice growers**", **Southern Economics, vol.42, no.5 (2001), Pp.22-25.**

67. Kiran Sankar Chakraborthy, "**Market and marketing channel of agricultural process on Tripura**," Southern Economist, Vol.40, No.8, August 15, 2001, **P.12.**

68. Rajni Jain and Shashi Dahiya "**Agriculture – potential of internet for Indian Farmers**", **Kurukshetra, Vol.9, no.2, 2001, Pp.47-51.**

69. **Ravi Kumar K.N. Sreelakshmi, K.: "Trends in arrivals and prices of selected commodities in Anakapalle regulated market of Andhra Pradesh", Agricultural Marketing. Vol. XLIII, No. 4, Jan- March 2001, P.26.**

70. **Rad**ha Mohan Srivastava and D.S. Shukla (2001), "**Functioning of regulated markets in Gorakhapur Division - An appraisal report**", **Encyclopaedia of Agricultural Marketing, No.3, 2001, Pp.229-235.**

71. Satapathy, S.K., and Tripathy, S. "**An economic analysis of borrower and non-borrower rice farmers in Cuttak district of Orissa**", **Indian Journal of Agricultural Economics, vol.56, no.1, 2001, Pp.8-12.**

72. Shanmuga Sundaram, S and Natarajan, C., "**A Study on uzhavarsandhai with special reference to beneficiaries attitude towards Suramangalam**

**Uzharvar Sandhai, Salem**," Indian Journal of Marketing, Vol.XXXI, No.3-**4, March- April, 2001, Pp.20-24.**

**73.** Suu, T., and Kombai Raju, S. "**Rice production in Tamil Nadu: A trend and decomposition analysis**", **Agricultural Situation in India, vol.18, (July 2001, Pp.9-12.**

**74. Report of the Working Group on Agricultural Marketing for the XI Five Year Plan 2007-12, Agriculture Division, Planning Commission, Government of India, January 2007, Pp.16-26.**

**75.** Gopal Rao, "**Experience in Agricultural Marketing in India: A case of regulated markets**," Southern Economist, Vol.39, No.7, August 1, 2000, P.15.

**76.** Kayarkanni, S., "**Fertilizer use on three major crops in Madurai district of Tamil Nadu - An economic analysis**", **Agriculture Situation in India, vol.9, No.2,b 2000, Pp.5-7.**

**77. Ravikumar, K.N., Lakshmi, R. and Raju, V.T.: "Price Response Analysis of Agricultural Commodities in the selected Regulated Markets of Andhra Pradesh**", Agricultural Situation in India, 2000, Vol. LVI, Pp. 739-**742.**

**78. Ravi Kumar, K.N., Raju, V.T., and Sree Lakshmi, K.: "Determinants of prices of agricultural commodities in the Regulated Market of Andhra Pradesh**", Agricultural Marketing, Vol. XLII, No. 1, April-**June 2000, P.19.**

**79.** Rajandran, R., "**Benefit Sharing by Producers and Consumers: An Experience of Uzhavar Sandaies in Tamil Nadu**", **Indian Journal of Agricultural Marketing (Conf. Spl.), Vol. 14, No. 3, September- December 2000, Pp. 95-96.**

**80.** (Roy. B.C., and Patta, K.K., for "**Rice–Wheat system in Haryana: Prioritizing production constraints and implication for future research**", **Indian Journal of Agricultural Economics, Vol.55, No.4, 2000, Pp.49-53.**

**81.** Samuel Abaidoo, "**Globalisation, Bio-technologization of agriculture and farmers – the quasti employees of the new high technology farms**", **International Journal of Manpower, Vol.21, Issue 6, 2000, Pp.481-491.**

**82. Ruddar Datt and K. P. M. Sundharam, Indian Economy (Revised 54th edn.), (New Delhi: S. Chand & Co Ltd, 2000), P. 584.**

# CHAPTER IV

# ANALYSIS AND INTERPRETATION OF DATA

## 4.1. INTRODUCTION

**This segment manages the illustrative and measurable investigation of the essential information gathered from the farmers of chose Cauvery Delta Regions who are basically occupied with development, creation and promoting of agrarian products. The speculations organized by the scientist are tried with the assistance of factual devices and results are deciphered.**

### Socio - Economic Background details

**This section provides important information about the socio – economic characteristics of the farmers and the various dimensions of problems of agricultural marketing of paddy selected cavery Delta Regions in Tamil Nadu.**

## 4.2. DEMOGRAPHIC PROFILE

**Table 4.1**

**Cauvery Delta Region Wise Classification of the Farmers**

| S.No | Cauvery Delta Region | Number of Farmers | Percentage |
|---|---|---|---|
| 1. | Thanjavur | 189 | 29.00 |
| 2. | Tiruvarur | 120 | 18.00 |
| 3. | Trichy | 213 | 33.00 |
| 4. | Nagappattiam | 128 | 20.00 |
| | Total | 650 | 100.00 |

**Source: Primary Data**

**The above table shows that out of 650, 189 (29%) farmers are from Thanjavur zone comprising 29%. 18% of the farmers are from Tiruvarur zone. 33% of the farmers are from Trichy and staying 20% of the farmers are from Nagappattiam zone. Unmistakably 33% of the farmers are effectively occupied with cultivating from Trichy zones which is the most elevated. Furthermore, 18% of the farmers are in Tiruvarur zone, which is the most reduced of all. In this way it is construed that greatest number of farmers in Trichy zone are essentially drawn in for their income.**

**Chart 4.1**

**Cauvery Delta region wise Classification of the Farmers**

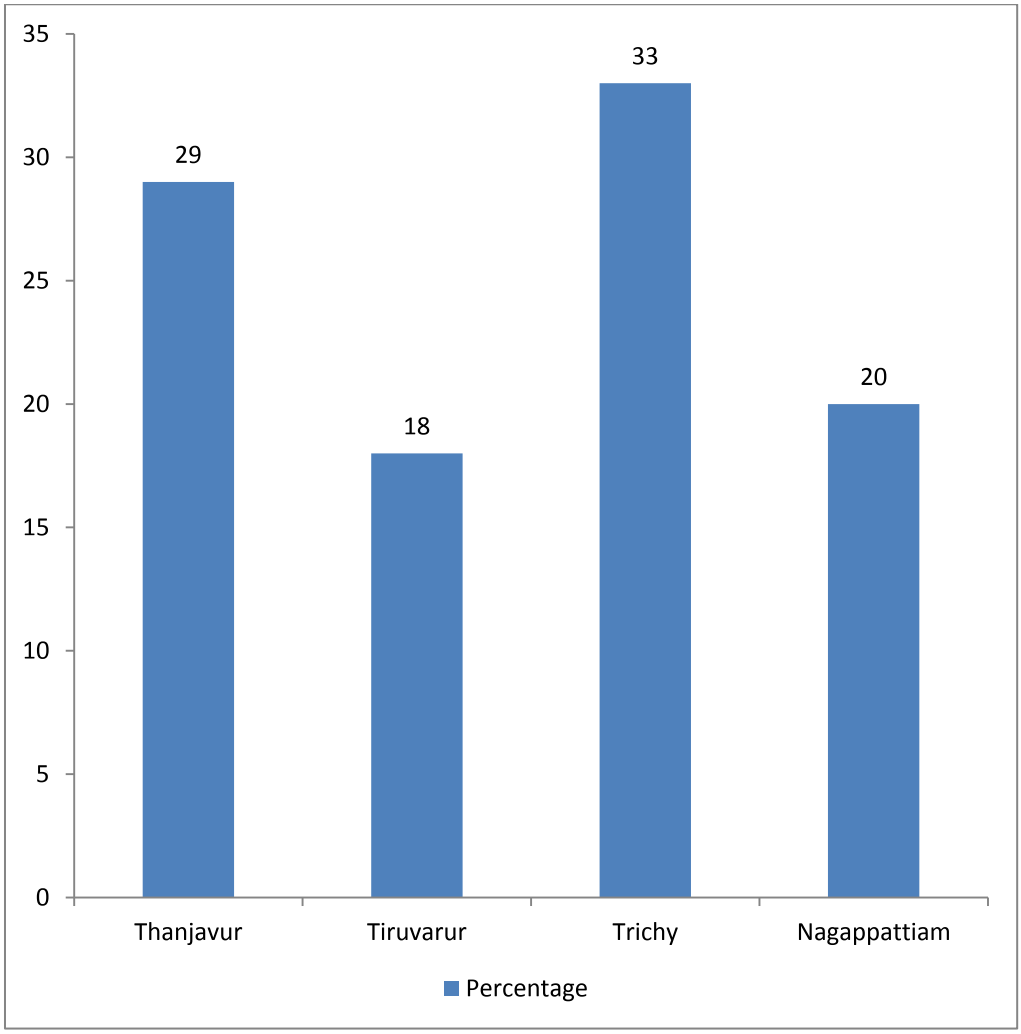


**Table 4.2**

**Age wise and Cauvery Delta Region wise Classification of the Farmers**

| S. No | Age | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | Below 30 | 20 | 11.00 | 9 | 7.50 | 24 | 11.00 | 8 | 6.00 | 61 | 9.00 |
| 2. | 31 – 40 | 20 | 11.00 | 14 | 12.00 | 25 | 12.00 | 8 | 6.00 | 67 | 11.00 |
| 3. | 41 – 50 | 107 | 57.00 | 75 | 62.50 | 118 | 55.00 | 82 | 64.00 | 382 | 59.00 |
| 4. | Above 51 | 42 | 21.00 | 22 | 18.00 | 46 | 22.00 | 30 | 24.00 | 140 | 21.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

**The above table clarifies that out of 650 farmers, 382 (59%) of the farmers have a place with the age gathering of 41 to 50 years. From the 189 farmers from Thanjaur zone 107 (57%) farmers, out of 120 farmers 75 (63%) farmers are from Tiruvarur zone, from the 213 farmers, 118 (55%) of them are from Trichy zone, and out of 128 farmers, 82 (64%) farmers are from Nagapattinam zone who go under the age gathering of 41 to 50 years.**

**As to the age gathering of over 51 years, out of 189 farmers from Thanjur zone 42 (22%) farmers go under this age gathering. Out of 120 farmers, 22 (19%) farmers are from Tiruvarur zone, from the 213 farmers, 46 (22%) farmers are from Trichy zone, and out of 128 farmers, 30 (23%) go under Nagapattinam. Plainly a large portion of the farmers 382 (58%) are in the ge gathering of 41 to 50 years, and 140 farmers (22%) are from age classification of over 51 years. It is derived from the table that individuals who are matured over 40 are demonstrating interest in paddy development and it is standard to do development since they are not prepared for other work.**

**Chart 4.2**

**Age wise and Cauvery Delta region wise classification of the farmers**

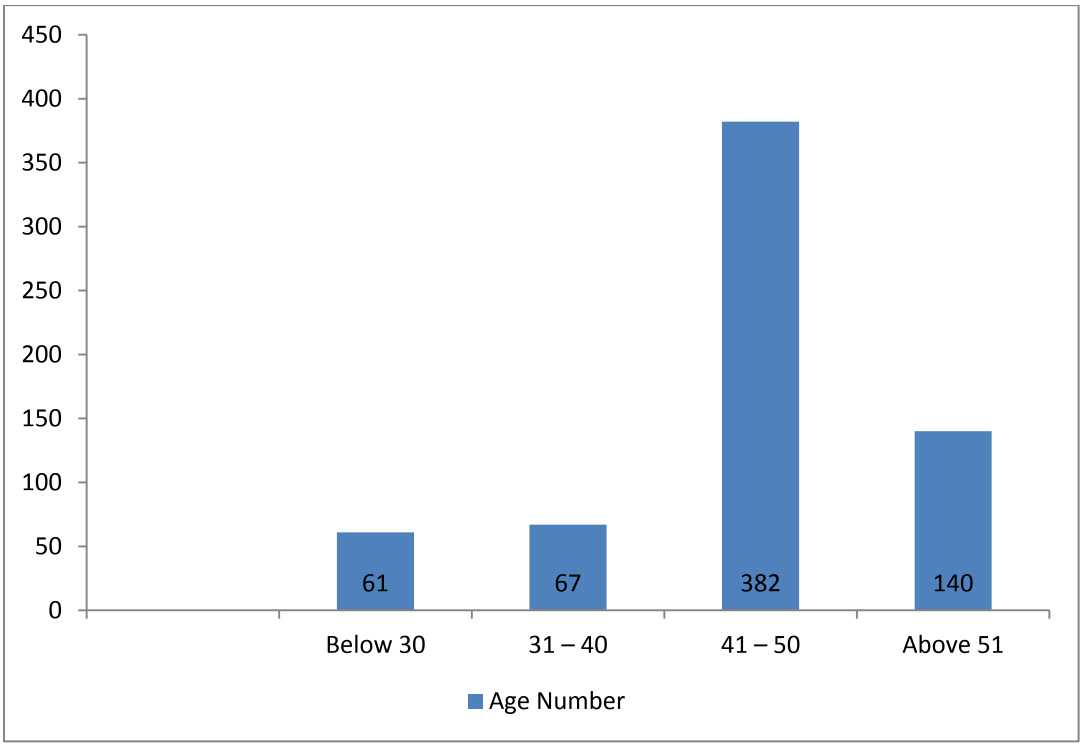



**Table 4.3**

**Marital Status and Cauvery Delta Region Wise Classification of the Farmers**

| S. No | Marital Status | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | Married | 143 | 76.00 | 77 | 64.00 | 156 | 73.00 | 90 | 70.00 | 466 | 72.00 |
| 2. | Unmarried | 46 | 24.00 | 43 | 36.00 | 57 | 27.00 | 38 | 30.00 | 184 | 28.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

**The over the table exhibits the conjugal status of the farmers of Cauvery Delta Regions. 466 (72%) of the farmers are hitched. 184 (28%) of the farmers are unmarried individuals.**

**It is perceived from the examination that the wedded individuals (farmers) liked to go for horticulture works as a result of family responsibility and to lessen monetary weight.**

**Chart 4.3**

**Marital Status and Cauvery Delta region wise classification of the farmers**

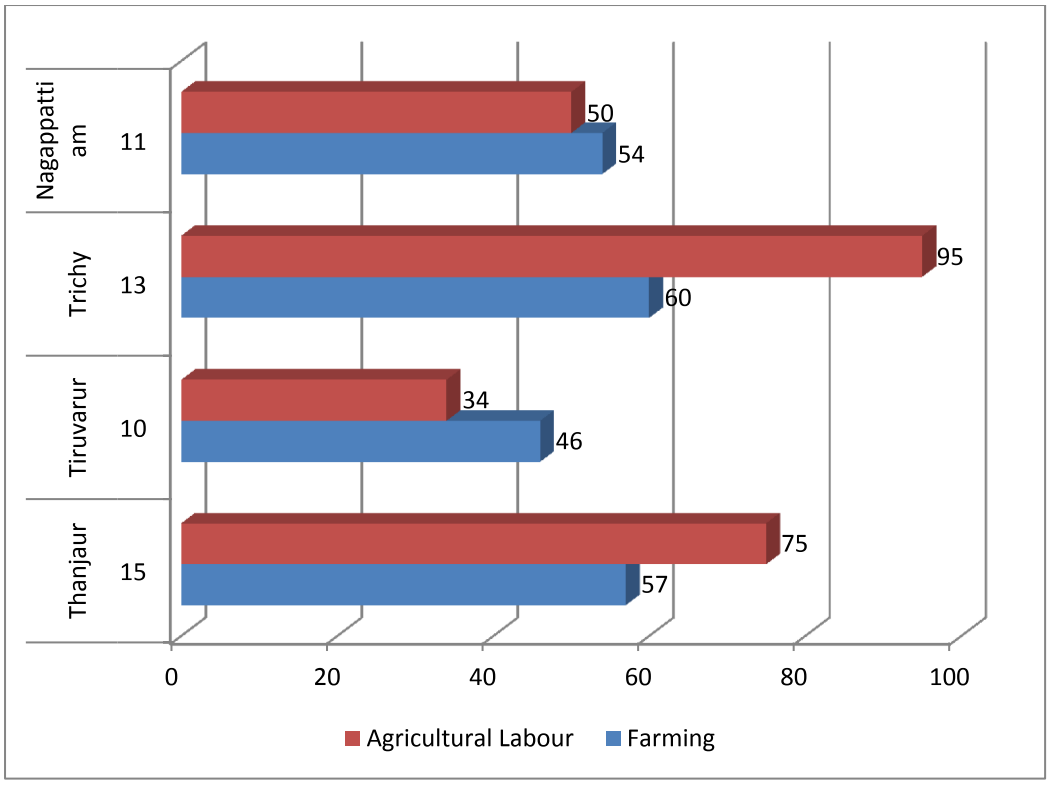


**Table 4.4**

**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 regionwise 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 upto secondary school level..**

**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 upto elementary school level and are unskilled people, since the agribusiness work doesn't need any instructive capabilities.**

**Chart 4.4**

**Education wise and Cauvery Delta regionwise classification of the farmers**

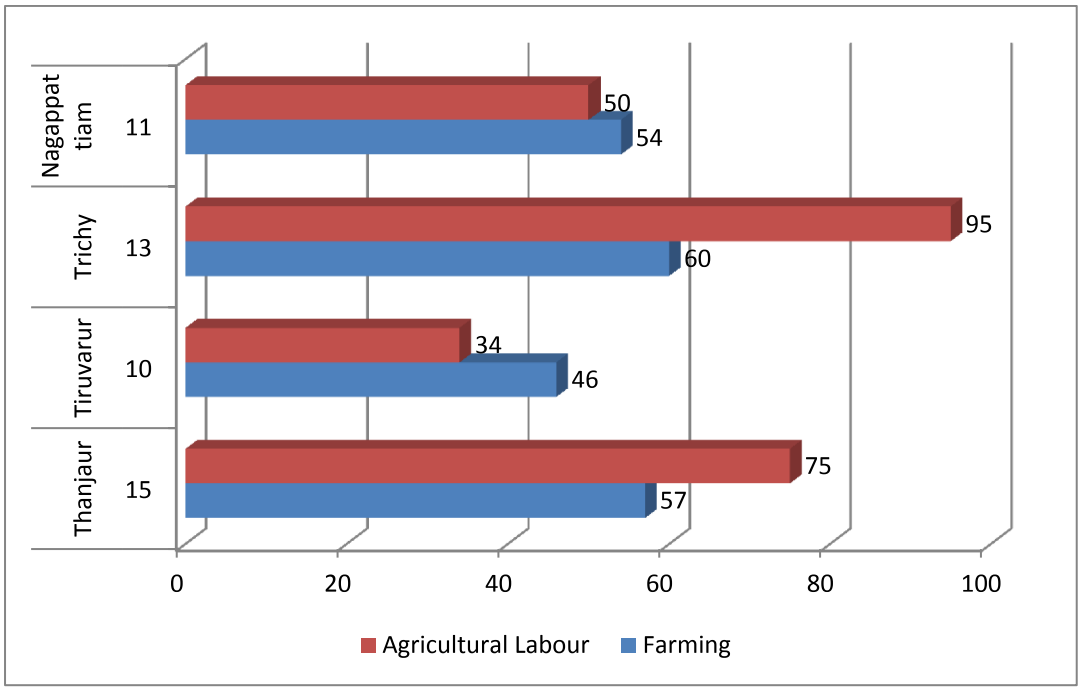



**Table 4.5**

**Traditional Occupation and Cauvery Delta Region Wise Classification of the Farmers**

| S. No | Traditional Occupation | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | Business | 15 | 8.00 | 10 | 8.00 | 13 | 6.00 | 11 | 9.00 | 49 | 8.00 |
| 2. | Farming | 57 | 30.00 | 46 | 39.00 | 60 | 28.00 | 54 | 42.00 | 217 | 33.00 |
| 3. | Agricultural Labour | 75 | 40.00 | 34 | 29.00 | 95 | 45.00 | 50 | 36.00 | 254 | 39.00 |
| 4. | Others | 42 | 22.00 | 30 | 24.00 | 45 | 21.00 | 13 | 13.00 | 130 | 20.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

**The above table assigns the conventional control of the farmers. There are 39% of the farmers who revealed that agribusiness works is their conventional occupation. 32% of the farmers are farmers and the most un-8% of them are finance managers. Another 20% of the farmers believed that they go for different works like providing food, steers rearing and development works.**

**Chart 4.5**

**Traditional Occupation and Cauvery Delta region wise classification of the Farmers**

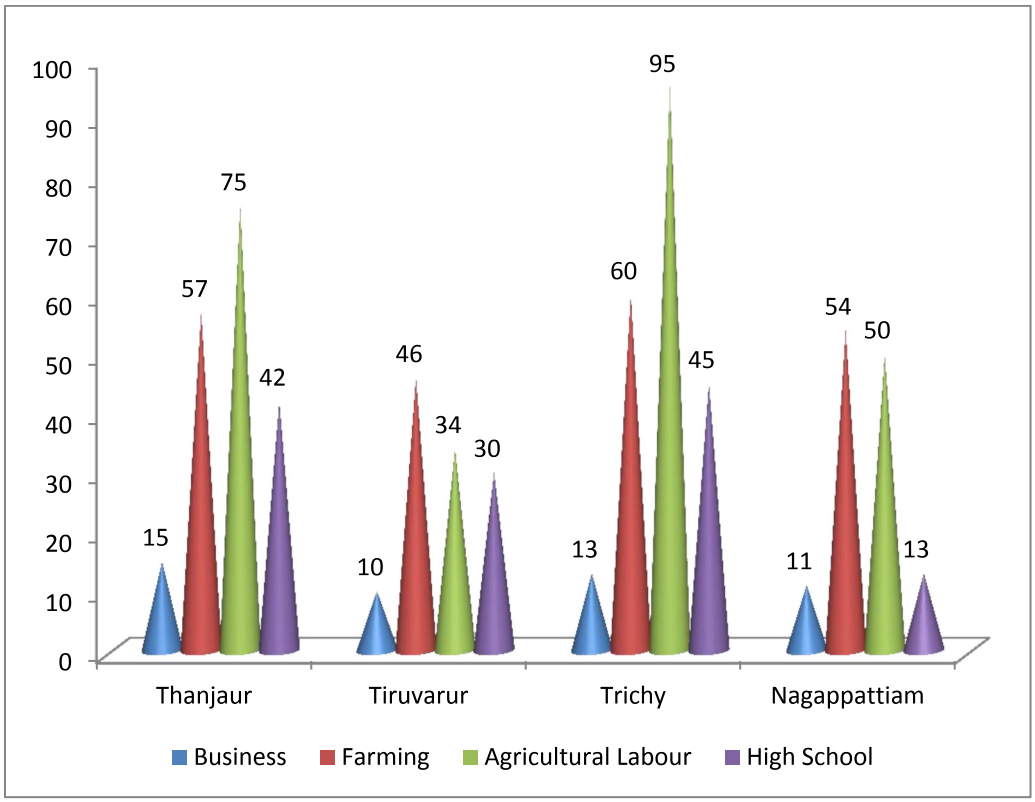


**Table 4.6**

**Land Ownership and Cauvery Delta Region Wise**

**Classification of the Farmers**

| S. No | Land Ownership (in acre) | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | Landless | 107 | 57.00 | 43 | 36.00 | 137 | 64.00 | 60 | 47.00 | 347 | 55.00 |
| 2. | Below 1 | 45 | 24.00 | 43 | 36.00 | 35 | 17.00 | 33 | 26.00 | 156 | 23.00 |
| 3. | 1.0 - 2.0 | 22 | 12.00 | 27 | 23.00 | 26 | 12.00 | 21 | 17.00 | 96 | 14.00 |
| 4. | Above 2.0 | 15 | 7.00 | 7 | 5.00 | 15 | 7.00 | 14 | 10.00 | 51 | 8.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

**The above table uncovers the land responsibility for farmers. The dominant part 347 (55%) of the farmers are landless people. 156 (23%) of the farmers have under 1 section of land of land.**

**Accordingly it very well may be deciphered that 66% of the farmers don't have land and almost 33% of the farmers are having land under 1 section of land in their local spot. A large portion of the farmers are landless.**

**Chart 4.6**

**Land Ownership and Cauvery Delta regionwise classification of the farmers**

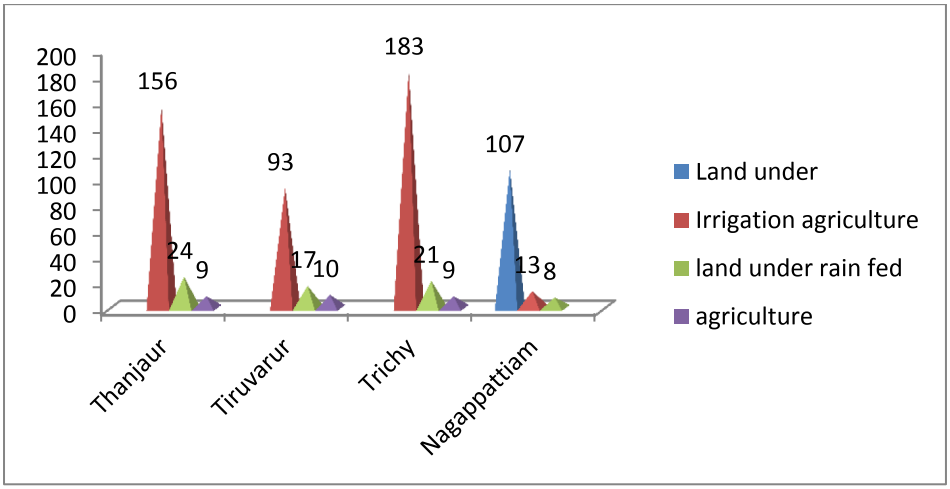


**Table 4.7**

**Type of Agriculture Crops used for Cultivation**

| S. No | Type of Agriculture Crops | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | Kuruvai | 48 | 25.00 | 27 | 23.00 | 42 | 20.00 | 28 | 22.00 | 145 | 22.00 |
| 2. | Samba/ Thaladi | 106 | 56.00 | 79 | 66.00 | 125 | 59.00 | 77 | 60.00 | 387 | 59.00 |
| 3. | Navarai | 31 | 17.00 | 10 | 9.00 | 41 | 19.00 | 18 | 14.00 | 100 | 16.00 |
| 4. | All Seasons | 4 | 2.00 | 4 | 2.00 | 5 | 2.00 | 5 | 4.00 | 18 | 3.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

**The above table means the sort of agribusiness crops utilized for development by the farmers. There are 387 (59%) of the farmers who develop Samba/Thaladi. 145 (22%) of the farmers develop Kuruvai and the least 100 (16%) of the farmers develop Navarai. The most un-3% of the farmers develop a wide range of harvests for all seasons.**

**Chart 4.7**

**Type of Agriculture Crops used for Cultivation**

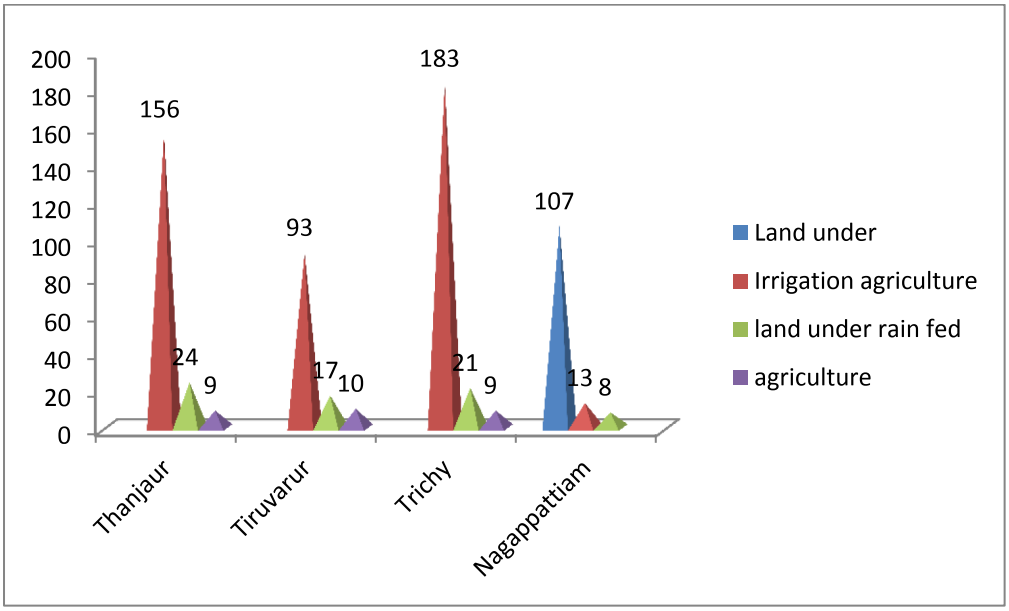


**Table 4.8**

**Type of Land used for Cultivation in Acres**

| S. No | Type of Land | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | Land under Irrigation agriculture | 156 | 83.00 | 93 | 77.00 | 183 | 86.00 | 107 | 84.00 | 539 | 83.00 |
| 2. | land under rain fed agriculture | 24 | 13.00 | 17 | 14.00 | 21 | 10.00 | 13 | 10.00 | 75 | 12.00 |
| 3. | Unused Land | 9 | 4.00 | 10 | 9.00 | 9 | 4.00 | 8 | 6.00 | 36 | 5.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

**The above table uncovers the kind of land utilized for development by farmers. The greater part 539 (83%) of the farmers are all around set in land under water system farming. 75 (12%) of the farmers use land just under downpour took care of agribusiness. Also, 36 (5%) of the farmers have left a couple of grounds as unused land.**

**Chart 4.8**

**Type of Land used for Cultivation in Acres**

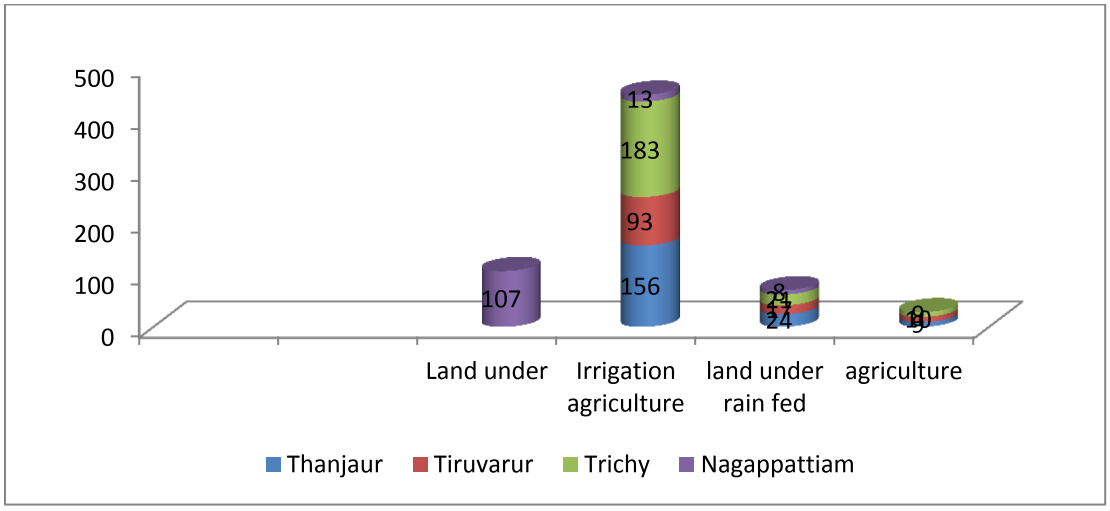


**Table 4.9**

**Channels used to sell the Agricultural Products**

| S. No | Channels | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | On farm (local assembler) | 33 | 17.00 | 26 | 15.00 | 42 | 20.00 | 15 | 11.00 | 116 | 18.00 |
| 2. | Through service Cooperatives | 87 | 46.00 | 42 | 25.00 | 103 | 48.00 | 56 | 44.00 | 288 | 45.00 |
| 3. | Taking to the local market | 39 | 21.00 | 26 | 15.00 | 33 | 15.00 | 31 | 24.00 | 129 | 19.00 |
| 4. | Other specify | 30 | 16.00 | 26 | 15.00 | 35 | 17.00 | 26 | 21.00 | 117 | 18.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

**The above table uncovers the channels used to sell the rural items by the farmers. The greater part 288 (45%) of the farmers sell their produce through assistance co-agents. There are 129 (19%) of the farmers who take their farming items to the neighborhood markets. What's more, 18% (117)of the farmers have neighborhood constructing agents and different channels.**

**Chart 4.9**

**Channels used to sell the Agricultural Products**

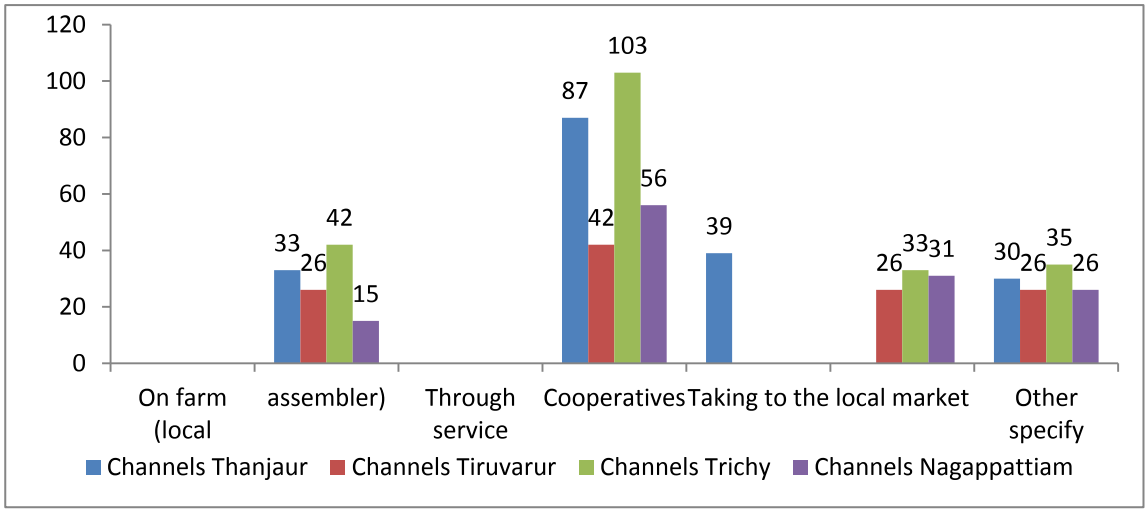


**Table 4.10**

**Agriculture is the Family Business**

| S. No | Agriculture is the Family Business | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | Yes | 171 | 91.00 | 105 | 87.00 | 201 | 95.00 | 118 | 92.00 | 595 | 92.00 |
| 2. | No | 18 | 9.00 | 15 | 13.00 | 12 | 5.00 | 10 | 8.00 | 55 | 8.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

**The above table assigns if horticulture is their privately-run company. 595(92%) of the farmers believed YES in the statement. There are 8% of the farmers who communicated NO. It is perceived that individuals occupied with agribusiness do customary development. Clearly agribusiness being their privately-owned company, they settle on development.**

**Chart 4.10**

**Agriculture is the Family Business**

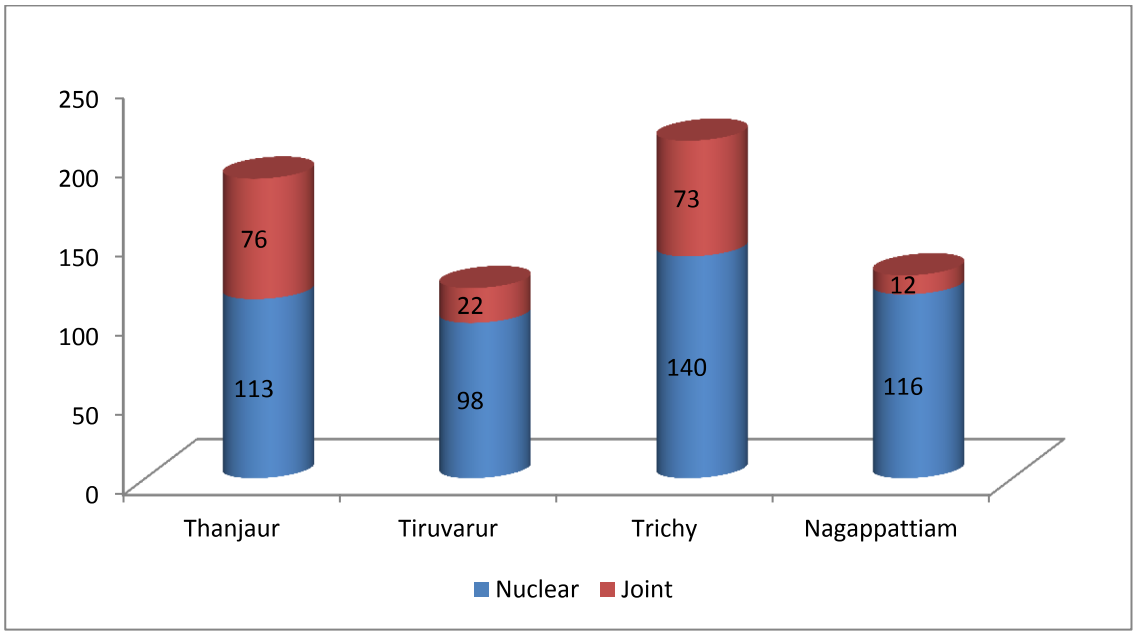


**Table 4.11**

**Family Type of the farmers**

| S. No | Family Type | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | Nuclear | 113 | 60.00 | 98 | 81.00 | 140 | 66.00 | 116 | 87.00 | 467 | 70.00 |
| 2. | Joint | 76 | 40.00 | 22 | 19.00 | 73 | 34.00 | 12 | 13.00 | 183 | 30.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

**The above table demonstrates family kind of the farmers. The lion's share 467 (70%) of the farmers have a place with family unit type and 183 (30%) of them have places with joint family type. Practically in all the spots farmers are found to have a place with family unit types.**

**Chart 4.11**

**Family Type of the farmers**

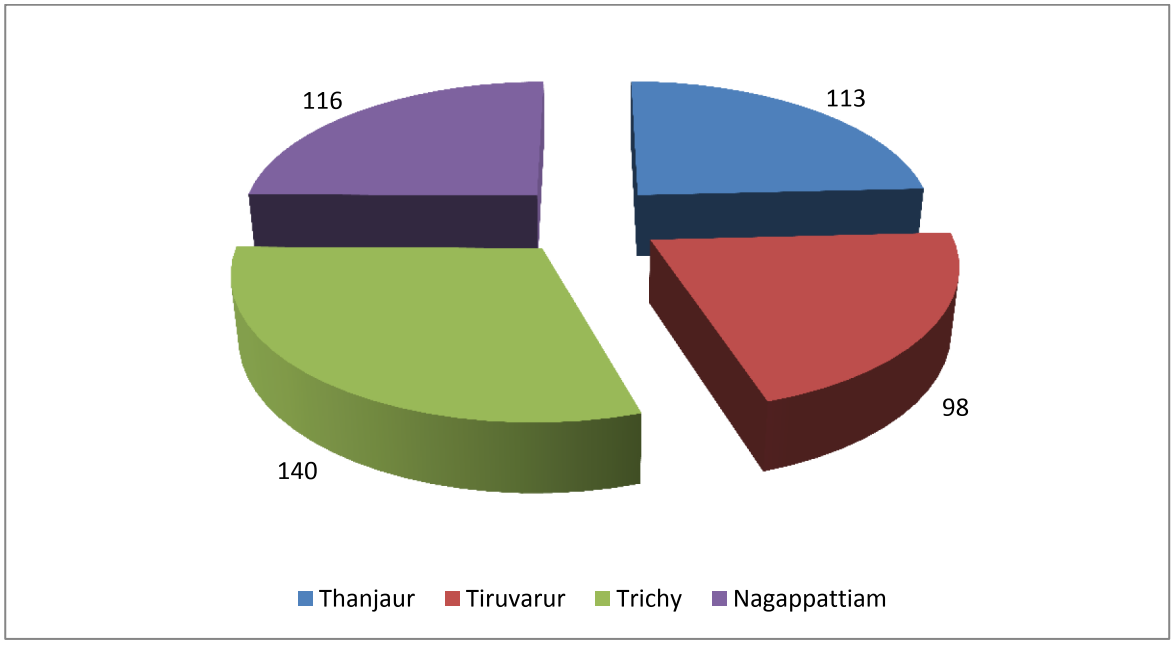


**Table 4.12**

**Distance of irrigation land and Market Place**

| S. No | Distance | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | 0 - 2 | 57 | 30.00 | 26 | 21.00 | 63 | 29.00 | 31 | 24.00 | 177 | 28.00 |
| 2. | 3 - 4 | 29 | 15.00 | 22 | 19.00 | 35 | 17.00 | 23 | 18.00 | 109 | 17.00 |
| 3. | 5 - 6 | 78 | 41.00 | 57 | 47.00 | 86 | 41.00 | 57 | 45.00 | 278 | 42.00 |
| 4. | Above 6 | 25 | 14.00 | 15 | 13.00 | 29 | 13.00 | 17 | 13.00 | 86 | 13.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

**The over the table explains the distance of water system land and commercial center. There are 278 (42%) of the farmers who have their water system land and commercial center inside a distance somewhere in the range of 5 and 6 kms. 28% of the farmers have the distance of water system land and commercial center inside 0-2 kms, trailed by 17% of the respondents who have the distance of 3-4 kms. Also, 13% of the farmers have the distance of over 6 kms.**

**Chart 4.12**

**Distance of irrigation land and Market Place**

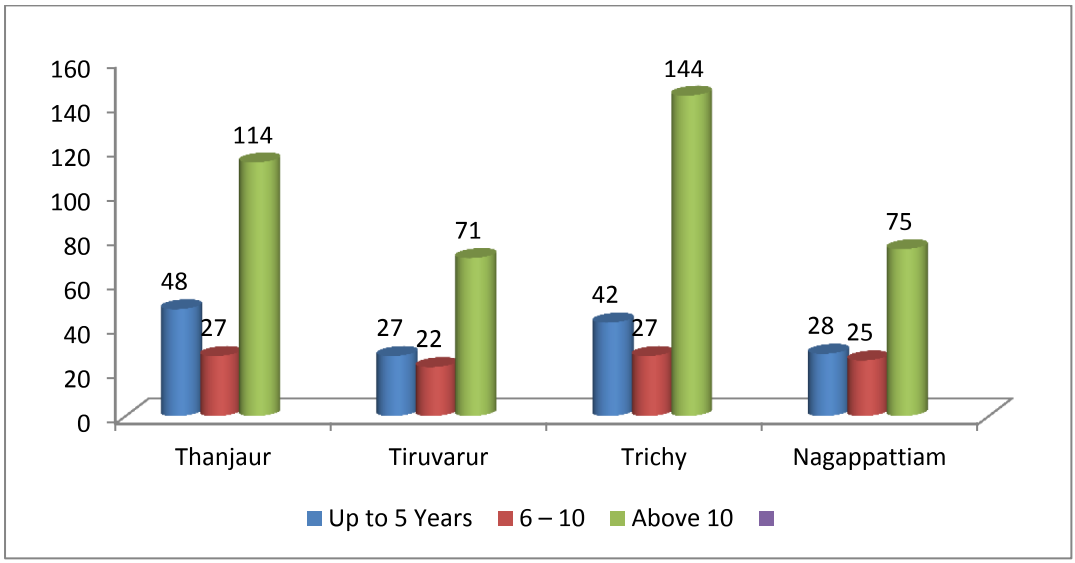


**Table 4.13**

**Total Experience in Agriculture**

| S. No. | Experience | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | Up to 5 Years | 48 | 25.00 | 27 | 22.00 | 42 | 20.00 | 28 | 22.00 | 145 | 22.00 |
| 2. | 6 – 10 | 27 | 14.00 | 22 | 19.00 | 27 | 9.00 | 25 | 19.00 | 101 | 14.00 |
| 3. | Above 10 | 114 | 61.00 | 71 | 59.00 | 144 | 71.00 | 75 | 59.00 | 404 | 64.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

**The above table clarifies the span in the horticulture administration of the farmers. The larger part 404 (64%) of the farmers are found in this horticultural undertaking for over 10 years. There are 145 (22%) of the farmers with as long as long term insight and 14% of the farmers have encounters running somewhere in the range of 6 and 10 years.**

**Chart 4.13**

**Total Experience in Agriculture**

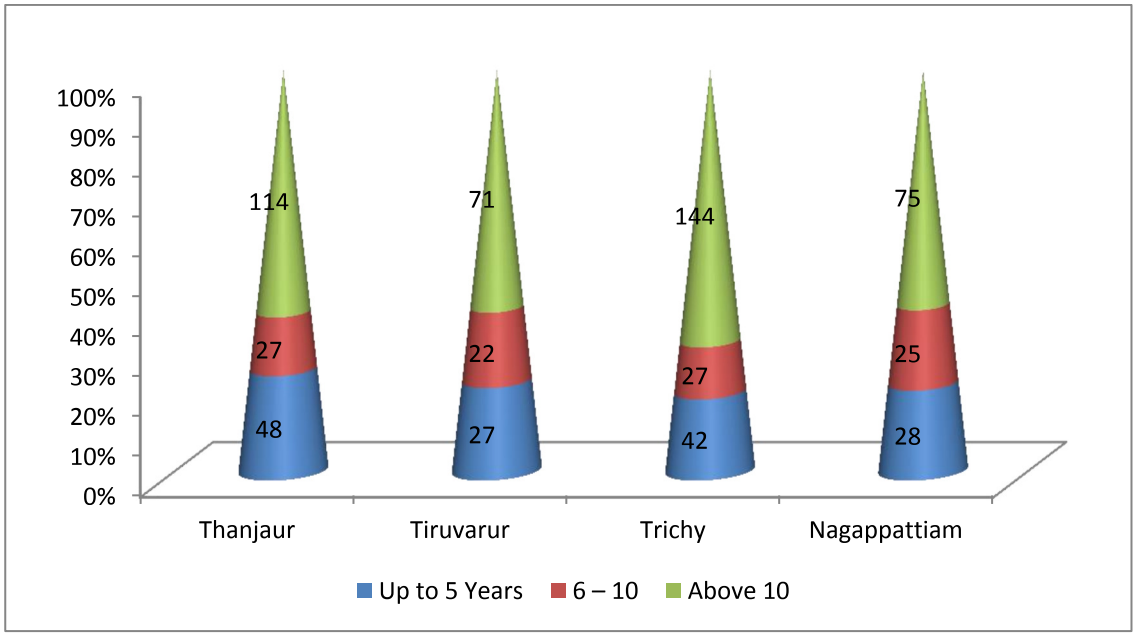


**Table 4.14**

**Types of Agricultural Land Ownership**

| S. No | Types of Agricultural Land | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | Individual owned | 107 | 57.00 | 43 | 36.00 | 137 | 64.00 | 61 | 47.00 | 348 | 55.00 |
| 2. | Lease base Cultivation | 45 | 24.00 | 43 | 36.00 | 35 | 17.00 | 33 | 26.00 | 156 | 23.00 |
| 3. | Contract Basis | 23 | 12.00 | 27 | 22.00 | 26 | 12.00 | 21 | 17.00 | 97 | 15.00 |
| 4. | Others | 14 | 7.00 | 7 | 6.00 | 15 | 7.00 | 13 | 10.00 | 49 | 7.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

**The above table uncovers the land responsibility for farmers. The lion's shares (55%) of the farmers have individual possessed developed grounds. There are 23% of the farmers who have rented based development and 15% of the farmers do on agreement premise.**

**Chart 4.14**

**Types Agricultural Land Ownership**

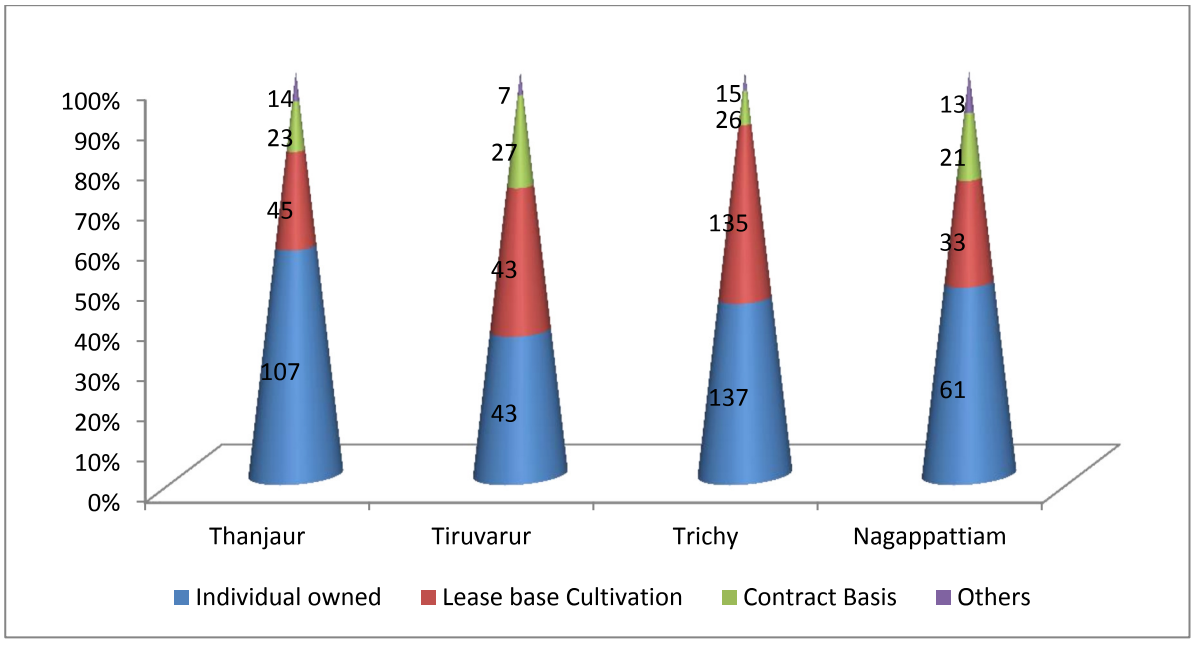


**Table 4.15**

**Types of Irrigation facility used for Cultivation**

| S. No | Types of Irrigation | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | River and canal | 136 | 72.00 | 74 | 61.00 | 162 | 76.00 | 85 | 67.00 | 457 | 71.00 |
| 2. | Well and bore well | 53 | 28.00 | 46 | 39.00 | 51 | 24.00 | 43 | 33.00 | 193 | 29.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

**The above table notices the sort of water system utilized by the farmers to do development. It is believed that 71% of the farmers are utilizing water assets through waterway and trench and 29% of the farmers are utilizing admirably and bore well waters.**

**Chart 4.15**

**Types of Irrigation facility used for Cultivation**

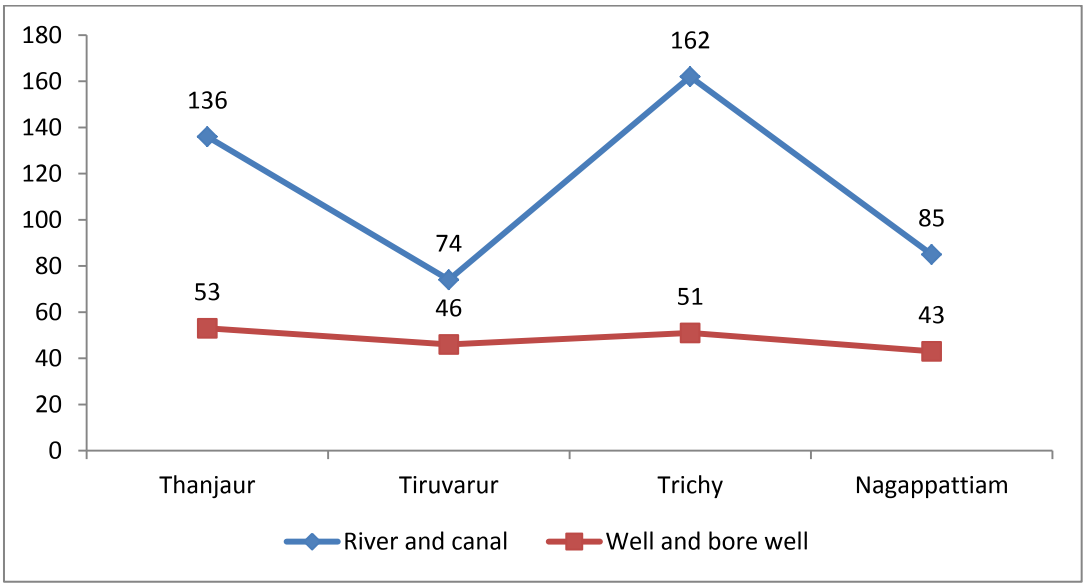


**Table 4.16**

**Reasons for Cultivation of Paddy responded by the farmers**

| S. No | Reasons for Cultivation of Paddy | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | Suitability of land onditions | 52 | 27.00 | 33 | 27.00 | 43 | 20.00 | 16 | 13.00 | 144 | 22.00 |
| 2. | Availability of water supply | 39 | 21.00 | 21 | 17.00 | 43 | 20.00 | 20 | 15.00 | 123 | 19.00 |
| 3. | Less expenditure | 29 | 15.00 | 19 | 16.00 | 27 | 13.00 | 20 | 15.00 | 95 | 14.00 |
| 4. | Profitability | 22 | 12.00 | 19 | 16.00 | 33 | 15.00 | 25 | 19.00 | 99 | 15.00 |
| 5. | Continuous demand | 20 | 11.00 | 17 | 14.00 | 31 | 15.00 | 34 | 27.00 | 102 | 16.00 |
| 6. | Marketability | 27 | 14.00 | 11 | 10.00 | 36 | 17.00 | 13 | 11.00 | 87 | 14.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

**The above table depicts the different purposes behind development of paddy. There are 22% of the farmers who accept that paddy development is conceivable due to reasonableness of land conditions, 19% of the respondents emphatically thought as a result of the accessibility of water supply, 16% of the farmers accept that there are constant interest for paddy. 15% of the farmers detailed that paddy development is productive and 14% of the farmers revealed less use and little danger in attractiveness.**

**Chart 4.16**

**Reasons for Cultivation of Paddy responded by the farmers**

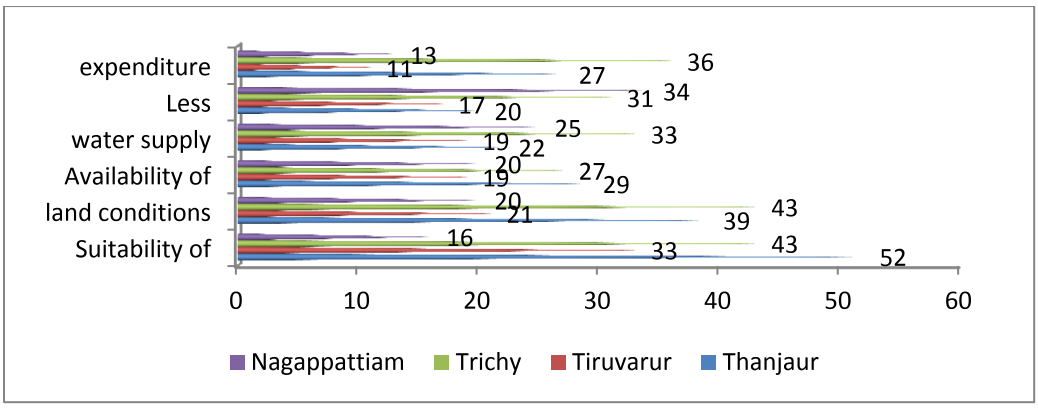


Table 4.17

Agricultural Production Trend Status for the past Five Years

| S. No | Agricultural Production Trend (last 5 years) | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | Increased | 26 | 14.00 | 19 | 16.00 | 21 | 10.00 | 15 | 11.00 | 81 | 12.00 |
| 2. | Decreased | 73 | 39.00 | 33 | 27.00 | 73 | 34.00 | 56 | 44.00 | 235 | 36.00 |
| 3. | Constant | 90 | 47.00 | 68 | 57.00 | 119 | 56.00 | 57 | 45.00 | 334 | 52.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

Source: Primary data

The above table clarifies the rural creation pattern status for as far back as five years. The larger part (52%) of the farmers revealed that there is a consistent degree of agrarian creation. 36% of the farmers said that agrarian creation with recent years has diminished. Also, just 12% of the farmers said that the creation level of pattern is expanding occasionally. It is obvious from above table that lion's share (52%) of the farmers announced that rural creation is consistent. The primary explanation is low precipitation and deficient accessibility of land water and bore water is more costly.

Chart 4.17

Agricultural Production Trend Status for the past Five Years

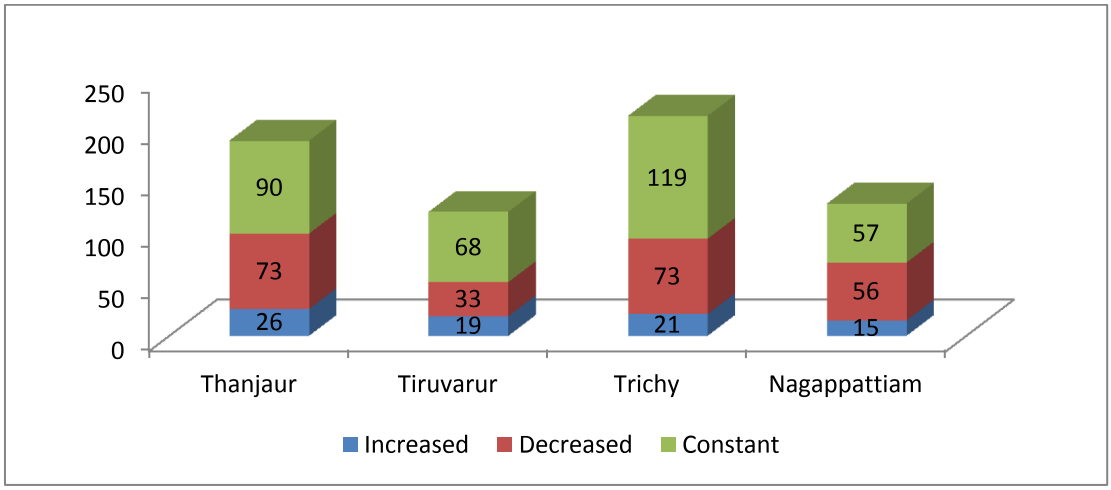


**Table 4.18**

**Reasons for Decrease in Agricultural Production**

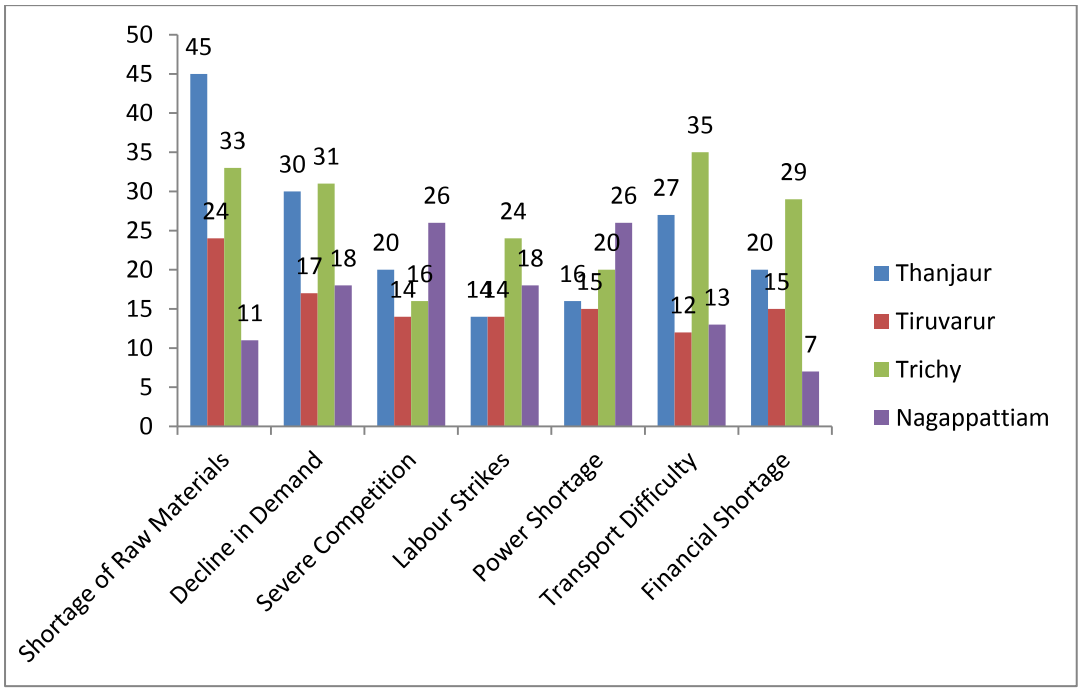
| S. No | Reasons | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | Shortage of Raw Materials | 45 | 24.00 | 24 | 21.00 | 33 | 16.00 | 11 | 10.00 | 113 | 18.00 |
| 2. | Decline in Demand | 30 | 16.00 | 17 | 14.00 | 31 | 15.00 | 18 | 13.00 | 96 | 15.00 |
| 3. | Severe Competition | 20 | 11.00 | 14 | 11.00 | 16 | 7.00 | 26 | 9.00 | 76 | 9.00 |
| 4. | Labour Strikes | 14 | 7.00 | 14 | 11.00 | 24 | 11.00 | 18 | 14.00 | 70 | 10.00 |
| 5. | Power Shortage | 16 | 9.00 | 15 | 13.00 | 20 | 9.00 | 26 | 21.00 | 77 | 12.00 |
| 6. | Transport Difficulty | 27 | 14.00 | 12 | 10.00 | 35 | 17.00 | 13 | 10.00 | 87 | 14.00 |
| 7. | Financial Shortage | 20 | 11.00 | 15 | 13.00 | 29 | 13.00 | 7 | 5.00 | 71 | 11.00 |
| 8. | Others | 17 | 8.00 | 9 | 7.00 | 25 | 12.00 | 9 | 18.00 | 60 | 11.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

**The above table clarifies the explanation behind decline in horticulture result of the farmers. 18 percent of the farmers announced that the primary purpose behind lessening in farming item is lack of crude material. 15 percent of the farmers revealed decrease sought after. 14 percent of the farmers have transport troubles. 11 percent of the farmers are under monetary lack. 10% of the farmers experience increments in pay work and work strikes and for 9 percent of the farmers extreme rivalry is the explanation behind the diminishing in agrarian creation.**

## Chart 4.18

## Reasons for Decrease in Agricultural Production




## Table 4.19

## Mode of Transport used for Agricultural Goods

| S. No | Mode of Transport | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | On back | 26 | 14.00 | 12 | 10.00 | 16 | 7.00 | 15 | 12.00 | 69 | 11.00 |
| 2. | Bullock Cart | 80 | 42.00 | 34 | 29.00 | 101 | 47.00 | 41 | 32.00 | 256 | 40.00 |
| 3. | Mini door Auto | 44 | 23.00 | 39 | 33.00 | 48 | 23.00 | 21 | 17.00 | 152 | 23.00 |
| 4. | Lorry | 10 | 5.00 | 5 | 4.00 | 20 | 9.00 | 20 | 15.00 | 55 | 8.00 |
| 5. | Motor rickshaw | 29 | 16.00 | 30 | 24.00 | 28 | 14.00 | 31 | 24.00 | 118 | 18.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

**The above table explains the method of transport utilized for rural merchandise by the farmers. The greater part (40%) of the farmers use bullock truck, 23 percent of the farmers favor transport through little entryway Auto and 18 percent of the farmers utilize mechanized carts. There are 11percent of the farmers who use work or convey loads on their back. Furthermore, 8percent of the farmers use lorry as the methods for transport of the rural items.**

**Chart 4.19**

**Mode of Transport used for Agricultural Goods**

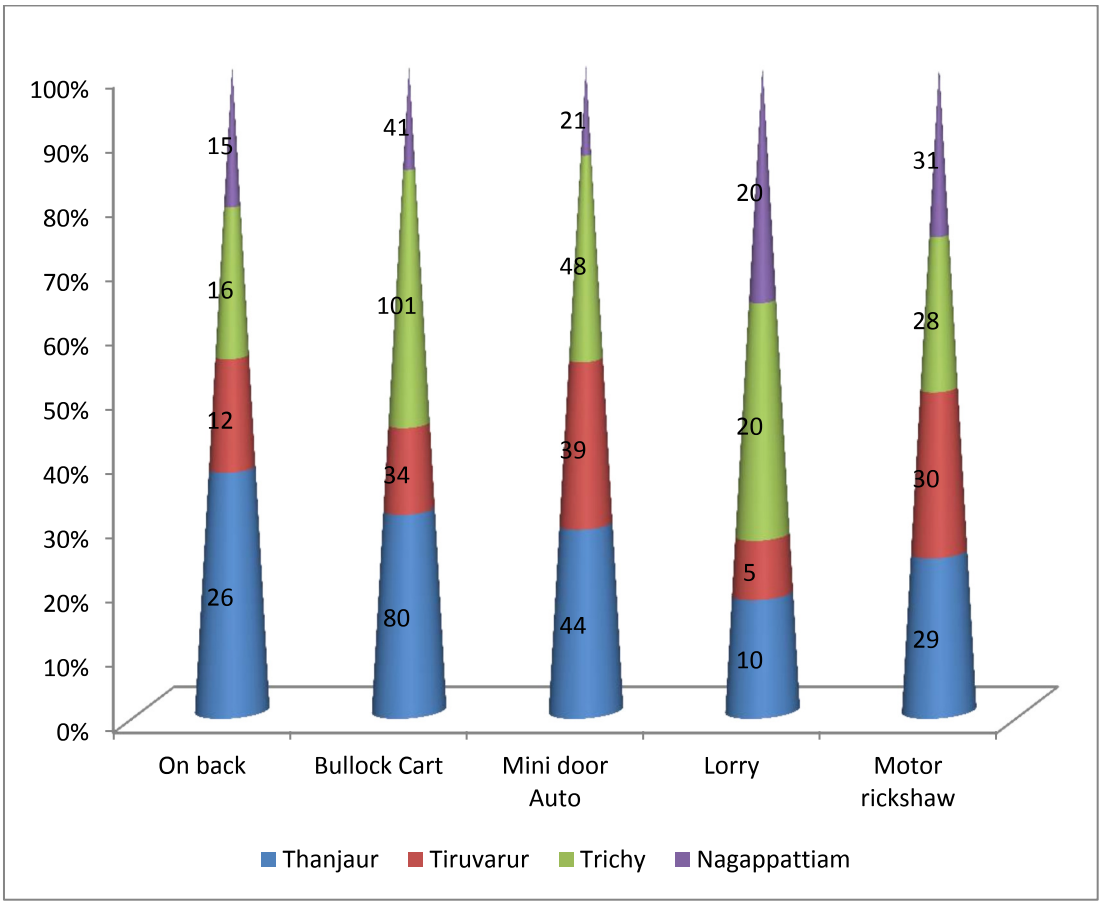


**Table 4.20**

**Regular Customers of Agricultural products expressed by the farmers**

| S. No | Regular Customers | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | Government | 75 | 40.00 | 45 | 37.00 | 67 | 31.00 | 34 | 27.00 | 221 | 34.00 |
| 2. | Private Industries | 41 | 21.00 | 21 | 17.00 | 41 | 20.00 | 25 | 19.00 | 128 | 20.00 |
| 3. | Wholesalers | 20 | 11.00 | 14 | 11.00 | 16 | 7.00 | 11 | 9.00 | 61 | 9.00 |
| 4. | Retailers | 14 | 7.00 | 14 | 11.00 | 24 | 11.00 | 18 | 14.00 | 70 | 11.00 |
| 5. | Exporters | 11 | 6.00 | 9 | 7.00 | 13 | 11.00 | 18 | 14.00 | 61 | 8.00 |
| 6. | Locally | 14 | 7.00 | 4 | 4.00 | 18 | 3.00 | 5 | 4.00 | 41 | 6.00 |
| 7. | Outside City | 10 | 5.00 | 9 | 7.00 | 21 | 3.00 | 5 | 4.00 | 45 | 7.00 |
| 8. | Outside State | 4 | 3.00 | 4 | 4.00 | 13 | 7.00 | 12 | 9.00 | 23 | 5.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

**The above table uncovers the normal clients of agrarian items communicated by the farmers. 34 percent of the farmers communicated that obtainment is by made government; 20% of them state that their clients are private enterprises; 11percent of them express that retailers followed by wholesalers, exporters and acquirements from outside the city are their clients.**

**Chart 4.20**

**Regular Customers of Agricultural products expressed by the farmers**

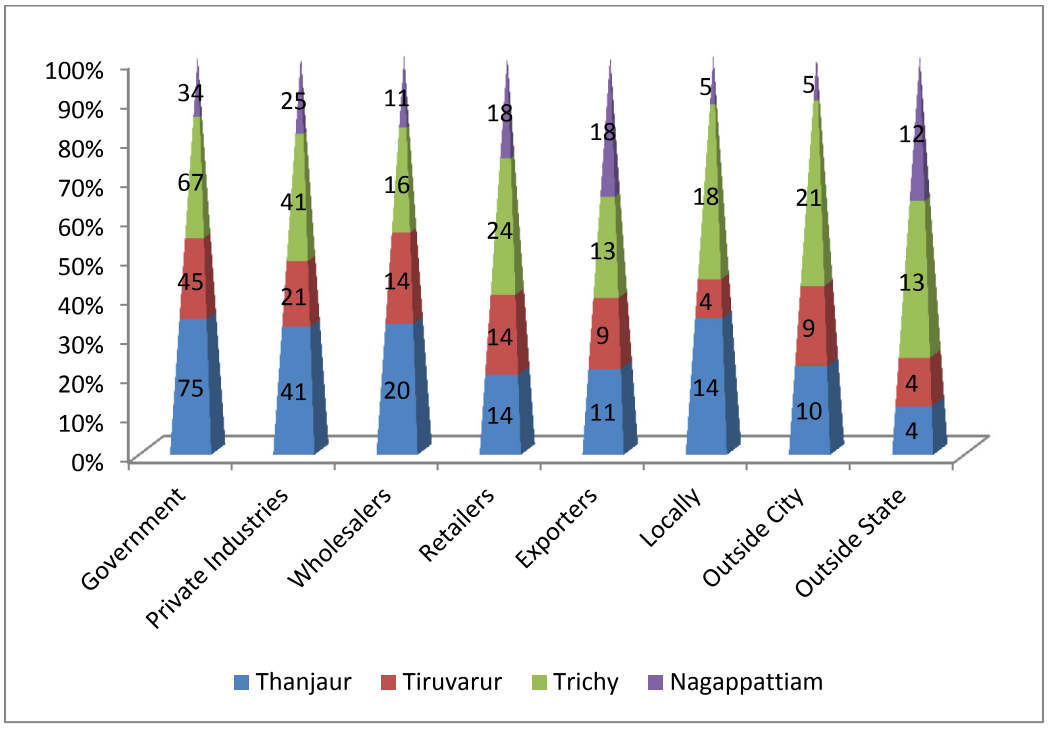



**Table 4.21**

**Capital Investments Sponsored to the farmers**

| S. No | Capital Investments | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | Own Investment | 69 | 37.00 | 50 | 41.00 | 70 | 32.00 | 46 | 36.00 | 235 | 36.00 |
| 2. | Friends and relatives | 48 | 25.00 | 27 | 23.00 | 60 | 28.00 | 34 | 27.00 | 169 | 26.00 |
| 3. | Through government support | 28 | 15.00 | 17 | 14.00 | 37 | 17.00 | 21 | 17.00 | 103 | 16.00 |
| 4. | Bank loan | 22 | 12.00 | 15 | 13.00 | 31 | 15.00 | 21 | 17.00 | 89 | 14.00 |
| 5. | All of the above | 22 | 12.00 | 11 | 9.00 | 15 | 8.00 | 6 | 3.00 | 54 | 8.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

The above table clarifies the capital venture supported to the farmers. The larger part (36%) of the farmers contributed their own capital. 26 percent of the farmers got supports from companions and family members. There are 16 percent of the farmers who got monetary help from government. 14 percent of the farmers got bank credit and 8 percent of the farmers got from every single monetary source.

**Chart 4.21**

**Capital Investments Sponsored to the farmers**

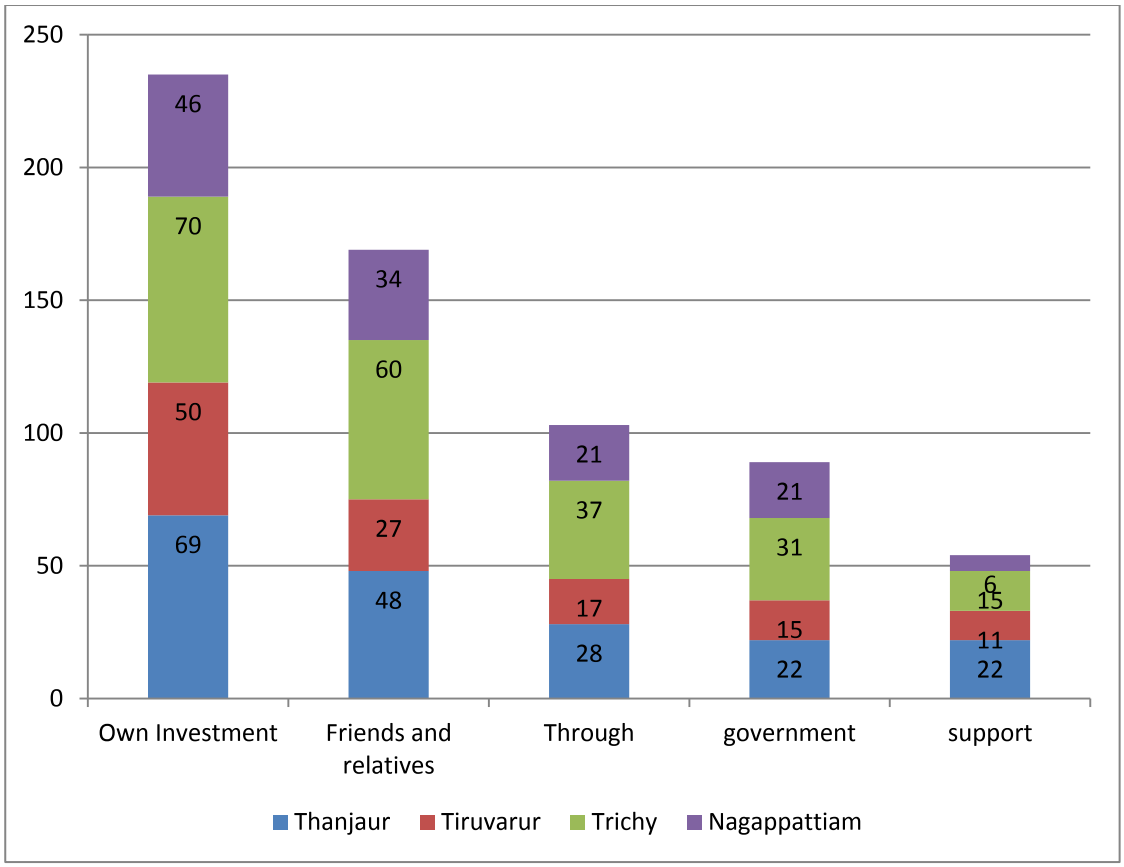


**Table 4.22**

**Sources of Finance extended to Farmers**

| S. No | Sources of Finance | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | Bank | 38 | 20.00 | 15 | 12.00 | 16 | 7.00 | 18 | 14.00 | 87 | 13.00 |
| 2. | Friends/relatives | 27 | 14.00 | 17 | 14.00 | 35 | 17.00 | 15 | 12.00 | 94 | 15.00 |
| 3. | Traders | 56 | 30.00 | 34 | 29.00 | 88 | 41.00 | 33 | 26.00 | 211 | 33.00 |
| 4. | Micro finance institutes | 48 | 25.00 | 31 | 26.00 | 48 | 23.00 | 41 | 32.00 | 168 | 26.00 |
| 5. | The irrigation office | 16 | 9.00 | 19 | 16.00 | 16 | 7.00 | 13 | 10.00 | 64 | 10.00 |
| 6. | Others | 4 | 2.00 | 4 | 3.00 | 10 | 5.00 | 8 | 6.00 | 26 | 3.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

**The above table uncovers the wellsprings of monetary help reached out to farmers. 33 percent of the farmers got money from merchants; 26 percent of the farmers got from miniature account foundations. 15 percent of the farmers got from companions and family members. Just 13 percent of the farmers got monetary help from banks. Just three percent of the farmers' monetary sources incorporate different sorts for instance cash moneylenders, and casual loan specialists.**

**Chart 4.22**

**Sources of Finance extended to Farmers**

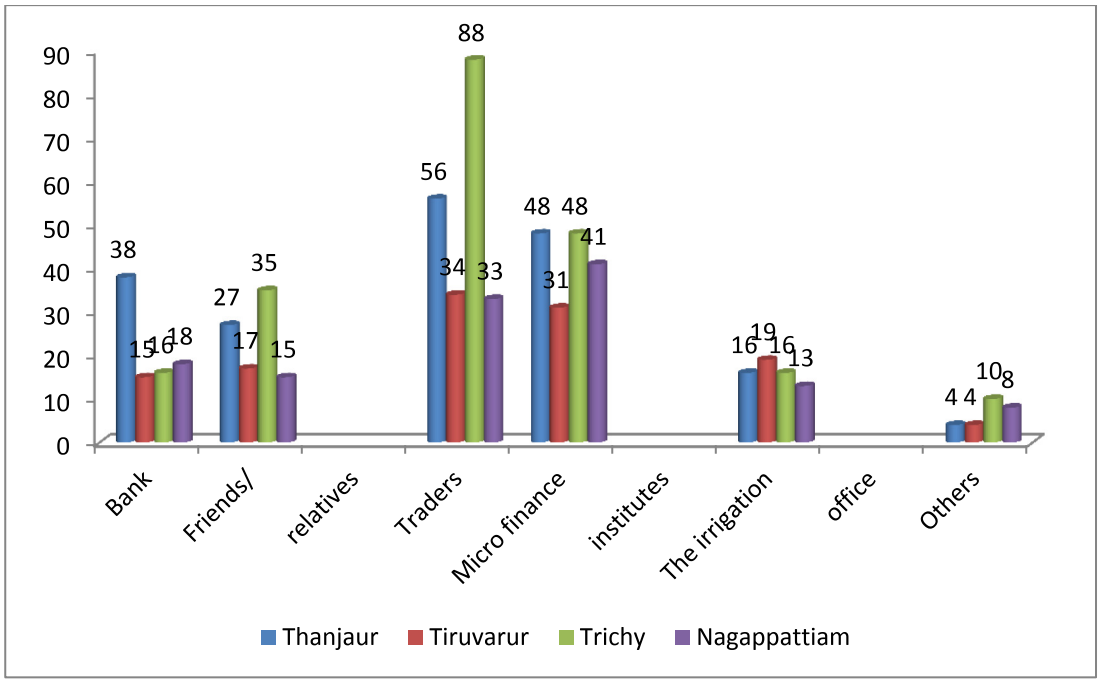



**Table 4.23**

**Availability of Credit time given by the Suppliers**

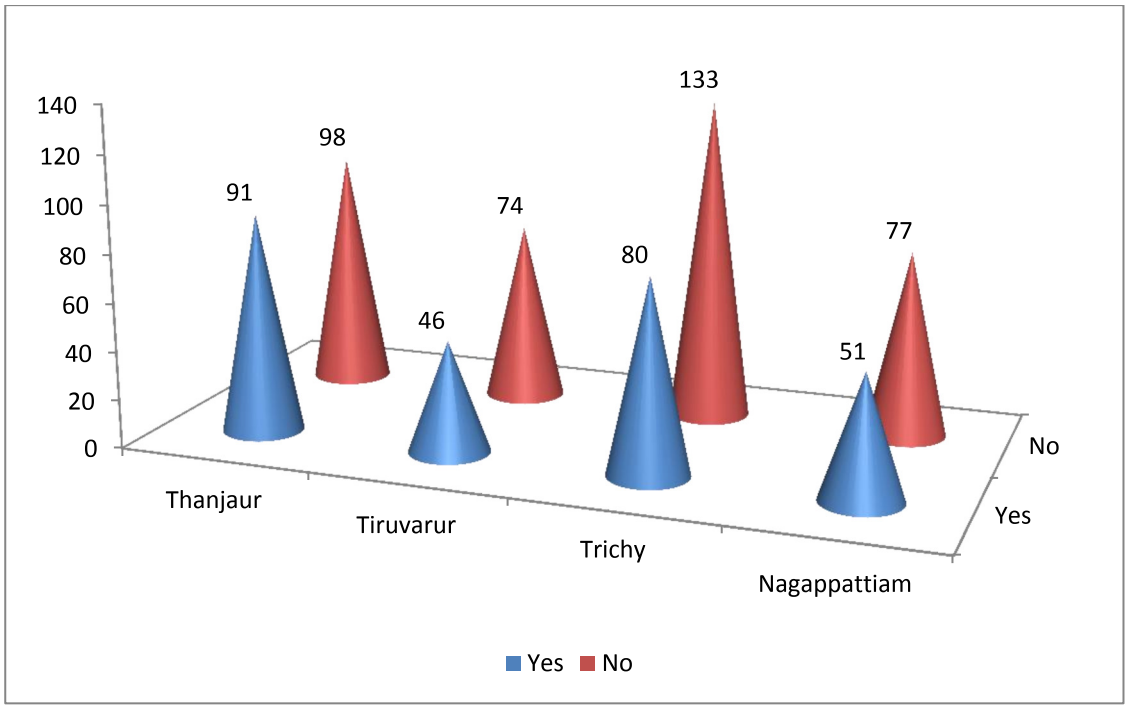
| S. No | Availability of Credit time | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | Yes | 91 | 48.00 | 46 | 39.00 | 80 | 37.00 | 51 | 40.00 | 268 | 41.00 |
| 2. | No | 98 | 52.00 | 74 | 61.00 | 133 | 63.00 | 77 | 60.00 | 382 | 59.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

**The over the table clarifies the accessibility of credit time given by the providers to the farmers. 382 (59%) of the farmers don't get credit time from the providers. 41percent of the farmers utilize the accessibility of credit time given by the providers.**

## Chart 4.23

## Availability of Credit time given by the Suppliers




## Table 4.24

## Choices of Marketing of Agri-Products

| S. No | Marketing of Agri-Products | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | Local Markets | 38 | 20.00 | 15 | 13.00 | 16 | 7.00 | 18 | 14.00 | 87 | 13.00 |
| 2. | Mandies | 27 | 14.00 | 17 | 14.00 | 35 | 17.00 | 15 | 12.00 | 94 | 15.00 |
| 3. | Uluvar Sandhais | 56 | 30.00 | 34 | 29.00 | 88 | 41.00 | 33 | 26.00 | 211 | 33.00 |
| 4. | Other City | 48 | 25.00 | 31 | 26.00 | 48 | 23.00 | 41 | 32.00 | 168 | 26.00 |
| 5. | District | 16 | 9.00 | 19 | 16.00 | 16 | 7.00 | 13 | 10.00 | 64 | 9.00 |
| 6. | Other State | 4 | 2.00 | 4 | 2.00 | 10 | 5.00 | 8 | 6.00 | 26 | 4.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

The over the table explains the decisions of showcasing agrarian items. 211 (33%) of the farmers are advertising in Uluvar Sandhais; 26 percent of the farmers predominantly rely on different urban communities. 15 percent of the farmers market in mandies. 13 percent of the farmers lean toward neighborhood markets. Also, 9 percent and 4 percent of the farmers pick area and other state showcases individually.

**Chart 4.24**

**Choices of Marketing of Agri-Products**

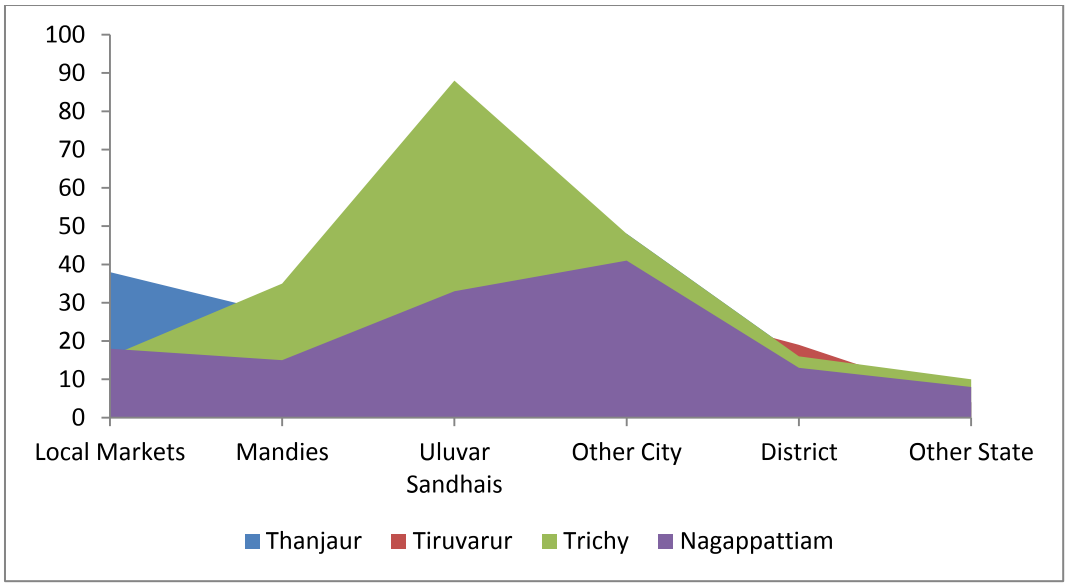



**Table 4.25**

**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.**

**Chart 4.25**

**Difficulties related to Production and Selling of Agricultural Products**

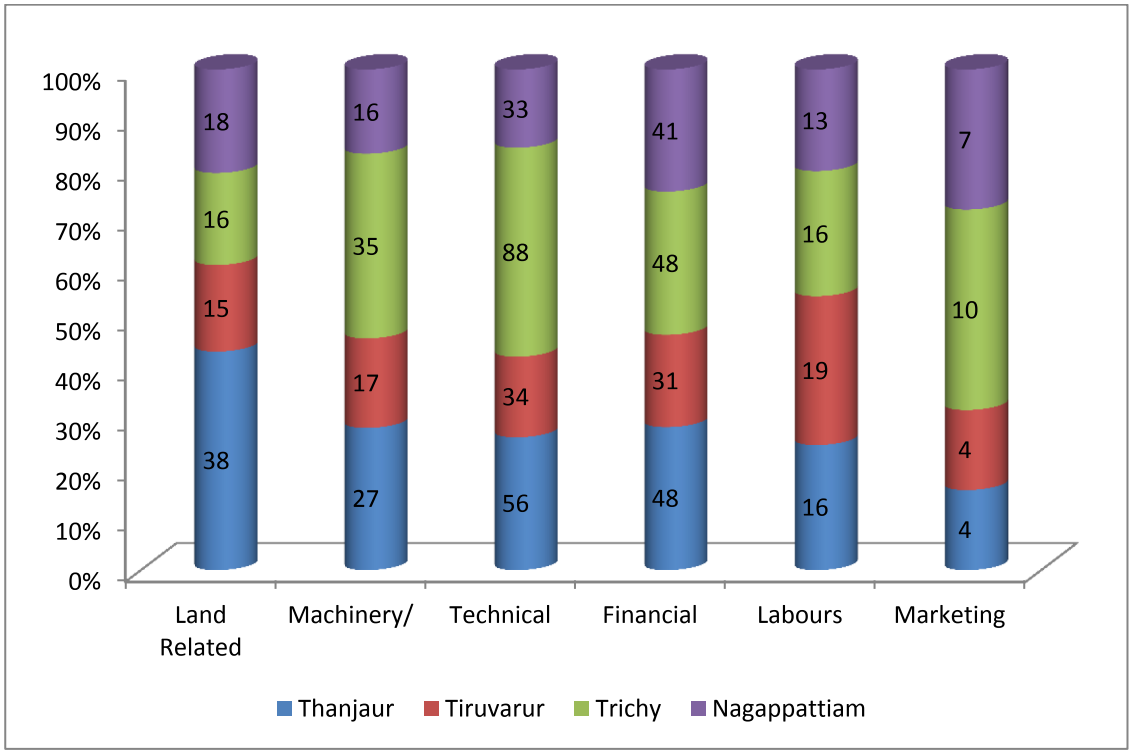


**Table 4.26**

**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.**

**Chart 4.26**

**Total amount of investment per year in Agriculture**

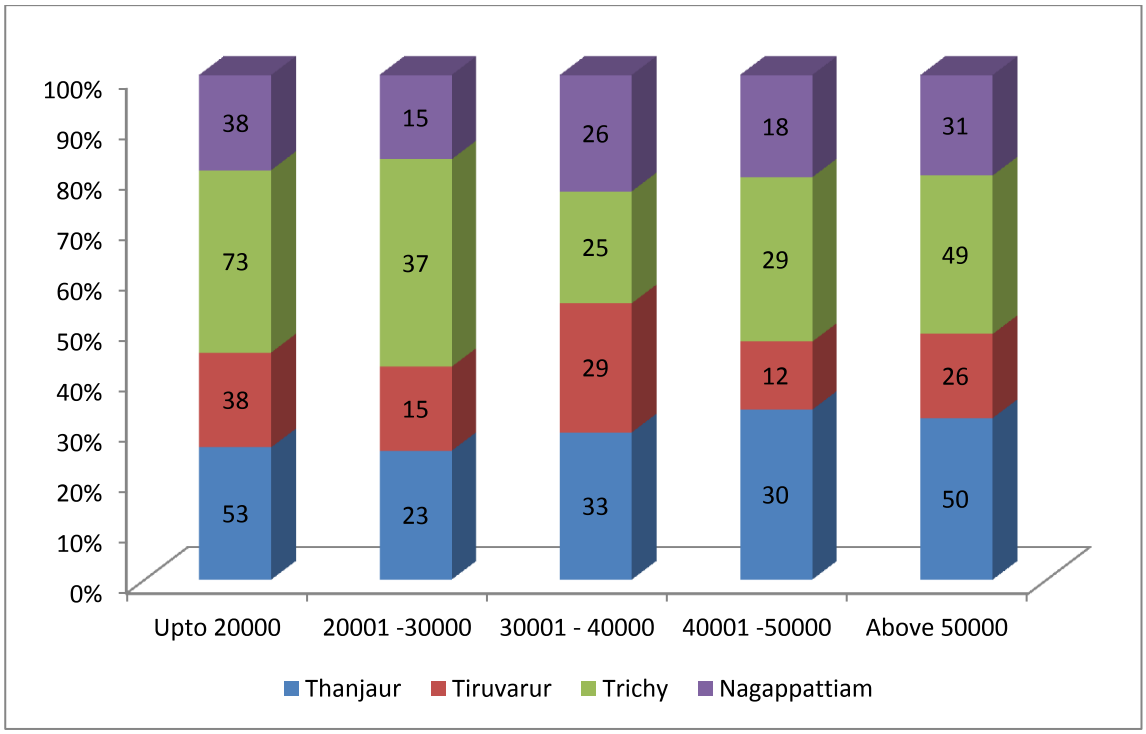



**Table 4.27**

**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.

**Chart 4.27**

**Total income earned through Agricultural Business**

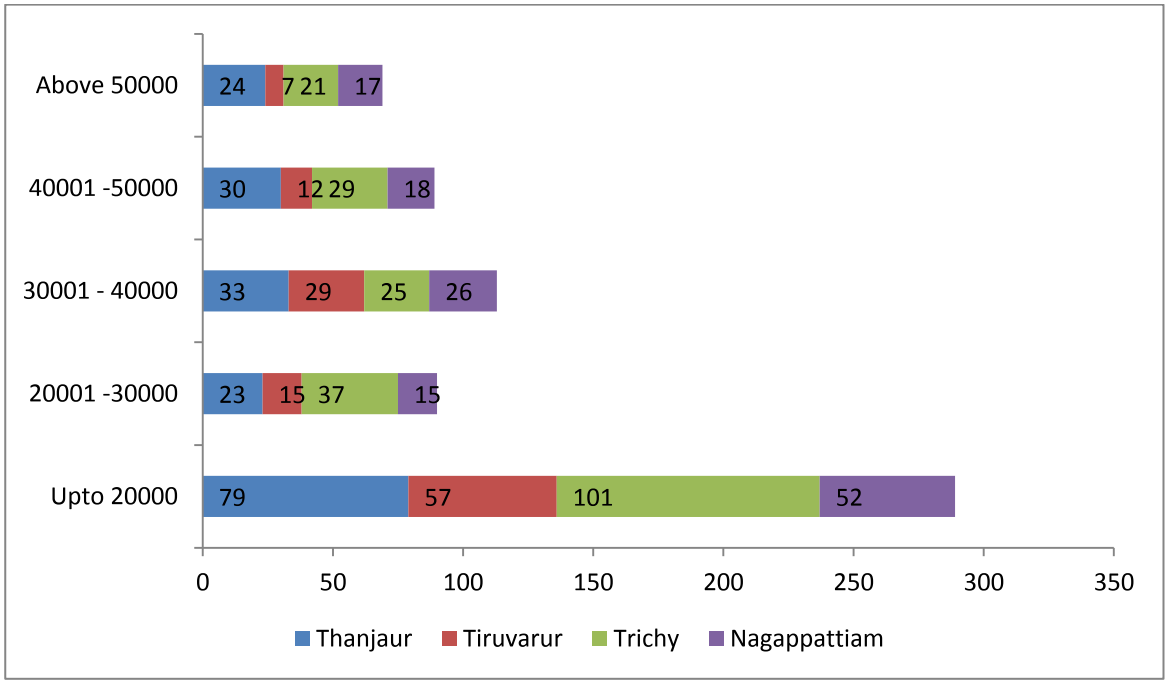



**Table 4.28**

**People employed in Agricultural business**

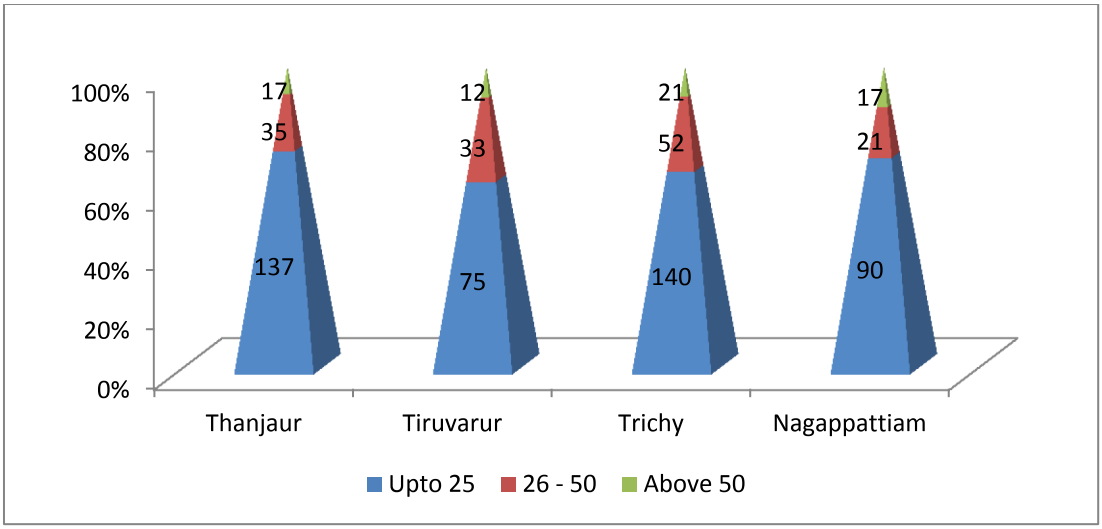
| S. No | People Employed | Cauvery Delta Region | | | | | | | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Thanjaur | | Tiruvarur | | Trichy | | Nagappattiam | | N | % |
| | | N | % | N | % | N | % | N | % | | |
| 1. | Upto 25 | 137 | 73.00 | 75 | 63.00 | 140 | 66.00 | 90 | 71.00 | 442 | 68.00 |
| 2. | 26 - 50 | 35 | 19.00 | 33 | 27.00 | 52 | 25.00 | 21 | 17.00 | 141 | 22.00 |
| 3. | Above 50 | 17 | 8.00 | 12 | 10.00 | 21 | 9.00 | 17 | 12.00 | 67 | 10.00 |
| | Total | 189 | 100.00 | 120 | 100.00 | 213 | 100.00 | 128 | 100.00 | 650 | 100.00 |

**Source: Primary data**

The above table speaks to the individuals utilized in agrarian business. For 442 (68%) of the farmers around 25 individuals are utilized in farming work up. 141 (22%) of the farmers are utilizing 26 – 50 individuals. What's more, 67 (10%) of the farmers conceivably use over 50 individuals. In this manner it very well may be deciphered that most individuals are utilizing up to 25 laborers to expand their profitability.

**Chart 4.28**

**People employed in Agricultural business**




## TEST OF HYPOTHESES

In this segment, the hypotheses planned are confirmed and tried utilizing the different measurable methods and deductions are drawn dependent on outcomes.

The accompanying table clarifies the connection between the measure of speculation and their general components of advertising issues looked by paddy producers.

H1: There is a huge connection between the measure of speculation and there in general measurements of promoting issues looked by paddy producers.

**H0: There is no huge connection between the measure of speculation and there in general components of promoting issues looked by paddy producers.**

**Table 4.29**

**Karl Pearson Test between the amount of investment and their overall Dimensions of marketing problems faced by paddy growers**

| Amount invested in a year for Agriculture | Mean | Std. Deviation | Pearson R Value | Statistical Significant |
|---|---|---|---|---|
| Labour Problems | 14.55 | 1.353 | -.065 | .167>0.05 Not Significant |
| Raw Material Related Problems | 14.80 | 1.367 | -.009 | .849>0.05 Not Significant |
| Technological and Quality | 14.62 | 1.245 | .004 | .936>0.05 Not Significant |
| Production Cultivation | 14.57 | 1.254 | .047 | .319>0.05 Not Significant |
| Inter Firm Competition | 14.92 | 1.475 | .028 | .547>0.05 Not Significant |
| Marketing related problem | 14.88 | 1.474 | -.009 | .846>0.05 Not Significant |
| Finance related problem | 14.85 | 1.353 | -.011 | .858>0.05 Not Significant |
| Government Policy | 14.20 | 1.166 | -.019 | .692>0.05 Not Significant |
| Business Environment | 14.50 | 1.224 | .036 | .443>0.05 Not Significant |
| Overall Problems | 71.70 | 6.203 | .032 | .502>0.05 Not Significant |

**The determined worth is R = 0.32; the determined worth is more prominent than the table worth (0.502 > 0.05.) So research speculation is dismissed and the invalid theory is acknowledged.**

**It is discovered that there is a critical connection between the measure of speculation and their general elements of showcasing issues looked by paddy producers. Issues looked by the farmers may vary as per their venture standards. The specialist investigated through Karl Pearson test and found that there is no critical connection between the measure of venture and their general components of showcasing issues looked by paddy producers.**

**The theory given beneath is tried utilizing Inter – Correlation Matrix test.**

**H1: There is a huge connection between the Technology and Quality related issues and Production and Cultivation related issues.**

**H0: There is no huge connection between the Technology and Quality related issues and Production and Cultivation related issues.**

**Table 4.30**

**Inter Correlation Matrix of various problems of Marketing of Agricultural Products between Technology and Quality related problems and Production and Cultivation related problems**

| Problems of Marketing Agricultural Products | | Labour Problems | Raw material Problem | Technology & Quality | Production & Cultivation | Firm & Compet | Marketing related | Finance related | Govt. Policy | Busin Env | Overall Problems |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Labour Problems | Correlation | 1 | .390(**) | .148(**) | .126(**) | -.462 | -.292 | .031(**) | .135(**) | -.137 | .442(**) |
| | Significance (2-tailed) | . | .000 | .002 | .008 | .000 | .000 | .517 | .004 | .004 | .000 |
| Raw Materials problems | Correlation | .390(**) | 1 | .055(**) | .071(**) | -.231 | -.319 | -.250 | .139(**) | -.249 | .473(**) |
| | Significance (2-tailed) | .000 | . | .247 | .136 | .000 | .000 | .000 | .003 | .000 | .000 |
| Technology & Quality | Correlation | .148(**) | .055(**) | 1 | -.035 | .031(**) | -.081 | .026(**) | .533(**) | .020(**) | .003(**) |
| | Significance (2-tailed) | .002 | .247 | . | .456 | .518 | .086 | .581 | .000 | .673 | .954 |
| Production Cultivation | Correlation | .126(**) | .071(**) | -.035 | 1 | -.118 | -.195 | -.077 | .123(**) | -.135 | .123(**) |
| | Significance (2-tailed) | .008 | .136 | .456 | . | .013 | .000 | .102 | .009 | .004 | .009 |
| Inter Firm Competition | Correlation | -.462 | -.231 | .031(**) | -.118 | 1 | .418(**) | -.021 | .025(**) | .432(**) | -.355 |
| | Significance (2-tailed) | .000 | .000 | .518 | .013 | . | .000 | .655 | .596 | .000 | .000 |

| Problems of Marketing Agricultural Products | | Labour Problems | Raw material Problem | Technology & Quality | Production & Cultivation | Firm & Compet | Marketing related | Finance related | Govt. Policy | Busin Env | Overall Problems |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Marketing Related | Correlation | -.292 | -.319 | -.081 | -.195 | .418(**) | 1 | .221(**) | -.135 | .340(**) | -.274 |
| | Significance (2-tailed) | .000 | .000 | .086 | .000 | .000 | . | .000 | .004 | .000 | .000 |
| Finance Related | Correlation | .031(**) | -.250 | .026(**) | -.077 | -.021 | .22(**) | 1 | -.172 | -.052 | -.187 |
| | Significance (2-tailed) | .517 | .000 | .581 | .102 | .655 | .000 | . | .000 | .268 | .000 |
| Government Policy | Correlation | .135(**) | .139(**) | .533(**) | .123(**) | .025(**) | -.135 | -.172 | 1 | .111(**) | .122(**) |
| | Significance (2-tailed) | .004 | .003 | .000 | .009 | .596 | .004 | .000 | . | .019 | .010 |
| Business Environment | Correlation | -.137 | -.249 | .020(**) | -.135 | .432(**) | .340(**) | -.052 | .111(**) | 1 | -.297 |
| | Significance (2-tailed) | .004 | .000 | .673 | .004 | .000 | .000 | .268 | .019 | . | .000 |
| Overall Problems | Correlation | .442(**) | .473(**) | .003(**) | .123(**) | -.355 | -.274 | -.184 | .122(**) | -.297 | 1 |
| | Significance (2-tailed) | .000 | .000 | .954 | .009 | .000 | .000 | .000 | .10 | .000 | . |

**The determined worth is R = 0.32; the determined worth is more prominent than the table worth (1 > 0.05.) So the examination theory is dismissed and the invalid speculation is acknowledged.**

**It is discovered that there is a critical connection between the Technology and Quality related issues and Production and Cultivation related issues. Issues looked by the farmers may vary as per their creation and development related issues. So the analyst investigated through Inter Correlation Matrix and found that there is no critical connection between the Technology and Quality related issues and Production and Cultivation related issues.**

**The speculation given underneath is tried utilizing Chi – Square test.**

**H1: There is a relationship between the instructive capability of the farmers and their by and large business issues.**

**H0: There is no relationship between the instructive capability of the farmers and their generally speaking business issues.**

**Table 4.31**

**Chi – Square test between educational qualification of the farmers and their overall Business Problems**

| Particulars | Educational Qualification | | | | | | | | Statistical Inference |
|---|---|---|---|---|---|---|---|---|---|
| | Illiterate | | Primary | | Middle | | High School | | |
| | N | % | N | % | N | % | N | % | |
| **Labour related Problems** | | | | | | | | | X2 = 10.348, Df = 3, 0.016<0.05, Significant |
| Low | 81 | 12% | 68 | 10% | 22 | 3% | 12 | 2% | |
| High | 137 | 21% | 199 | 31% | 81 | 12% | 51 | 8% | |
| **Raw material related Problems** | | | | | | | | | X2 = 4.325, Df = 3, 0.593>0.05, Not Significant |
| Low | 88 | 14% | 136 | 21% | 42 | 6% | 29 | 4% | |
| High | 130 | 20% | 131 | 20% | 61 | 9% | 33 | 5% | |
| **Technological and Quality** | | | | | | | | | X2 = 0.640, Df = 3, 0. 426>0.05 Not significant |
| Low | 110 | 17 | 130 | 20 | 48 | 7 | 27 | 4 | |
| High | 108 | 17 | 137 | 21 | 55 | 8 | 35 | 5 | |
| **Production Cultivation** | | | | | | | | | X2 = 2.858, Df = 3, 0. 094<0.05, Significant |
| Low | 64 | 9% | 69 | 11% | 22 | 3% | 11 | 2% | |
| High | 155 | 24% | 198 | 30% | 81 | 12% | 50 | 8% | |
| **Inter firm Competition** | | | | | | | | | X2 = 2.265, Df =3, 0.146>0.05 Not Significant |
| Low | 117 | 14% | 120 | 18% | 46 | 8% | 19 | 5% | |
| High | 101 | 20% | 147 | 23% | 56 | 8% | 44 | 5% | |
| **Marketing related Problems** | | | | | | | | | X2 = 7.928, Df = 3, 0.009<0.05 , Significant |
| Low | 91 | 18% | 124 | 18% | 45 | 7% | 20 | 3% | |
| High | 127 | 16% | 143 | 23% | 58 | 9% | 42 | 7% | |
| **Finance related Problems** | | | | | | | | | X2 = 2.940, Df = 3, 0.503<0.05 Not significant |
| Low | 77 | 14% | 90 | 19% | 32 | 7% | 21 | 3% | |
| High | 141 | 20% | 177 | 22% | 71 | 9% | 41 | 6% | |
| **Government Policies** | | | | | | | | | X2 = 0.395, Df = 3, 0.747<0.05 , Significant |
| Low | 61 | 12% | 63 | 14% | 30 | 5% | 16 | 3% | |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| High | 158 | 22% | 204 | 27% | 72 | 11% | 46 | 6% | |
| Business Environment | | | | | | | | | X2 = 1.189, Df = 3, 0.948<0.05 Not Significant |
| Low | 61 | 9% | 63 | 10% | 30 | 5% | 16 | 2% | |
| High | 158 | 24% | 204 | 31% | 72 | 11% | 46 | 7% | |
| Overall Problems | | | | | | | | | X2 = 8.234, Df = 3, 0.040<0.05 , Significant |
| Low | 87 | 13% | 69 | 11% | 30 | 5% | 16 | 2% | |
| High | 132 | 20% | 198 | 30% | 72 | 11% | 46 | 7% | |

**The determined worth is X2 = 8.234 and (0.40 > 0.05). Thus, the determined worth is not exactly the table worth. In this manner, research theory is acknowledged and the invalid speculation is dismissed.**

**It is discovered that there is a relationship between the instructive capability of the farmers and their general business issues. The current examination found that there is no relationship between the instructive capability of the farmers and their general business issues. It is perceived that instruction capability assumes a significant job in the development of farmers.**

**Wilcoxon-Mann-Whitney test**

**The Wilcoxon-Mann-Whitney U test is a non-parametric test that is utilized to analyze two populace implies that come from a similar populace. Mann-Whitney U test is additionally used to test if two populace implies are equivalent.**

**H1: There is a huge contrast between conjugal status and their general measurements of business possibilities.**

**H0: There is no critical contrast between conjugal status and their general measurements of business possibilities.**

**Table 4.32**

**Non – Parametric Wilcoxon – Mann – Whitney Test between the marital status and their overall dimensions of business prospects**

| Marital Status | Mean Rank | Sum of Ranks | Mann - Whitney U | Wilcox on W | Z | Statistical Inference |
|---|---|---|---|---|---|---|
| **Demand** | | | | | | |
| Married(n=466) | 216.72 | 70218.00 | 17568.000 | 70218.000 | -3.066 | .002>0.05 Significant |
| Unmarried(n=184) | 248.07 | 31257 | | | | |
| **Location** | | | | | | |
| Married(n=466) | 228.03 | 73881.00 | 19593.000 | 27594.000 | -.830 | .407>0.05 Not Significant |
| Unmarried(n=184) | 219.00 | 27594.00 | | | | |
| **Availability of Finance** | | | | | | |
| Married(n=466) | 236.47 | 76617.00 | 16857.000 | 24858.000 | -3.439 | .001<0.05 Significant |
| Unmarried(n=184) | 197.29 | 24858.00 | | | | |
| **Competition** | | | | | | |
| Married(n=466) | 215.58 | 69849.00 | 17199.000 | 69849.000 | -3.069 | .002>0.05 Significant |
| Unmarried(n=184) | 251.00 | 31626.00 | | | | |
| **Raw Materials** | | | | | | |
| Married(n=466) | 221.61 | 71802.00 | 19152.000 | 71802.000 | -1.328 | .184>0.05 Not Significant |
| Unmarried(n=184) | 235.50 | 29673.00 | | | | |
| **Government Policy** | | | | | | |
| Married(n=466) | 231.03 | 74853.00 | 18621.000 | 26622.000 | -1.670 | .095>0.05 Not Significant |
| Unmarried(n=184) | 211.29 | 26622.00 | | | | |
| **Own Experience** | | | | | | |
| Married(n=466) | 232.08 | 75195.00 | 18279.000 | 12490.000 | -1.990 | .047>0.05 Significant |
| Unmarried(n=184) | 208.57 | 26280.00 | | | | |
| **Skilled Labour** | | | | | | |
| Married(n=466) | 235.47 | 76293.00 | 17181.000 | 127853.500 | -3.266 | .001<0.05 Significant |
| Unmarried(n=184) | 199.86 | 25182.00 | | | | |
| **Overall dimensions of business prospectus** | | | | | | |
| Married(n=466) | 234.50 | 75979.00 | 17495.000 | 25496.000 | -2.439 | 0.015<0.05 Significant |
| Unmarried(n=184) | 202.35 | 25496.00 | | | | |

***Statistical test**: Mann-Whitney test was used the above table*

**The above table reveals that there is a significant difference between marital status and their overall dimensions of business prospect scores (z = -2.439, p = 0.005).**

**Inter – Correlation Matrix Test**

**The speculation given underneath is tried utilizing Inter-Correlation Matrix test.**

**H1: There is a critical connection between monetary issues and their work related issues.**

**H0: There is no huge connection between monetary issues and their work related issues.**

**Table 4.33**

**Inter Correlation Matrix of various problems of Marketing of Agricultural Products between financial problems and their labour related problems**

| Problems of Marketing Agricultural Products | | Labour Problems | Raw material Problem | Technology & Quality | Production & Cultivation | Firm & Compet | Marketing related | Finance related | Govt. Policy | Busin Env | Overall Problems |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Labour Problems | Correlation | 1 | .390(**) | .148(**) | .126(**) | -.462 | -.292 | .031(**) | .135(**) | -.137 | .442(**) |
| | Significance (2-tailed) | . | .000 | .002 | .008 | .000 | .000 | .517 | .004 | .004 | .000 |
| Raw Materials problems | Correlation | .390(**) | 1 | .055(**) | .071(**) | -.231 | -.319 | -.250 | .139(**) | -.249 | .473(**) |
| | Significance (2-tailed) | .000 | . | .247 | .136 | .000 | .000 | .000 | .003 | .000 | .000 |
| Technology & Quality | Correlation | .148(**) | .055(**) | 1 | -.035 | .031(**) | -.081 | .026(**) | .533(**) | .020(**) | .003(**) |
| | Significance (2-tailed) | .002 | .247 | . | .456 | .518 | .086 | .581 | .000 | .673 | .954 |
| Production Cultivation | Correlation | .126(**) | .071(**) | -.035 | 1 | -.118 | -.195 | -.077 | .123(**) | -.135 | .123(**) |
| | Significance (2-tailed) | .008 | .136 | .456 | . | .013 | .000 | .102 | .009 | .004 | .009 |
| Inter Firm Competition | Correlation | -.462 | -.231 | .031(**) | -.118 | 1 | .418(**) | -.021 | .025(**) | .432(**) | -.355 |
| | Significance (2-tailed) | .000 | .000 | .518 | .013 | . | .000 | .655 | .596 | .000 | .000 |

| Problems of Marketing Agricultural Products | | Labour Problems | Raw material Problem | Technology & Quality | Production & Cultivation | Firm & Compet | Marketing related | Finance related | Govt. Policy | Busin Env | Overall Problems |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Marketing Related | Correlation | -.292 | -.319 | -.081 | -.195 | .418(**) | 1 | .221(**) | -.135 | .340(**) | -.274 |
| | Significance (2-tailed) | .000 | .000 | .086 | .000 | .000 | . | .000 | .004 | .000 | .000 |
| Finance Related | Correlation | .031(**) | -.250 | .026(**) | -.077 | -.021 | .221(**) | 1 | -.172 | -.052 | -.187 |
| | Significance (2-tailed) | .517 | .000 | .581 | .102 | .655 | .000 | . | .000 | .268 | .000 |
| Government Policy | Correlation | .135(**) | .139(**) | .533(**) | .123(**) | .025(**) | -.135 | -.172 | 1 | .111(**) | .122(**) |
| | Significance (2-tailed) | .004 | .003 | .000 | .009 | .596 | .004 | .000 | - | .019 | .010 |
| Business Environment | Correlation | -.137 | -.249 | .020(**) | -.135 | .432(**) | .340(**) | -.052 | .111(**) | 1 | -.297 |
| | Significance (2-tailed) | .044 | .000 | .673 | .004 | .000 | .00 | .268 | .019 | . | .000 |
| Overall Problems | Correlation | .442(**) | .473(**) | .003(**) | .123(**) | -.355 | -.274 | -.187 | .122(**) | -.297 | 1 |
| | Significance (2-tailed) | .000 | .000 | .954 | .009 | .000 | .000 | .000 | .010 | .000 | . |

** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).v

| S.No. | Financial Problems | Correlation Value | Statistical Inference |
|---|---|---|---|
| 1 | Labour related | .031(**) | P < 0.01 significant |

**The determined worth is .031(**) and (P < 0.01). Thus, the determined worth is not exactly the table worth. Hence invalid speculation is dismissed and the examination theory is acknowledged.**

**There is a critical connection between monetary issues and their work related issues. It is additionally induced that monetary issues are bringing about work related issues. Therefore the monetary related issues of farmers are exceptionally helpless against work related issues.**

**H1: There is a critical connection between creation related issues and their promoting issues.**

**H0: There is no critical connection between creation related issues and their advertising issues.**

**Table 4.34**

**Inter Correlation Matrix of various problems of Marketing of Agricultural Products between Production related problems and Marketing related problems**

| Problems of Marketing Agricultural Products | | Labour Problems | Raw material Problem | Technology & Quality | Production & Cultivation | Firm & Compet | Marketing related | Finance related | Govt. Policy | Busin Env | Overall Problems |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Labour Problems | Correlation | 1 | .390(**) | .148(**) | .126(**) | -.462 | -.292 | .031(**) | .135(**) | -.137 | .442(**) |
| | Significance (2-tailed) | . | .000 | .002 | .008 | .000 | .000 | .517 | .004 | .004 | .000 |
| Raw Materials problems | Correlation | .390(**) | 1 | .055(**) | .071(**) | -.231 | -.319 | -.250 | .139(**) | -.249 | .473(**) |
| | Significance (2-tailed) | .000 | . | .247 | .136 | .000 | .000 | .000 | .003 | .000 | .000 |
| Technology & Quality | Correlation | .148(**) | .055(**) | 1 | -.035 | .031(**) | -.081 | .026(**) | .533(**) | .020(**) | .003(**) |
| | Significance (2-tailed) | .022 | .247 | . | .456 | .518 | .086 | .581 | .000 | .673 | .954 |
| Production Cultivation | Correlation | .126(**) | .071(**) | -.035 | 1 | -.118 | -.195 | -.077 | .123(**) | -.135 | .123(**) |
| | Significance (2-tailed) | .008 | .136 | .456 | . | .013 | .000 | .102 | .009 | .004 | .009 |
| Inter Firm Competition | Correlation | -.462 | -.231 | .031(**) | -.118 | 1 | .418(**) | -.021 | .025(**) | .432(**) | -.355 |
| | Significance (2-tailed) | .000 | .000 | .518 | .013 | - | .000 | .655 | .596 | .000 | .000 |
| Marketing | Correlation | -.292 | .319 | -.081 | -.195 | .418(**) | 1 | .221(**) | -.135 | .340(**) | -.274 |

| Problems of Marketing Agricultural Products | | Labour Problems | Raw material Problem | Technology & Quality | Production & Cultivation | Firm & Compet | Marketing related | Finance related | Govt. Policy | Busin Env | Overall Problems |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Marketing Related | Correlation | -.292 | .319 | -.081 | -.195 | .418(**) | 1 | .221(**) | -.135 | .340(**) | -.274 |
| | Significance (2-tailed) | .000 | .000 | .086 | .000 | .000 | . | .000 | .004 | .000 | .000 |
| Finance Related | Correlation | .031(**) | -.250 | .026(**) | -.077 | -.021 | .221(**) | 1 | -.172 | -.052 | -.187 |
| | Significance (2-tailed) | .004 | .003 | .000 | .009 | .596 | .004 | .000 | . | .019 | .010 |
| Government Policy | Correlation | .135(**) | .139(**) | .533(**) | .123(**) | .025(**) | -.135 | -.172 | 1 | .111(**) | .122(**) |
| | Significance (2-tailed) | .004 | .003 | .000 | .009 | .596 | .004 | .000 | . | .019 | .010 |
| Business Environment | Correlation | -.137 | -.249 | .020(**) | -.135 | .432(**) | .340(**) | -.052 | .111(**) | 1 | -.297 |
| | Significance (2-tailed) | .004 | .000 | .673 | .004 | .000 | .000 | .268 | .019 | . | .000 |
| Overall Problems | Correlation | .442(**) | .473(**) | .003(**) | .123(**) | -.355 | -.274 | -.187 | .122(**) | -.297 | 1 |
| | Significance (2-tailed) | .000 | .000 | .954 | .009 | .000 | .000 | .000 | .010 | .000 | . |

** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).

| S.No. | Financial Problems | Correlation Value | Statistical Inference |
|---|---|---|---|
| 1 | Marketing | -.195 | P < 0.01 significant |

The determined worth is - .195 and (P < 0.01). Subsequently, the determined worth is more noteworthy than the table worth. In this way invalid speculation is acknowledged and the examination theory is dismissed.

The connection between creation related issues and their advertising issues are huge. It is additionally derived that with respect to showcasing of the farming items, creation related issues and promoting related issues are confronting one another. Subsequently the creation issue reflects advertising issues.

**One Way ANOVA TEST**

The hypothesis given beneath is tried utilizing One Way ANOVA test.

H1: There is a contrast between the kind of group of the farmers and the main considerations impacting farmers' business possibilities.

H0: There is no distinction between the sort of group of the farmers and the major factors affecting farmers' business possibilities.

**Table 4.35**

**One Way ANOVA variance between the type of family of the farmers and the major factors influencing farmers' business prospects**

| S.No | Factors influencing Business Prospects | Mean | S.D | Statistical Inference |
|---|---|---|---|---|
| 1. | **Demand** | | | T= 61.206, Df=649 .021>0.05, Significant |
| | Joint (n=467) | 1.21 | 0.407 | |
| | Nuclear (n=183) | 1.29 | 0.454 | |
| 2. | **Location** | | | T=78.076, Df=649 .955>0.05 Not Significant |
| | Joint (n=467) | 1.65 | 0.442 | |
| | Nuclear (n=183) | 1.74 | 0.476 | |
| 3. | **Availability of Finance** | | | T=71.820, Df=649 .687>0.05 Not Significant |
| | Joint (n=467) | 1.59 | 0.469 | |
| | Nuclear (n=183) | 1.68 | 0.492 | |
| 4. | **Competition** | | | T=69.860, Df=649 .076>0.05 Not Significant |
| | Joint (n=467) | 1.56 | 0.476 | |
| | Nuclear (n=183) | 1.66 | 0.497 | |
| 5. | **Raw Materials** | | | T=83.056, Df=649 .002>0.05 Not Significant |
| | Joint (n=467) | 1.69 | 0.419 | |
| | Nuclear (n=183) | 1.77 | 0.463 | |
| 6. | **Government Policy** | | | T=64.259, Df=649 .035>0.05 Significant |
| | Joint (n=467) | 1.47 | 0.497 | |
| | Nuclear (n=183) | 1.56 | 0.501 | |
| 7. | **Own experience** | | | T=64.259, Df=649 .056>0.05 Not Significant |
| | Joint (n=467) | 1.44 | 0.496 | |
| | Nuclear (n=183) | 1.53 | 0.501 | |
| 8. | **Skilled Labour** | | | T=77.815, Df=649 .001>0.05 Significant |
| | Joint (n=467) | 1.65 | 0.442 | |
| | Nuclear (n=183) | 1.74 | 0.477 | |
| 9. | **Overall factors influencing business Prospects** | | | T=245.214, Df=649 .000>0.05 Significant |
| | Joint (n=467) | 71.13 | 5.863 | |
| | Nuclear (n=183) | 72.27 | 6.551 | |

**The determined worth is T=245.214, (P = 0.00); the determined worth is not exactly the table worth (0.00< 0.05.) So research theory is acknowledged and the invalid speculation is dismissed.**

**It is discovered that there is a contrast between the sort of group of the farmers and the main considerations affecting farmers' business possibilities. Age is the central point which impacts farmers business. So the analyst broke down through one way ANOVA and found that there is a contrast between the sort of group of the farmers and the main considerations affecting farmers' business possibilities.**

**KRUSKAL-WALLIS TEST**

**The hypothesis given below is tested using Kruskal – Wallis test.**

**H1: There is a critical contrast between the age of the farmers and their by and large measurements of business issues.**

**H0: There is no huge distinction between the age of the farmers and their by and large measurements of business issues.**

**Table 4.36**

**Kruskal-Wallis test difference age of the farmers and their overall dimensions of Business Problems**

| Age | Mean Rank | Chi-square | Df | Statistical Inference |
|---|---|---|---|---|
| **Labour related Problems** | | | | |
| Below 30 years (61) | 274.84 | 9.704 | 3 | .021<0.05 Significant |
| 31-40 years (67) | 247.00 | | | |
| 41-50 years (382) | 215.51 | | | |
| Above 51 years (140) | 220.30 | | | |
| Raw Material related Problems | | | | |
| Below 30 years (61) | 186.50 | 8.141 | 3 | .043> 0.05 Not Significant |
| 31-40 years (67) | 221.02 | | | |
| 41-50 years (382) | 223.19 | | | |
| Above 51 years (140) | 251.20 | | | |
| Technological and Quality | | | | |
| Below 30 years (61) | 195.45 | 4.971 | 3 | .174<0.05 Not Significant |
| 31-40 years (67) | 212.34 | | | |
| 41-50 years (382) | 225.99 | | | |
| Above 51 years (140) | 243.86 | | | |
| Production and Cultivation | | | | |
| Below 30 years (61) | 198.81 | 4.606 | 3 | .203>0.05 Not Significant |
| 31-40 years (67) | 214.46 | | | |
| 41-50 years (382) | 235.65 | | | |
| Above 51 years (140) | 215.16 | | | |
| Inter firm Competition | | | | |
| Below 30 years (61) | 187.91 | 7.324 | 3 | 0.062>0.05 Not Significant |
| 31-40 years (67) | 229.46 | | | |
| 41-50 years (382) | 236.73 | | | |
| Above 51 years (140) | 209.79 | | | |
| Marketing related Problems | | | | |
| Below 30 years (61) | 220.20 | 0.415 | 3 | .937< 0.05, Significant |
| 31-40 years (67) | 216.57 | | | |
| 41-50 years (382) | 226.51 | | | |
| Above 51 years (140) | 229.43 | | | |
| Finance related Problems | | | | |

| | | | | |
|---|---|---|---|---|
| Below 30 years (61) | 243.79 | 1.778 | 3 | .620>0.05 Not Significant |
| 31-40 years (67) | 225.21 | | | |
| 41-50 years (382) | 219.74 | | | |
| Above 51 years (140) | 233.15 | | | |
| Government Policy | | | | |
| Below 30 years (61) | 188.33 | 4.317 | 3 | 0.229>0.05 Not Significant |
| 31-40 years (67) | 233.52 | | | |
| 41-50 years (382) | 228.27 | | | |
| Above 51 years (140) | 230.58 | | | |
| Business Environment | | | | |
| Below 30 years (61) | 223.34 | 2.724 | 3 | 0.436>0.05 Not Significant |
| 31-40 years (67) | 212.50 | | | |
| 41-50 years (382) | 233.35 | | | |
| Above 51 years (140) | 211.48 | | | |
| Overall opinion about business problems in agriculture | | | | |
| Below 30 years (61) | 223.81 | 3.185 | 3 | .364>0.05 Not Significant |
| 31-40 years (67) | 204.63 | | | |
| 41-50 years (382) | 233.64 | | | |
| Above 51 years (140) | 214.29 | | | |

**Statistical test: Kruskal-Wallis test was used for the above table**

**The determined worth is K = 0.364; the determined worth is not exactly the table worth (0.364< 0.05.) So research speculation is acknowledged and the invalid theory is dismissed.**

**It is discovered that there is a huge contrast between the age of the farmers and their general components of business issues. Age is the main consideration which impacts farmers' business. Thus the analyst broke down through Kruskal-Wallis test the contrast between the age of the farmers and their general components of business issues**

**One Way ANOVA TEST**

**The hypothesis given below is tested using One Way ANOVA test.**

**H1: There is a critical distinction between the responsibility for of the farmers and their by and large horticultural issues.**

**H0: There is no critical contrast between the responsibility for of the farmers and their by and large horticultural issues.**

**Table 4.37**

**One Way ANOVA variance between the ownership of land of the farmers and their overall Agricultural Problems**

| Size of family | Mean | S.D | SS | DF | MS | Statistical Inference |
|---|---|---|---|---|---|---|
| **Labour related Problems** | | | | | | |
| Between Groups | | | 56.816 | 3 | 18.939 | |
| Individual owned (348) | 14.85 | 1.366 | | | | F= 8.047 .000>0.05 Significant |
| Lease base Cultivation (156) | 14.12 | 1.115 | | | | |
| Contract Basis (97) | 14.06 | 1.310 | | | | |
| Others (49) | 14.62 | 1.436 | | | | |
| Within Groups | | | 764.609 | 646 | 1.714 | |
| Raw material related Problems | | | | | | |
| Between Groups | | | 15.655 | 3 | 5.218 | |
| Individual owned (348) | 14.78 | 1.361 | | | | F=2.827 .038>0.05 Significant |
| Lease base Cultivation (156) | 15.07 | 1.402 | | | | |
| Contract Basis (97) | 14.72 | 1.305 | | | | |
| Others (49) | 14.32 | 1.296 | | | | |
| Within Groups | | | 823.136 | 646 | 1.846 | |
| Technological and Quality | | | | | | |
| Between Groups | | | 9.437 | 3 | 3.146 | |
| Individual owned (348) | 14.62 | 1.239 | | | | F=2.045 .107>0.05 Not Significant |
| Lease base Cultivation (156) | 14.66 | 1.142 | | | | |
| Contract Basis (97) | 14.38 | 1.343 | | | | |
| Others (49) | 15.03 | 1.337 | | | | |
| Within Groups | | | 686.094 | 646 | 1.538 | |
| Production Cultivation | | | | | | |
| Between Groups | | | 3.451 | 3 | 1.150 | |
| Individual owned (348) | 14.61 | 1.273 | | | | F=0.730 .535>0.05 Not Significant |
| Lease base Cultivation (156) | 14.60 | 1.276 | | | | |
| Contract Basis (97) | 14.35 | 1.230 | | | | |
| Others (49) | 14.59 | 1.104 | | | | |
| Within Groups | | | 703.049 | 646 | 1.576 | |
| Inter firm Competition | | | | | | |
| Between Groups | | | 11.069 | 3 | 3.690 | |
| Individual owned (348) | 14.78 | 1.445 | | | | |
| Lease base Cultivation (156) | 15.14 | 1.490 | | | | |
| Contract Basis (97) | 15.06 | 1.540 | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| Others (49) | 14.88 | 1.472 | | | | |
| Within Groups | | | 965.722 | 646 | 2.165 | |
| Marketing related Problems | | | | | | |
| Between Groups | | | 19.170 | 3 | 6.390 | |
| Individual owned (348) | 14.55 | 1.421 | | | | |
| Lease base Cultivation (156) | 14.95 | 1.556 | | | | F=2.980 .031>0.05 Significant |
| Contract Basis (97) | 15.32 | 1.512 | | | | |
| Others (49) | 14.88 | 1.474 | | | | |
| Within Groups | | | 956.350 | 646 | 2.144 | |
| Finance related Problems | | | | | | |
| Between Groups | | | 46.109 | 3 | 15.370 | F=8.838 .000>0.05 Significant |
| Individual owned (348) | 14.59 | 1.271 | | | | |
| Lease base Cultivation (156) | 14.98 | 1.337 | | | | |
| Contract Basis (97) | 15.29 | 1.343 | | | | |
| Others (49) | 15.50 | 1.542 | | | | |
| Within Groups | | | 775.615 | 646 | 1.739 | |
| Government Policy | | | | | | |
| Between Groups | | | 37.763 | 3 | 12.588 | F= 9.811 .001>0.05 Significant |
| Individual owned (348) | 14.46 | 1.187 | | | | |
| Lease base Cultivation (156) | 13.90 | 1.156 | | | | |
| Contract Basis (97) | 13.86 | 0.966 | | | | |
| Others (49) | 13.85 | 0.925 | | | | |
| Within Groups | | | 572.237 | 646 | 1.283 | |
| Business Environment | | | | | | |
| Between Groups | | | 28.5283 | 3 | 9.528 | F= 6.599 .006>0.05 Significant |
| Individual owned (348) | 14.72 | 1.322 | | | | |
| Lease base Cultivation (156) | 14.30 | 1.117 | | | | |
| Contract Basis (97) | 14.28 | 0.922 | | | | |
| Others (49) | 13.97 | 0.834 | | | | |
| Within Groups | | | 643.915 | 646 | 1.444 | |
| Overall perception about dimensions of business problems | | | | | | |
| Between Groups | | | 2313.791 | 3 | 771.264 | F=22.992 .000>0.05 Significant |
| Individual owned (348) | 73.76 | 6.730 | | | | |
| Lease base Cultivation (156) | 69.43 | 4.719 | | | | |
| Contract Basis (97) | 68.92 | 3.479 | | | | |
| Others (49) | 69.12 | 4.842 | | | | |
| Within Groups | | | 14960.70 | 646 | 33.544 | |

**The determined worth is F = 22.992 (P = 0.000); the determined worth is not exactly the table worth (0.000< 0.05.) So research speculation is acknowledged and the invalid theory is dismissed.**

**It is discovered that there is a huge distinction between the responsibility for of the farmers and their by and large agrarian issues. Responsibility for is the primary driver for creation of paddy. Accordingly, the specialist broke down through one way ANOVA and found that there is a distinction between responsibility for of the farmers and their in general rural issues.**

**Chi – Square Test**

**The hypothesis given below is tested using Chi – Square test.**

**H1: There is a critical relationship between the conventional occupations of the farmers what's more, the elements of assembling exercises of rural items.**

**H0: There is no huge relationship between the customary occupations of the farmers what's more, the components of assembling exercises of horticultural items.**

**Table 4.38**

**Chi – Square test between the traditional occupation of the farmers and the factors of manufacturing activities of agricultural products**

| Particulars | Traditional Occupation | | | | | | | | Statistical Inference |
|---|---|---|---|---|---|---|---|---|---|
| | Business | | Farming | | Agri Labour | | Others | | |
| | N | % | N | % | N | % | N | % | |
| **Requirement of Finance** | | | | | | | | | X2 = 20.580, Df = 3 0.06<0.05 Significant |
| Low | 33 | | 63 | | 82 | | 37 | | |
| High | 15 | | 150 | | 172 | | 98 | | |
| **Demand and supply** | | | | | | | | | X2 = 24.584, Df = 3 0.23>0.05, Not Significant |
| Low | 36 | | 68 | | 81 | | 90 | | |
| High | 13 | | 146 | | 173 | | 93 | | |
| **Quality control** | | | | | | | | | X2 = 15.359, Df = 3 0. 046>0.05, Significant |
| Low | 39 | | 111 | | 120 | | 55 | | |
| High | 10 | | 102 | | 134 | | 79 | | |
| **Full Capacity** | | | | | | | | | X2 = 20.12, Df =3 0.003>0.05, Significant |
| Low | 33 | | 68 | | 76 | | 38 | | |
| High | 16 | | 146 | | 178 | | 95 | | |
| **Inventory Management** | | | | | | | | | X2 = 21.236, Df = 3 0.008<0.05, Significant |
| Low | 33 | | 62 | | 76 | | 38 | | |
| High | 16 | | 152 | | 178 | | 95 | | |
| **Quality Maintenance** | | | | | | | | | X2 = 18.114, Df = 3 0.002<0.05, Not significant |
| Low | 35 | | 78 | | 91 | | 40 | | |
| High | 14 | | 136 | | 163 | | 93 | | |
| **Invest Working capital** | | | | | | | | | X2 = 21.598,. Df = 3 0.004<0.05 Not Significant |
| Low | 33 | | 63 | | 79 | | 40 | | |
| High | 16 | | 150 | | 175 | | 94 | | |
| **Overall manufacturing problems** | | | | | | | | | X2 = 3.748, Df = 3 0.868<0.05, Not Significant |
| Low | 13 | | 76 | | 68 | | 45 | | |
| High | 36 | | 137 | | 186 | | 89 | | |

**The determined worth is X2 =3.748 and (0.868 > 0.05). Subsequently, the determined worth is not exactly the table worth. Thusly, research speculation is acknowledged and the invalid theory is dismissed.**

**There is a huge relationship between the customary control of the farmers and the components of assembling exercises of horticultural items. The major customary occupations change as indicated by the assembling exercises. It is perceived that conventional occupation impacts the significant assembling exercises**

**One Way ANOVA TEST**

**The hypothesis given below is tested using One Way ANOVA test.**

**H1: There is a huge contrast between Cauvery Delta region of the farmers and their general view of business related issues.**

**H0: There is no critical contrast between Cauvery Delta region of the farmers and their general view of business related issues.**

**Table 4.39**

**One-way ANOVA difference between Cauvery Delta region of the farmers and their overall perception of work related problems**

| Size of family | Mean | S.D | SS | DF | MS | Statistical Inference |
|---|---|---|---|---|---|---|
| Labour related Problems | | | | | | |
| Between Groups | | | 4.429 | 3 | 1.476 | F= 0.806 0.491>0.05 Not Significant |
| Thanjavur(189) | 14.60 | 1.397 | | | | |
| Tiruvarur(120) | 14.51 | 1.422 | | | | |
| Trichy(213) | 14.62 | 1.371 | | | | |
| Nagappattiam(128) | 14.35 | 1.160 | | | | |
| Within Groups | | | 816.996 | 646 | 1.832 | |
| Raw material related Problems | | | | | | |
| Between Groups | | | 6.300 | 3 | 2.100 | F=1.125 .339>0.05 Not Significant |
| Thanjavur(189) | 14.69 | 1.345 | | | | |
| Tiruvarur(120) | 14.66 | 1.423 | | | | |
| Trichy(213) | 14.90 | 1.413 | | | | |
| Nagappattiam(128) | 14.95 | 1.247 | | | | |
| Within Groups | | | 832.491 | 646 | 1.867 | |
| Technological and Quality | | | | | | |
| Between Groups | | | 0.395 | 3 | 0.132 | F=0.085 .968>0.05 Not Significant |
| Thanjavur(189) | 14.65 | 1.268 | | | | |
| Tiruvarur(120) | 14.61 | 1.195 | | | | |
| Trichy(213) | 14.64 | 1.206 | | | | |
| Nagappattiam(128) | 14.56 | 1.344 | | | | |
| Within Groups | | | 695.136 | 646 | 1.559 | |
| Production Cultivation | | | | | | |
| Between Groups | | | 2.016 | 3 | 0.672 | F= 0.425 .735>0.05 Not Significant |
| Thanjavur(189) | 14.47 | 1.259 | | | | |
| Tiruvarur(120) | 14.66 | 1.306 | | | | |
| Trichy(213) | 14.61 | 1.219 | | | | |
| Nagappattiam(128) | 14.56 | 1.285 | | | | |
| Within Groups | | | 704.484 | 646 | 1.580 | F=1.704 0.165>0.05 Not Significant |
| Inter firm Competition | | | | | | |
| Between Groups | | | 4.202 | 3 | 1.401 | |
| Thanjavur(189) | 14.90 | 1.436 | | | | |
| Tiruvarur(120) | 14.53 | 1.604 | | | | |
| Trichy(213) | 15.07 | 1.481 | | | | |
| Nagappattiam(128) | 14.96 | 1.372 | | | | |
| Within Groups | | | 971.318 | 646 | 2.178 | |

| | | | | | | |
|---|---|---|---|---|---|---|
| **Marketing related Problems** | | | | | | |
| **Between Groups** | | | **4.202** | **3** | **1.401** | **F=0.643 .588>0.05 Not Significant** |
| **Thanjavur(189)** | **14.87** | **1.418** | | | | |
| **Tiruvarur(120)** | **14.67** | **1.520** | | | | |
| **Trichy(213)** | **14.93** | **1.508** | | | | |
| **Nagappattiam(128)** | **14.97** | **1.468** | | | | |
| **Within Groups** | | | **971.318** | **646** | **2.178** | |
| **Finance related Problems** | | | | | | |
| **Between Groups** | | | **8.368** | **3** | **2.789** | **F=1.530 .206>0.05 Significant** |
| **Thanjavur(189)** | **15.03** | **1.372** | | | | |
| **Tiruvarur(120)** | **14.90** | **1.524** | | | | |
| **Trichy(213)** | **14.75** | **1.272** | | | | |
| **Nagappattiam(128)** | **14.68** | **1.304** | | | | |
| **Within Groups** | | | **813.356** | **646** | **1.824** | |
| **Government Policy** | | | | | | |
| **Between Groups** | | | **10.619** | **3** | **3.540** | **F= 2.634 0.049>0.05 Significant** |
| **Thanjavur(189)** | **14.42** | **1.216** | | | | |
| **Tiruvarur(120)** | **13.89** | **1.015** | | | | |
| **Trichy(213)** | **14.34** | **1.219** | | | | |
| **Nagappattiam(128)** | **14.14** | **1.041** | | | | |
| **Within Groups** | | | **599.381** | **646** | **1.344** | |
| **Business Environment** | | | | | | |
| **Between Groups** | | | **7.861** | **3** | **2.620** | **F= 1.758 0.154>0.05 Significant** |
| **Thanjavur(189)** | **14.72** | **1.322** | | | | |
| **Tiruvarur(120)** | **14.30** | **1.117** | | | | |
| **Trichy(213)** | **14.28** | **0.922** | | | | |
| **Nagappattiam(128)** | **13.97** | **0.834** | | | | |
| **Within Groups** | | | **643.915** | **646** | **1.444** | |
| **Overall perception about dimensions of business problems** | | | | | | |
| **Between Groups** | | | **481.044** | **3** | **160.348** | **F=4.259 0.006>0.05 Significant** |
| **Individual owned (348)** | **71.94** | **6.720** | | | | |
| **Lease base Cultivation (156)** | **70.21** | **5.863** | | | | |
| **Contract Basis (97)** | **72.76** | **6.506** | | | | |
| **Others (49)** | **70.38** | **5.270** | | | | |
| **Within Groups** | | | **16793.456** | **646** | **37.653** | |

**The determined worth is F = 4.259 (P = 0.006); the determined worth is not exactly the table worth (0.006< 0.05.) So research speculation is acknowledged and the invalid theory is dismissed.**

**It is discovered that there is a huge distinction between Cauvery Delta regionof the farmers and their general impression of business related issues. So specialist examinations through one way ANOVA and found that there is a contrast between Cauvery Delta regionof the farmers and their general view of business related issues. The following section uncovered all discoveries of the examination, proposals and suggestions to the farmers, to the associations, to the arrangement creators and to the Government, end and suggestions for additional Research.**

# CHAPTER V

# SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

## 5.1. INTRODUCTION

**This chapter exposes all findings of the study, suggestions and recommendations to the farmers, to the organisations, to the policy makers and to the Government, conclusion and implementation for future studies.**

## 5.2. Findings on the Socio Economic Backgrounds

**Cauvery Delta region wise Farmers Segment:**

**189 (31%) farmers are from Thanjavur constituting 31%. 16% of the farmers are from Tiruvarur zone. 36% of the farmers are from Trichy and remaining 17% of the farmers are from Nagapattinam zone. It is clear that 36% of the farmers are actively engaged in farming from Trichy zones which is the highest. And 17% of the farmers are in Tiruvarur zone, which is the lowest of all. It is inferred that maximum number of farmers in Trichy zone are primarily engaged for their earnings.**

**Age Segment:**

**Most of the farmers 382 (59%) are in the age group of 41 to 50 years, and 140 farmers (21%) are from age category of above 51 years. It is found that people who are aged above 40 are showing interest in paddy cultivation and it is customary to do cultivation since they are not equipped for other work.**

**Marital Status Segment:**

**There are 466 (72%) of the farmers who are Married. 184 (28%) of the farmers are unmarried people. It is understood from the study that the married people (farmers)**

**preferred to go for agriculture works because of family commitment and consider them as ways and means to reduce financial burden.**

**Educational Qualification Segment:**

**Among the 650 farmers, 262 (41%) of the farmers have studied upto primary school education. 105(16%) of the farmers have completed middle school; only 8% of the farmers studied upto high school level. Among the places of work, the majority of farmers from Thanjavur (48%) and 47% from Trichyhave done Primary school level education. It is understood that most of them have studied upto Primary school level and are illiterates since the agriculture work does not require any educational qualification.**

**Traditional Occupation Segment:**

**There are 39% of the farmers who reported agriculture labour as their traditional occupation. There are 32% of the farmers who are farmers and the least 8% of them are businessmen. Another 20% of the farmers remarked that they go for other works like catering, cattle breading and construction labours.**

**Land Ownership Segment:**

**The majority 347 (55%) of the farmers are landless persons. There are 156 (23%) of the farmers who have below 1 acre of land. Two-thirds of the farmers do not have land and nearly one third of the farmers are having land below 1 acre in their native place. Most of the farmers are landless.**

**Type of Agriculture Crops used for Cultivation by the farmers:**

**There are 387 (59%) of the farmers who cultivate Samba/Thaladi. 145 farmers (22%) cultivate Kuruvai and the lowest 100 (16%) of the farmers cultivate Navarai. The least 3% of the farmers cultivate all types of crops for all seasons.**

**Type of land used for cultivation by farmers.**

**The majority 539 (83%) of the farmers are well placed in land under irrigation agriculture. There are 75 (12%) of the farmers who use land only under rainfed agriculture. And 36 (5%) of the farmers have left few lands as unused land.**

**Channels used to sell the agricultural products by the farmers:**

**The majority 288 (45%) of the farmers sell their produce through service cooperatives. There are 129 (19%) of the farmers who take their agricultural products to the local markets. And 18% of the farmers have local assemblers and other channels.**

**Agriculture is their family business or not: 595**

**(92%) of the farmers opined YES. There are 8% of the farmers who expressed NO. It is understood that people engaged in agriculture do traditional cultivation. It is obvious that agriculture, being their family business they opt for cultivation.**

**Family type of the Farmers:**

**The majority 467 (70%) of the farmers belong to nuclear family type and 183 (30%) of them belong to joint family type. Almost in all the places, farmers are found belonging to nuclear family types.**

**Distance of irrigation land and market place:**

**There are 278 (42%) of the farmers who have their irrigation land and market place between 5 and 6 kms. 28% of the farmers have the distance between irrigation land and market place at 0-2 kms, followed by 17% of the respondent who have the distance of 3-4 kms. And 13% of the farmers have the distance of above 6 kms.**

**Duration in the agriculture service of the farmers-**

**The majority 404 (64%) of the farmers are found in this agricultural enterprise for more than 10 years. There are 145 (22%) of the farmers with a duration up to 5 year and 14% of the farmers have the experiences between 6 and 10 years.**

**Land ownership of the farmers –**

**The majority 55% of the farmers have individually owned cultivated lands. There are 23% of the farmers who have leased based cultivation and 15% of the farmers do on contract basis.**

**Type of irrigations used by the farmers:**

**71% of the farmers are using water resources through river and canal and 29% of the farmers are using well and bore well waters.**

**Various reasons for cultivation of paddy:**

**There are 22% of the farmers who believe that paddy cultivation is possible because of suitability of land conditions, 19% of the respondents positively opined because of the availability of water supply, 16% of the farmers believe that there is a continuous demand for paddy. 15% of the farmers reported that paddy cultivation is profitable and 14% of the farmers reported less expenditure and small risk in marketability.**

**Agricultural Production Trend Status for the past Five Years:**

**The majority (52%) of the farmers reported that there is a constant level of agricultural Production. 36% of the farmers said that during the past five years agricultural production has decreased. Majority (52%) of the farmers reported that agricultural production is constant. The main reason is low rainfall and insufficient availability of land water and bore water is more expensive.**

**Reason for decrease in agriculture product of the farmers:**

**18% of the farmers reported that the main reason for decrease in agriculture product is shortage of raw material. 15% of the farmers reported decline in demand. 14% of the farmers have transport difficulties. 11% of the farmers are under financial shortage. 10% of the farmers experience increases in wage labour and labour strikes and for 9% of the farmers, severe competition is the main reason.**

**Mode of transport used for agricultural goods by the farmers:**

**The majority 40% of the farmers use bullock car. 23% of the farmers prefer transport through mini door Auto and 18% of the farmers use motorized rickshaws. There are 11% of the farmers who use labour or carry loads on their back. And 8% of the farmers use lorry as the means of transport of the agricultural products.**

**Regular Customers of Agricultural products:**

**34% of the farmers expressed that procurement is made by government, for 20% of the farmers it is by private industries, and for 11% of them retailers followed by wholesalers, exporters and procurements from outside the city are the customers.**

**Capital investment sponsored to the farmers:**

**The majority 36% of the farmers invested their own capital. 26% of the farmers received sponsors from friends and relatives. There are 16% of the farmers who received financial support from government. 14% of the farmers received bank loan and 8% of the farmers received from all financial sources.**

**Sources of financial support extended to farmers:**

**33% of the farmers received finance from traders, 26% of the farmers got from micro finance institutions. 15% of the farmers got from friends and relatives. Only** 13% of the farmers got financial support from banks. And 3% of the farmers' financial **sources include other types for example money lenders, and informal lenders.**

**Availability of credit time given by the suppliers to the farmers:**

**382 (59%) of the farmers do not receive credit time from the suppliers. 41% of the farmers use the availability of credit time given by the suppliers.**

**Choices of marketing agricultural products:**

**211 (33%) of the farmers are marketing in Uluvar Sandhais, 26% of the farmers mainly depend upon other cities. 15% of the farmers market in mandies. 13% of the farmers prefer local markets.**

**Difficulties related to Production and Selling of Agricultural Products by the farmers:**

**The majority 211 (33%) of the farmers reported financial difficulties, 26% of the farmers express labour related issues. 15% of them experience machinery/technical related problems. 13% of the farmers reported land related issues. And 10% the farmers experience marketing difficulties.**

**Total amount investment in agriculture per year:**

**The category up to ₹ 20,000 constitutes the highest percentage (31%). 24% of the farmers have invested above ₹50,000. 17% of the farmers have invested between ₹30,000 and ₹40,000, 14% of the farmers have invested between ₹20001 and ₹ 30000 and ₹40001 and ₹50000. It is understood that the majority of the farmers invest more in agriculture and believe to gain return on investment.**

**Income earned by farmers:**

**There are 44% of the farmers who earn monthly income up to ₹.20, 000. 17%** of farmers' income from agriculture is **₹30001 to ₹40000, followed by 14% of farmers who earn between ₹40,001 and ₹50,000 and 11% of the farmers generate income above ₹50, 000.**

**Number of people employed in agricultural business:**

**There are 442 (68%) of the farmers have employed nearly 25 members in agricultural work. 141 (22%) of the farmers are using 26 – 50 members. And 65 (10%) of the farmers potentially utilise above 50 members. The majority of the people are employing up to 25 workers in order to increase their productivity.**

**H1: There is a significant relationship between the amount of investment and their overall dimensions of marketing problems faced by paddy growers.**

**Tools used:**

**The above hypothesis was tested with the help of Karl Pearson Test.**

**Results:**

**The calculated value is R = 0.32 and the calculated value is greater than the table value (0.502 > 0.05.) So research hypothesis is rejected and the null hypothesis is accepted. It is found that there is a significant relationship between the amount of investment and their overall dimensions of marketing problems faced by paddy growers. Problems faced by the farmers may differ according to their investment criteria. The researcher analysed through Karl Pearson test and found that there is no significant relationship between the amount of investment and their overall dimensions of marketing problems faced by paddy growers.**

**H1: There is a significant relationship between the Technology and Quality related problems and Production & Cultivation related problems.**

**Tools used:**

**The above hypothesis was tested with the help of Inter – Correlation Matrix test.**

**Results:**

**The calculated value is R = 0.32; the calculated value is greater than the table value (1 > 0.05.) So research hypothesis is rejected and the null hypothesis is accepted. It is found that there is a significant relationship between the Technology and Quality related problems and Production & Cultivation related problems. Problems faced by the farmers may differ according to their production and cultivation related problems. So researcher analysed through Inter Correlation Matrix and found that there is no significant relationship between the Technology and Quality related problems and Production & Cultivation related problems.**

**H1: There is an association between the educational qualification of the farmers and their overall business problems.**

**Tools used:**

**The above hypothesis was tested with the help of using Chi – Square test.**

**Results:**

**The calculated value is X2 = 8.234 and (0.40 > 0.05).**

**Hence, the calculated value is less than the table value. Therefore, research hypothesis is accepted and the null hypothesis is rejected. It is found that there is an association between the educational qualification of the farmers and their overall business problems. The present study found that there is no association between the educational qualification of the farmers and their overall business problems. It is understood that education qualification plays an important role in the cultivation of farmers.**

**H1: There is a significant difference between marital status and their overall dimensions of business prospects.**

**Tools used:**

**The above hypothesis was tested with the help of Wilcoxon-Mann-Whitney test.**

**Results**

**The Wilcoxon-Mann-Whitney U test suggests that there is a statistically significant difference between marital status and their overall dimensions of business prospects scores (z = -2.439, p = 0.005).**

**H1: There is a significant relationship between financial problems and their labour related problems.**

**Tools used:**

**The above hypothesis was tested with the help of Inter – Correlation Matrix test.**

**Results:**

**The calculated value is .031(**) and (P < 0.01). Hence, the calculated value is less than the table value. Therefore null hypothesis is rejected and the research hypothesis is accepted. There is a significant relationship between financial problems and their labour related problems. It is further inferred that financial problems are resulting in labour related problems. As a result, the financial related problems of farmers are highly vulnerable to labour related issues.**

**H1:There is a significant relationship between production related problems and their marketing problems.**

**Tools used:**

**The above hypothesis was tested with the help of Inter – Correlation Matrix test.**

**Results:**

**The calculated value is -.195 and (P < 0.01). Hence, the calculated value is greater than the table value. Therefore null hypothesis is accepted and the research hypothesis is rejected. The relationship between production related problems and their marketing problems is significant. It is further inferred that as for marketing of the**

**agricultural products, production related problems and marketing related problems are facing each other. As a result the production problem reflects marketing problems.**

**H1: There is a difference between the type of family of the farmers and the** major factors influencing farmers' business prospects.

**Tools used:**

**The above hypothesis was tested with the help of One Way ANOVA test.**

**Results:**

**The calculated value is T=245.214, (P = 0.00); the calculated value is less than the table value (0.00< 0.05.) So research hypothesis is accepted and the null hypothesis is rejected. It is found that there is a difference between the type of family of the** farmers and the major factors influencing farmers' business prospects. Age is the major factor which influences farmers' business. So the researcher analysed throug**h one way ANOVA and found that there is a significant difference between the type of** family of the farmers and the major factors influencing farmers' business prospects

**H1: There is a significant difference between the age of the farmers and their overall dimensions of business problems.**

**Tools used:**

**The above hypothesis was tested with the help of Kruskal – Wallis test.**

**Results:**

**The calculated value is K = 0.364; the calculated value is less than the table value (0.364< 0.05.) So research hypothesis is accepted and the null hypothesis is rejected. It is found that there is a significant difference between the age of the farmers**

**and their overall dimensions of business problems. Age is the major factor which** influences farmers' business. For this reason **the researcher analysed through Kruskal-Wallis test the difference between the age of the farmers and their overall dimensions of business problems**

**H1: There is a significant difference between the ownership of land of the farmers and their overall Agricultural problems**

**Tools used:**

**The above hypothesis was tested with the help of One Way ANOVA test.**

**Results:**

**The calculated value is F = 22.992 (P = 0.000); the calculated value is less than the table value (0.000< 0.05.) So research hypothesis is accepted and the null hypothesis is rejected. It is found that there is a significant difference between the ownership of land of the farmers and their overall Agricultural problems. Ownership of land is the main cause for production of paddy. As a result, the researcher analysed through one way ANOVA and found that there is a significant difference between the ownership of land of the farmers and their overall Agricultural problems.**

**H1: There is a significant association between the traditional occupation of the farmers and the factors of manufacturing activities of agricultural products.**

**Tools used:**

**The above hypothesis was tested with the help of Chi – Square test.**

**Results:**

**There is a significant association between the traditional occupation of the farmers and the factors of manufacturing activities of agricultural products. The major traditional occupations vary according to the manufacturing activities. It is understood that traditional occupation influences the major manufacturing activities.**

**H1: There is a significant difference between Cauvery Delta region of the farmers and their overall perception of work related problems.**

**Tools used:**

**The above hypothesis was tested with the help of One Way ANOVA test.**

**Results:**

**The calculated value is F = 4.259 (P = 0.006); the calculated value is less than the table value (0.006< 0.05.) So research hypothesis is accepted and the null hypothesis is rejected. It is found that there is a significant difference between Cauvery Delta region of the farmers and their overall perception of work related problems. So that researcher analysed through one way ANOVA and found that there is a significant difference between Cauvery Delta region of the farmers and their overall perception of work related problems.**

## 5.3. SUGGESTIONS

**Suggestions to organisations to impart better production and marketing related stress reduction.**

**Suggestion to the farmers in India**

1. **Farmers in India should attempt to diminish their expense of creation improve item quality. In this way they can contend in global market.**
2. **Indian farmers should develop high exportable items like farming items, handled items, marine items. and so on**
3. **Farmers ought to diminish their expense of creation; along these lines they can vie for an expanded cost of rural items on the planet. (Means they can rival MNCs items).**
4. **Farmers ought to see themselves as in gatherings to develop cultivating of items; subsequently they can diminish their expense and furthermore utilize current innovation.**

**Recommendations to the Government**

1. **It is seen from the examinations that particularly in the Cauvery Delta Regions, the majority of the terrains are under-used and not put to utilize. There must be a framework or system that should go for soil testing.**
2. **To pick up, the high yielding assortment seeds must be used, so the rate of profitability can be held.**
3. **Thinking about the experience of earlier year, the paddy cultivators ought to decide regarding which yields to utilize and to which market the item available to be purchased is to be sent. All these must be recorded and very much kept up in all the offices.**
4. **As needs be the public authority should monitor their costs and furthermore give appropriation. To cut down the paddy creation cost, the water system charges and work wages should be reduced.**

5. **The Government needs to give satisfactory transient credit offices through Primary Agricultural Credit Co-employable Societies (PACS).**
6. **The farmers utilize electric pumsets to water the yield land. However, inferable from load shedding, in-time water system is getting unthinkable. The public authority should consider giving power gracefully to these defenseless farmers without break at least rate per unit.**
7. **To spare the paddy creation from different pre-gather, postharvest and from regular catastrophes, similar to dry spells, floods, awkward downpour and so on, 'Harvest Insurance Scheme' might be executed by the Government.**
8. **The public authority should give endowment on data sources, for example, seeds, compound manures, bug sprays and fungicides.**
9. **To decrease the value hole among cultivators and shoppers, there is a requirement for advancing makers' co-agents in the state.**
10. **The Government ought to organize the zones in giving important monetary, specialized and primary help.**

## 5.4. CONCLUSION

**The rural advancement strategy in the bygone ages has heightened the interclass imbalances. Aside from the ascribed estimation of family exertion, different impacts like expense of creation all in all pay and so on, are not great for the little farmers. This should be observed by the public authority. The Government can loan its help to the farmers by giving vehicle accommodation, keeping up great streets and giving monetary help to suckers and manures, with the goal that the little and normal farmers may likewise have more yield of paddy.**

Most importantly, a classified farming showcasing is vital for paddy advancement. The investigation is limited uniquely to Cauvery Delta Regions in (Thanjavur, Tiruvarur, Trichy and Nagappattinam) Tamilnadu. Different investigations on the condition in the different locale circumstance at assorted delta regions might be completed, so that improved yields can be made on paddy development. The showcasing framework is so planned as to give legitimate prize or re-visitation of the endeavors of the farmers. The individuals who are taking care of the whole country should be compensated monetarily and socially.

## 5.5. IMPLICATIONS FOR FURTHER RESEARCH

While this examination has made a significant commitment to the thought of how to oversee and improve the issues related with the promoting of paddy, further exploration is expected to investigate the example of yields framework followed by farmers. Subjective proof accumulated over the span of this examination shows that farmers are straightforwardly encountering financing emergency and ailing in cutting edge innovation. Future examination should zero in on the monetary administration of farmers beginning from development to advertising of agri merchandise. The farmers concur with the plans advanced by the public authority and advantages given to farmers are far away to meet the two closures. The future scientist can zero in on assessing the different plans dispatched by government to farmers and banking help, advance and credit system likewise can be taken for study.

The future exploration can likewise address the issue of the farmers, for example, grasped under cash loan specialists, joblessness and changes in their work turnover. Future examination could investigate the effect and significance of farming and strategies for crop example and pivots additionally could be empowered.

# BIBLIOGRAPHY

## JOURNALS


"Agriculture – General Overview", National Portal Content Management Team,

*Agricultural Statistics at a Glance*, **Directorate of Economics and Statistics, Govt of India, New Delhi, 2008 and GoI,** *Economic Survey 2009-10*, **Planning Commission, Govt of India, New Delhi, 2010.**

**Ananthanarayana, VP: Reduction of Marketing costs and Increasing Efficiency with special reference to grading at producers. Seminar on Emerging Problems of Marketing Commodities, op. cit.**

**Annual Report (2009/10) of Department of Agriculture and Co-operatives, Ministry of Agriculture, Government of India, Academic Foundation, New Delhi**

**Arun Pandit, R.K., Arora and H.C. Sharma, Problems of Potato Marketing in India,** *Indian Journal of Agricultural Marketing,* **Vol. 17, No. 2, May-August 2003.**

Balu, T.D., & Jayapal, G., "The need of value addition in Indian Agriculture", Facts **for You, March 2005, Vol.25.**

**Bauer, PT. and Yamey, B.S: The Economics of Under-Developed Countries, Cambridge University Press, 1957,**

Bhatia, G.R. "Agricultural Marketing Research surveys and Planning in India", **Agricultural Marketing, July-Sep 1989.**

Bhupinder and Santoshnandal, „Diversification of Agriculture in **Haryana: Problem, Risk and Uncertainty, Southern Economist, Vol.48, No.20, February 15, 2010.**

Bhupinder and Santoshnandal, „Diversification of Agriculture in Haryana: Problem, **Risk and Uncertainty, Southern Economist, Vol.48, No.20, February 15, 2010, pp.31-36**

Biswas, K. and Parasher, "Development of Agricultural Produce Markets in India" **Agricultural Marketing Vol. XXXIII, No.1 June 1990.**

Chahal, S.S., ROHIT Singla and Poonam Kataria, „Marketing efficiency and price behavior of Green Pees in Punjab,“ Indian Journal of Agricultural Marketing, Vol.18, No.1, January-April, 2004.

Chandrasekara Rao and IrfanUlHaq, „Agricultural Commodities: Market update,” Facts for you, Vol.32, No.5, February 2012,

Chandrasekaran, „Analysis of Farmer“s selling behavior of principal crops in Tamilnadu,“ Indian Journal of Agricultural Marketing, Vol.3, No.1, 2005.

Chaturvedi, J.N. The Theory of Marketing in Underdeveloped Countries, KitabMahal Publications, Allahabad, 2004.

Choudary and Prasada Rao (1999), „Vision-2020--Myths and Realities“, Sundarayya Vignana Kendram, Hyderabad.

Davinder Kumar Madaan, „WTO and Indian Agricultural Development: A case study of Punjab“, Indian Economic Journal, Vol.50, S.No.304, 2002-04, pp.35-45

Deccan Chronicle, Business Column Dated 13th August 2005.

Desai, N.R.: Agricultural Marketing in Madhya Pradesh“, Agricultural Marketing, Vol. III, No. 1, January-April.

Desai, S.S.M, (1982) „Economic History of India“, Himalaya Publishing House, Mumbai.

Dhankar, „Internet based Market Information System in India“, Agricultural Marketing, Vol.XLV, No.4, Jan-March, 2003.

Erdner Kaynak, „Cross-national, Cross-cultural issues in food marketing“, International Journal of Commerce and Management, Vol.11, Issue ¾, 2001.

Faruqui Nayyar, Y.Z.: „Research in Agricultural of Marketing of Agricultural Commodities, the Indian Society of Agricultural Economics, Bombay.

Frank A.P.P, (1998) Farm economics, Lippincott, London

Gangadharayya Hiremath, „Dry land farming problems and prospects", Southern **Economist, Vol.48 No.12, October 15, 2009.**

Gerard McElwee, Alistair Anderson, Kari Vesala, „The Strategic farmer: a cheese producer with cold feet", Journal of Business Strategy, Vol.27, issue 6, 2006.

Giri, „Market disposability of Agricultural Sector," The Bihar Journal of Agric**ultural Marketing, 11(1) 79, 2004 pp.2-15**

**GOI,** *Report of the National Commission on Agr***iculture, Part-IV – Agriculture, Ministry of Agriculture, Government of India New Delhi, 1976.**

Gopal Rao, H.S., „Experience in Agricultural Marketing in India; A case of **Regulated** Markets" Southern Economist, August 01, 2000, p 15.

Gopi, R., „Green Marketing-Opportunities and Challenges," HRD Times, Vol.13, **No.5, May 2011.**

**Gunnar Myrdal, Asian Drama Vol.-II, Penguin Books ltd.1968.**

**http://india.gov.in/sectors/agriculture/agriculture_overview.php Last accessed on November 04, 2009.**

Jairath, M S, (2002). "Institutional Reforms - A case study of agricultural markets". *Indian Journal of Agricultural Economics,* **No.3, P.157.**

Jeyarathinam, M., „Farmer"s Market (Uzhavar Sandhais) **in Tamilnadu – a SWOT Analysis, Indian**

John R. Moore (1973) "Indian Food grain Marketing" Prentice-**Hall of India pvt. ltd., New Delhi**

**Johnston, Bruce, F.: Agricultural Productivity and Economic Development of Japan.**

Joshi Ashok Gulati, PK, "A study on Agri**cultural Diversification in South Asia** "Economic and Political Weekly, June 12, 2004.

**Kalyan Chakravarthy, et al.,** *Agribusiness in Gujarat: Unleashing the potential*, **(Mumbai: Confederation of Indian Industry-Yes Bank Knowledge Initiative, 2007),**

**Kiran Sank**ar Chakraborthy, „Market and marketing channel of agricultural process on Tripura," Southern Economist, Vol.40, No.8, August 15, 2001, p.12

Kiran Sankar Chakraborty "Market and Marketing channel of agricultural process on Tripura" Southern Economist Aug 15**, 2001. P.No:12.**

**Kohls And Downey, Marketing of Agricultural products, Macmillan Company Private Limited, New York, 2005.**

Kumar, Praduman, (1996). "Market Prospects for Upland Crops in India, CGPRT **Centre,** *Working Paper Series.*

Lekhi R.K. (1999), "Agricultural Economics" Pub. Kalyani Publication

Mahajan, (1985). "Growth of Agriculture and Industry in India", Deep and Deep **Publications, New Delhi.**

Meenakshi Sharma and Ranveer Singh, „Post harvest losses in fruits and vegetables in Himachal Pradesh," Indian **Journal of Agricultural Marketing, Vol.22, No.1, Jan-April, 2008.**

**Mellor John,W.: The Economics of Agro-cultural Development, Vora & Co., Publishers Private Ltd., Bombay, 1969,**

**Ministry of Agriculture, Government of India,** *National Agriculture Policy*, **(New Delhi, 2000) .**

Mirchandani, R.T. and Hiranandani, G.J.: „Regulated Markets-**The Reviews and their** Impact on Markets Structure and Efficiency", Marketing of Agricultural **Commodities, Indian Society of Agricultural Economics, Bombay.**

**More John, R., Johi Sardar S. and Khusro Ali, M., Indian Food grain Marketing, prentice-Hall of India Private Ltd. , New Delhi.**

Murthy C.Patil., A.A. and Mahajanshatty, S.B., „Development of grade standard for **tomoto: A Study, Southern Economists. Vol.46, No.8, August 15, 2007.**

**Mutalik Desai, V.R., The strategy of food and agriculture in India, Lalvani Publishing House, Mumabi, 2007.**

NaliniRanjan Kumar, N.K., Pandey and R.K.Rana, „Production and marketing of **Potato in Banaskantha Distric**t of Gujarat,‟ Indian Journal of Agricultural **Marketing, Vol.22, No.1, Jan-April 2008**

**National commission on agriculture (XII report, 1976), Oxford Pub. Co. Pvt. Ltd., New Delhi**

**Ohkawa and Rosovsky.: The Role of Agriculture in Modern Japanese Economic Development, op.cit.,P.309**

Patil, H.K., Deorukhkar, A.C. Wadkar, S.S., and Talathi, J.M., „Urban demand for **consumable primary agricultural product (fruits and vegetables) for Mumbai** metropolitan regional population,‟ Indian Journal of Marketing, Vol.XXXI, **No.7-8, July-August, 2001, pp.8-15**

Patil, H.K., Deorukhkar, A.C., Wadkar, S.S., and Talathi, J.M., "Urban Demand For **Consumable Primary Agricultural Product (Fruits And Vegetables) For Mumbai Metropolitan Regional Population , Indian Journal of Marketing, Vol. XXXI No.7-8, July-Aug. 2001**

Pramod Gonchkar, K., „Global Scenario of Area, Production of fruits and vegetables and Indian Exports,‟ Southern Economist, Vol.49, No.1, May 1, 2010.

Radhakrishnan, (1993) "Indian Agriculture Growth, Employment and Equity- **Nature, Man and the Indian Econ**omy" Edited by Tapas Mazmudar, Oxford University **Publications, New Delhi.**

Rahman, M.L., "Role of Government in Agricultural Marketing in Bangladesh", **Agricultural Marketing, Oct-Dec 1988.**

**Rajandran, R., Benefit Sharing by Producers and Consumers: An Experience of Uzhavar Sandaies in Tamil Nadu,** *Indian Journal of Agricultural Marketing* **(Conf. Spl.), Vol. 14, No. 3, September-December 2000.**

Rajesh Sharma, Jhabar Singh and Madhusingh, "Financial source and Marketing of **Chillies in Rajasthan, Indian Journal of Agricultural Sciences, Vol.69, No.6, 2003**

Randev, "Marketing Operations of Himachal Apples-An Overview", Indian Journal of **Agricultural Marketing, Vol.19, No.3, Sep-Dec.2005.**

Ravikumar, K.N., Sreelakshmi, K. and Raju, V.T. (2001), "Trends in arrivals and prices of selected commodities in Anakapalle regulated market". *Journal of Institute of Economic Research*, **P.23.**

**Report of national Commission on Agriculture 1976, (part II Policy and Strategy), Government of India, Ministry of Agriculture New Delhi.**

**Report of the Working Group on Agricultural Marketing for the XI Five Year Plan 2007-12, Agriculture Division, Planning Commission, Government of India, January 2007.**

*Report on FMCG*, **(New Delhi: Investment Information and Credit Rating Agency, March 2001).**

**Sahid Ahmed, Economic Liberalization and Agricultural Sector: Problems and Prospects,** *Southern Economist,* **Vol. 35, No. 1, May 1, 1996.**

Samuel Abaidoo, „Globalisation, Bio-**technologization of agriculture and farmers-the quasi-employees of the new high technolo**gy farms", International Journal of **Manpower, Vol.21, Issue 6, 2000.**

Sandra M.Huszagh, Fredrick Huszagh, W., „Understanding Agricultural Exports", **International Marketing Review, Vol.4, Issue 1, 2006.**

Schwartz, Harry: Russia"s Soviet Economy Prentice Hall, **inc., New Year, 1950.**

Selvakumar, „Onion farmers in Western Nazik Committee Suicides", The Hindu, **April 16, 2006.**

Selvaraj, A and Gandhimathi, P., „A Study on constraints faced by Coffee Growers in Tamilnadu," Indian Journal of Marketing, Vol.33, No.2, Fe**bruary 2003.**

Senam Raju, M.S., „Apprehension of farmers on working of Regulated Agricultural **Market-**A case study", Indian Journal of Marketing, Vol.XXI, No.8, August **2003.**

**Simon Kuznets: Economic Growth and the Contribution of agriculture: Notes on Measure**ments" in agriculture in Economic Development (Ed.) Carl Eicher and **Lawrence Witt, Vora & Co., Publishers Private Ltd., Bombay.**

Singh, L.P., „Improving Food Marketing System – Some policy issues," Kurukshetra, **Vol.53, No.6, April 2005, pp.20-22**

**Subba Rao,** K. (1989). "Agricultural marketing and rural credit", Indian council of **social research, New Delhi.**

Sunil Kumar, „Role of Futures Markets in Stabilization of Agro Commodity Prices, **Yojana, Vol.47, No.10, Oct.2003.**

Sunil Kumar, Babu, G, Raja, K., „Price Spr**ead and Marketing of green chillies-A Study on Andhra Pradesh, Agricultural Marketing, Vol.XXVI, No.1, April-June, 2003.**

Suri, P.K., „NICET based Agricultural Marketing Information Network **(AGMARKNET)-A farmers centric portal on Agricultural Marketing in India** and a step towards Globalising Indian Agriculture", Agricultural Marketing, **Vol.XLVII, No.4, Jan-March 2005.**

**The Census, Government of India, Report , 2011.**

Thus Spoke the Mahatma on Rural Reconstruction", 1995, *Yojana*, **The Publications Division, Ministry of Information and Broadcasting, Government of India, New Delhi.**

Tiwari and Nema, „Benefits occurring to farmers from the regulated markets, **Marketalogy, 38(12) 2007.**

Vasudeva Rao, D.: „Contribution of Weekly Markets to Rural Development", Eastern **Economist, October 17, 1980.**

Vipal Bhagat and M.S.Sidhu, „Migrant Vegetable sellers in Ludhiana City: A case study," Indian Journal of Agricultural Marketing, Vol.22, No.1, Jan-**April 2008.**

Wadhavani, „Economics of production, Post harvest management and price **behavior of cold crops in Western U.P** – An empirical analysis", Agricultural Marketing, **Vol.XXVI, No.1, April-June, 2003.**

Wani, M.H., Baba, S.H and Shoaib Yusuf, „Market Economy of Apple in Jammu and Kashmir," Indian Journal of Agricultural Marketing, Vol**.22, No.2, May-August, 2008.**

World Bank: "India Country Overview, 2008".

## BOOKS

**Acharya, S. S.,** *Agricultural Marketing in India: Millennium Study of Indian Farmers,* **Volume 17, (New Delhi: Government of India, Academic Foundation, 2004.**

**Acharya, S.S. and Ag**arwal N.L. "Agricultural Marketing in India", Oxford IHB **publishing Pvt. Ltd, New Delhi, 1992, p.2.**

Acharya, S.S. and Agarwal, N.L., (1994) "Agricultural Prices-Analysis and Policy", **Oxford & IBH Publishing Co. Pvt. Ltd., New Delhi.**

**Agarwal, N.L., Agricultural Marketing,** *Yojana***, vol. 48, October 2004.**

**Aswathappa. K.,** *Essentials of Business Environment***, Millennium Edition, Chapter – 27 –Agriculture, Himalaya Publishing House, Mumbai, 2003, pp.407-416.**

Balu, T.D. & Jayapal, G., "The need of value addition in Indian Agriculture", Facts for **You, March 2005, Vol.25.**

Cannon, Tom (1994). „Basic Marketing: Principles and Practice", 3rd Edition, Cassell **Publishers Limited, London, U.K.**

Chakarabarty, K.C., Indian Scenario, Issues Agriculture and Challenges", Agriculture, **February, 2007, p.22.**

**Datt, Gaurav and A. Mahajan,** *Datt & Sundharam Indian Economy*, **Revised Sixty Second Edition, S. Chand & Company Ltd., Ramnagar, New Delhi, 2011, Central Statistical Organization, New Delhi, 2010.**

**Datt, Gaurav and Mahajan, A.,** *Datt & Sundharam Indian Economy*, **Revised Sixty Second Edition, Chand, S. & Company Ltd., Ramnagar, New Delhi, 2011.**

Gopal Rao, „Experience in Agricultural Marketing in India: A case of regulated markets," Southern Economist, Vol.39, No.7, August 1, 2000.

**Ishwar C. Dingra,** *Indian Economy*, **Sultan Chand & Sons, New Delhi, 1997, P. 235.**

Jain, S.S. (1971) "Principles and Practice of Agricultural Marketing and Prices", Vora **and Co. Publishers Pvt,. Ltd., Bombay.**

**Krishnaswamy, O.R., and Chand N.I. : The Measurement of Operational Efficiency of regulated Markets-A Conceptual Model, Agricultural Marketing, Vol. XXI, No. 2, July,**

Lekhi, RK. & Singh, J, (1999) "Agricultural Economics" Kalyani Publishers, New **Delhi.**

Mamoria, C.B. (1982). "Agricultural Problems in India", Kitab Mahal, Tenth Edition, **New Delhi.**

**Mamoria,C.B. and Joshi,R.M. : Principles and Practice of Marketing in India, Kitab mahal, Allahabad, 1978.**

**Mishra, A.K, Agricultural Marketing: An Overview,** *Kurukshetra,* **Vol. 54, No.3, Jan 2006.**

Mittendrof. H.J., „Need for Strengthening Agricultural Services", Indian Journal of **Marketing, vol. XXVIII No.5.**

Pitale Daya R.L. (2007), "India Rich Agriculture Poor Farmer: Income Policy for Farmers", Daya Publishing House, Delhi.

**Prasad, A.S.R., Agricultural** *Marketing in India***, Mittal Publicating House, New Delhi, 1985**

Radha Mohan Srivastava and Shukla, D.S, "Functioning of regulated markets in **Gorakhapur Division -** An appraisal report", *Encyclopaedia of Agricultural Marketing,2001.*

Raju, N., Thiruvudainambi, S., Panneerselvam, S. and Packiaraj, D., "Intensive **Cul**tivation in Research Station," Sirugamani, 2006.

**Ruddar Datt and K.P.M. Sundhram,** *Indian Economy***, Chapter 35, S. Chand & Company Ltd., New Delhi, 2006.**

**Sharma AN,** *Economic Structure of India Agriculture***, Himalayan Publishing House, Bombay, 1984.**

**Tousley, R.D. Marketing, Ronald Press Company, New York, 2003.**

## WEBSITES

1.CIA Factbook: India", https://www.cia.gov/library/publications/the-**worldfactbook/geos/in.html. Last accessed on November 04, 2009.**

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

**INTERVIEW SCHEDULE**

**Demographic Profile:**

**1. Place of Paddy cultivation (Farmers Domicile)**

**a. Thanjavur b. Tiruvarur c. Trichy d. Nagappattiam**

**2. Age of the Respondents**

**a. Below 30 b.31 to 40 c.41 to 50 d. Above 50**

**3. Marital Status of the Respondents**

**a. Married b. Unmarried**

**4. Education of the Respondents**

**a. Illiterate b. Primary c. Middle d. High School**

**Socio Economic Profile:**

**1. Traditional Occupation**

**a. Business b. Farming c. Agricultural Labour d. Other**

**2. Is your business a family business?**

**a. Yes b. No**

**3. Family Type**

**a. Nuclear b. Joint**

**4. Land Ownership (Acre)**

**a. Landless b. Below 1.0 c. 1.0 – 2 d. Above 2**

**5. Area of your land (in timad/ha);**

**a. Land under Irrigation agriculture ----------**

**b. land under rainfed agriculture ----------**

**6. Distance of irrigation land from the market place (in km)**

**7. How old your Agricultural enterprise is (in years)?**

**a. Up to 5 years b. 6- 10 years c. Above 10 years**

**8. What is the type of ownership of your Agri-business?**

**a. Individual owned b. Lease base Cultivation c. Contract basis**

**d. Joined**

**9. Agricultural assets owned by you**

**a. Motor Pump b. Pedal Pump c. Well d. Other**

10. Where do you sell your farm products? (Put √ mark)

**a) On farm (local assembler)**

**b) Through service cooperatives**

**c) Taking to the local market**

**d) Other specify**

11. How do you transport agricultural produce to the market place? (Put √ mark)

**a) on back**

**b) Bullock cart**

**c) Mini door Auto**

**d) Lorry**

**e) Motor rickshaw**

**12. Capital Investment in Agri business through**

**a. Own investment**

**b. Friends and relatives**

**c. Through government support**

**d. Bank loan**

**e. All of the above**

13. What are the sources of Finance? (Put √ **mark)**

**a. Bank**

**b. Friends/ relatives**

**c. Traders**

**d. Micro finance institutes**

**e. The irrigation office**

**f. Other specify**

**14. Is credit timely and adequately available for agricultural commodities (yes / No)**

**15. Where did you market your Agri-products?**

**a) Local Market**

**b) Mandies**

**c) Uluvar Sandhais**

**d) Other city**

**e) District**

**f) Other state**

**16. Did you face any difficulty in production and selling your Agricultural Products?**

**Yes/No**

**If yes:**

**a. Land related**

**b. Machinery/Technical**

**c. Financial**

**d. Labour**

**e. Marketing**

**f. Others (Specify)**

**17. What is the total amount of investment per year in your business (in rupees)?**

**a. Up to ₹20,000**

**b. ₹20,001 - ₹30,000**

**c. ₹30,001 - ₹40,000**

**d. ₹40,001 - ₹50,000**

**e. Above ₹50, 000**

**18. Income earned through Agricultural business**

**a. Up to ₹20,000**

**b. ₹20,001 - ₹30,000**

**c. ₹30,001 - ₹40,000**

**d. ₹40,001 - ₹50,000**

**e. Above ₹50, 000**

**19. How many people are employed in your business?**

**a. Up to 25**

**b. 26 - 50**

**c. Above 50**

**20. Annual profit earned from the business in last financial year (in Rupees)**

**21. If, your business is under loss, what is the reason for that?**

**a. Financial related issues**

**b. Marketing related issues**

**c. Quality related issues**

**d. Transportation related issues**

**e. Storage, Warehousing and Maintenance related issues**

**I. Marketing activities of Agricultural products ( √ ) Tick** *the appropriatebox*

**HR – Highly Required** **R- Required** **NRNNR – Neither Required nor Not Required Neither** **NR – Not Required** **HNR - Highly Not Required**

| Factors | HR | R | NRNNR | NR | HNR |
|---|---|---|---|---|---|
| Estimation of financial Requirements | | | | | |
| Estimation of demand and supply | | | | | |
| Quality control system | | | | | |
| Capacity utilization of Land | | | | | |
| Inventory management system & Warehousing | | | | | |
| Maintenance procedure in quality and quantity | | | | | |
| Minimization of wastages | | | | | |
| Availability of working capital Controlling mechanism applied | | | | | |

**II. VARIOUS DIMENSIONS OF MARKETING OF AGRICULTURAL PRODUCTS ( √ )** *Please Tick the appropriate box given below*

**SA - Strongly Agree** **A- Agree** **NAND – Neither Agree nor Disagree**

**D – Disagree** **SD - Strongly Disagree**

| I | LABOUR RELATED PROBLEMS | SA | A | NAND | D | SD |
|---|---|---|---|---|---|---|
| | **Availability of right type of labour for agricultural paddy cultivation** | | | | | |
| | **The inadequate labour is the cause for the production of goods** | | | | | |
| | **Lack of skilled labour force** | | | | | |
| | **The non availability or procuring the labour is the difficult task** | | | | | |
| | **The cost of labour is increasing every year** | | | | | |
| | **The workers" working is Under-performance** | | | | | |
| | **Wastage of time is considered as one of the reasons in production** | | | | | |
| | **Wastage of raw material is considered as one of the reasons in production** | | | | | |
| | **Lack of punctuality is considered one of the reasons in production** | | | | | |
| | **Labours by offering high wages affects income pattern** | | | | | |
| **II** | **RAW MATERIALS RELATED PROBLEMS** | **SA** | **A** | **NAND** | **D** | **SD** |
| | **Availability of supply of raw materials is adequate** | | | | | |
| | **Do you have an inventory control system?** | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| | **Do you face delay in receipt of raw materials?** | | | | | |
| | **Have you experienced any Import hurdles related to raw materials?** | | | | | |
| | **Wastage of raw materials are in nature** | | | | | |
| | **Prices paid for the raw materials is High logistic cost/ High price** | | | | | |
| | **The raw materials result in Pilferage** | | | | | |
| | **Do you receive Poor quality raw materials?** | | | | | |
| | **The availability of Storage and maintenance for raw materials** | | | | | |
| | **Do you have the problems of change in standards of quality in terms of raw materials?** | | | | | |
| | **Raw materials are easily available in the local market** | | | | | |
| | **The available raw materials are of superior quality** | | | | | |
| | **The availability of seed and fertilizers at the cheaper price** | | | | | |
| | **Do you take insurance for raw materials?** | | | | | |
| | **Availability of raw materials (seed, fertilizers) etc** | | | | | |
| | **Have you got time (days) for credit purchase** | | | | | |
| | **Does any Governmental Agency help in supplying raw material?** | | | | | |
| | **Cost of raw material to total cost is high.** | | | | | |
| **III** | **TECHNOLOGICAL / QUALITY MAINTENANCE** | **SA** | **A** | **NAND** | **D** | **SD** |
| | **Have you set up latest technology in production?** | | | | | |
| | **The machineries available for production are sufficient** | | | | | |
| | **Adopting machinery enhanced better production** | | | | | |
| | **The inclusion of technology is flexible** | | | | | |
| | **The availability of raw materials and machineries are helpful in Productivity** | | | | | |
| | **The use of technology reduces the cost of production** | | | | | |
| | **Procurement of latest technology includes seed, tools, machines whose cost is high** | | | | | |
| | **Do you include advanced technology in production of paddy (tractors, tillers, seed machine etc)** | | | | | |
| **IV** | **PRODUCTION / CULTIVATION RELATED** | **SA** | **A** | **NAND** | **D** | **SD** |
| | **Labour Problems** | | | | | |
| | **Non-availability of raw materials** | | | | | |
| | **Machine Failure** | | | | | |
| | **Financial Problems** | | | | | |
| | **Non-availability of order** | | | | | |
| | **Lack of demand for goods** | | | | | |
| | **Shortage of raw material** | | | | | |
| | **Shortage of Working Capital** | | | | | |
| | Machines‟ Frequent breakdown | | | | | |
| | **Limited capacity of other machines** | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| | Increase in the cost of production | | | | | |
| | Labour related problems | | | | | |
| | Shortage of power supply | | | | | |
| | Shortage of skilled labourers | | | | | |
| | Seasonality of demand | | | | | |
| | Non availability of seeds, fertilizers and irrigation facility | | | | | |
| V | INTER-FIRM COMPETITION | SA | A | NAND | D | SD |
| | Demand from buyers/ customers are competitive | | | | | |
| | Demand from retailers/ wholesalers are competitive | | | | | |
| | Required to sustain competition | | | | | |
| | Learnt from other firms locally | | | | | |
| | In the last five years was there Increased competition in your business? | | | | | |
| | Where are your main competitors located? Locally | | | | | |
| | What steps have you taken to face the increasing competition? | | | | | |
| | Diversification / new designs | | | | | |
| | Cost reduction/Reduced price | | | | | |
| | Sale on credit affects my present earnings | | | | | |
| | Advertisement / publicity & Offers | | | | | |
| | Better customer services and punctual delivery | | | | | |
| | Increase in the number of agents | | | | | |
| | Higher commission to agents/ dealers | | | | | |
| | Do you face some or any of the following problems from your competitors? | | | | | |
| | copying of your designs & Packaging and creating hindrance in services | | | | | |
| | Misinformation about your products imitating your trade mark | | | | | |
| | Stealing Of Orders | | | | | |
| | Using Unethical Practices | | | | | |
| VI | MARKETING & INFORMATION RELATED | SA | A | NAND | D | SD |
| | Marketing of the product is done by unit itself | | | | | |
| | Marketing of the product is done by other Agency | | | | | |
| | Where do you sell your products within town? | | | | | |
| | Do you get reasonable price for your produce? | | | | | |
| | Do you get demand for the produce? | | | | | |
| | Do you get market information about prices and demand conditions of agricultural inputs and out puts? | | | | | |
| | Do you have sufficient space to sell your goods? | | | | | |
| | The cleanliness, water facilities are available at the market. | | | | | |
| | The information regarding price of products is known to me. | | | | | |
| | Sufficient transportation facility to bring goods to market | | | | | |
| | The market environment motivates you to sell the goods. | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| | **Have you got the shed facilities to safeguard your goods?** | | | | | |
| | **The availability of transport services are satisfactory** | | | | | |
| **VII** | **FINANCE RELATED** | **SA** | **A** | **NAND** | **D** | **SD** |
| | **Do you get working capital to run your business?** | | | | | |
| | **Corruption in present system of financial assistance** | | | | | |
| | **Security asked for finance loan is more** | | | | | |
| | **Delay in sanction of the loan affects production** | | | | | |
| | **Insufficient finance affects the production at a large.** | | | | | |
| | **High rate of interest is levied on loan** | | | | | |
| | **Procedures are cumbersome** | | | | | |
| | **Too much time taking to sanction** | | | | | |
| | **Unsympathetic attitude of the banks** | | | | | |
| **VIII** | **GOVERNMENT POLICY AND MARKET CONDITIONS** | **SA** | **A** | **NAND** | **D** | **SD** |
| | **Consultancy and support services** | | | | | |
| | **Credit line for small enterprises** | | | | | |
| | **Better road and transportation** | | | | | |
| | **Technology Development centers** | | | | | |
| | **Information on technology collaboration** | | | | | |
| | **Business tour support** | | | | | |
| | **Favourable government policy** | | | | | |
| | **Liberalizing labour laws** | | | | | |
| | **Reducing electricity rates** | | | | | |
| | **Rationalizing Import procedures** | | | | | |
| | **Subsidy from the Government** | | | | | |
| | **Reducing excise Duty** | | | | | |
| | **Sufficient supply of electricity** | | | | | |
| **IX** | **GENERAL FACTORS / BUSINESS ENVIRONMENT** | **SA** | **A** | **NAND** | **D** | **SD** |
| | **During the last five years what changes have taken place in your business operations?** | | | | | |
| | **Raw material procurement** | | | | | |
| | **Competition among the producers** | | | | | |
| | **Market demand from the consumers** | | | | | |
| | **Quantity of orders placed by traders** | | | | | |
| | **Number of customers preferring the brands** | | | | | |
| | Number of suppliers‟ acceptance of products | | | | | |
| | **Duties / tariffs posed in the markets** | | | | | |
| | **Labour supply for production / cultivations** | | | | | |
| | **Labour skills equipped among agri-workers** | | | | | |
| | **Sales performance and targets** | | | | | |
| | **Product quality** | | | | | |
| | **Profitability of the firm** | | | | | |
| | **Govt. Support to enhance productivity and sales** | | | | | |

**2. What are the major factors influencing your business prospects?**

| Factors | Encouraging | Discouraging |
|---|---|---|
| Demand | | |
| Location | | |
| Availability of finance | | |
| Competition | | |
| Availability of raw materials<br>Other inputs | | |
| Govt. policy | | |
| Your own experience | | |
| Skilled labour | | |

**3. Specify to whom do you sell your products as a percentage of total sales?**

| S. No. | Channel of Sales | % of sales |
|---|---|---|
| 1 | Direct to the consumers | |
| 2 | Direct to the retailer | |
| 3 | Direct to the wholesaler | |
| 4 | Through sales representative | |
| 5 | To an export agent | |
| 6 | Direct export | |
| 7 | Through consortium with other manufacturers | |
| 8 | Others (please specify) | |

1 result

Download Scopus Source List  Learn more about Scopus Source List

All  Export to Excel  Save to source list

View metrics for year: 2020

| | Source title | CiteScore | Highest percentile | Citations 2017-20 | Documents 2017-20 | % Cited |
|---|---|---|---|---|---|---|
| 1 | International Journal of Management | N/A | N/A | N/A | N/A | N/A |

Top of page

**International Journal of Management (IJM)**
Volume 11, Issue 10, October 2020, pp.2155-2164, Article ID: IJM_11_10_206
Available online at https://iaeme.com/Home/issue/IJM?Volume=11&Issue=10
ISSN Print: 0976-6502 and ISSN Online: 0976-6510
DOI: https://doi.org/10.34218/IJM.11.10.2020.206



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

**S. Karthick[1], Dr. R. Saminathan[2] and Dr. R. Gopinath[3]**

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

[2]Associate 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

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

**ABSTRACT**

*The most significant characteristic of a sound marketing system lies in the distributionchannel. 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.

**Cite this Article:** S. Karthick, R. Saminathan and R. Gopinath, A Study on the problems faced by farmers in Paddy Marketing of Cauvery Delta Region, Tamilnadu, *International Journal of Management (IJM)*, 11(10), 2020, pp. 2155-2164. https://iaeme.com/Home/issue/IJM?Volume=11&Issue=10

## 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 thecontribution 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 thearea 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 unableto 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 newerarrangements 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 lastfew 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 affectthe 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 significant 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 objectiveof 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 tocollect 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 fromagriculture, 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. Thefarmers/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).

Thepresent 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 resultsof 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 theiroverall 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 respondentsand 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.

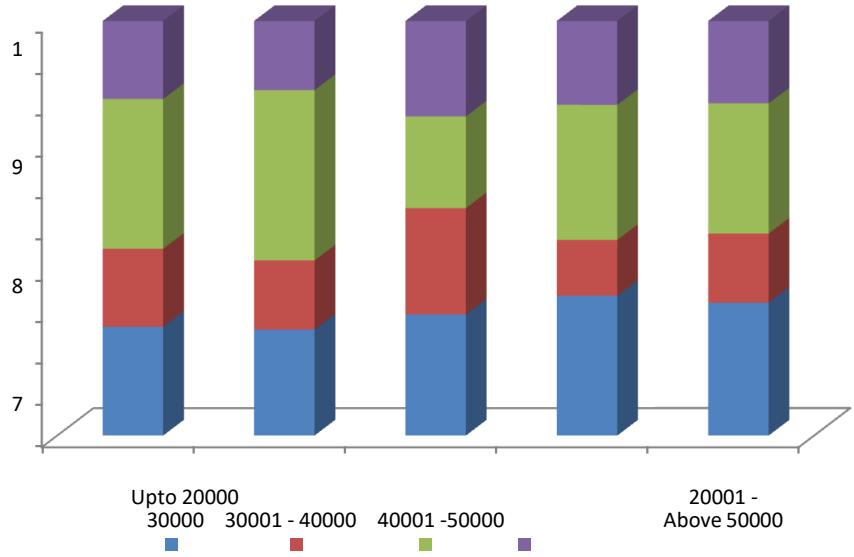



**Figure 1** Total amount of investment per year in Agriculture

**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).

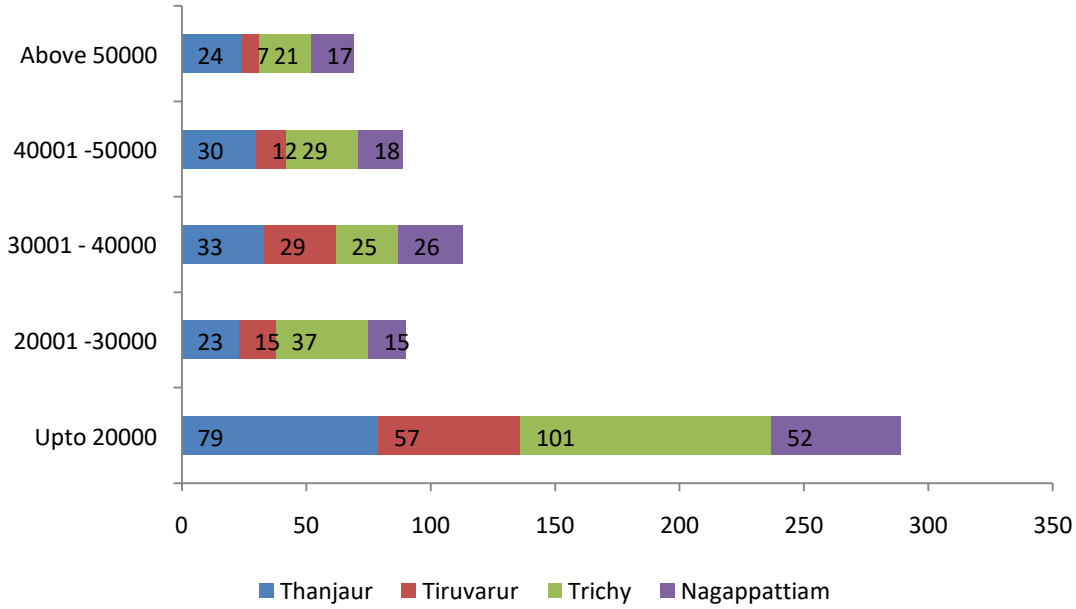



**Figure 2** Total income earned through Agricultural Business

**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).

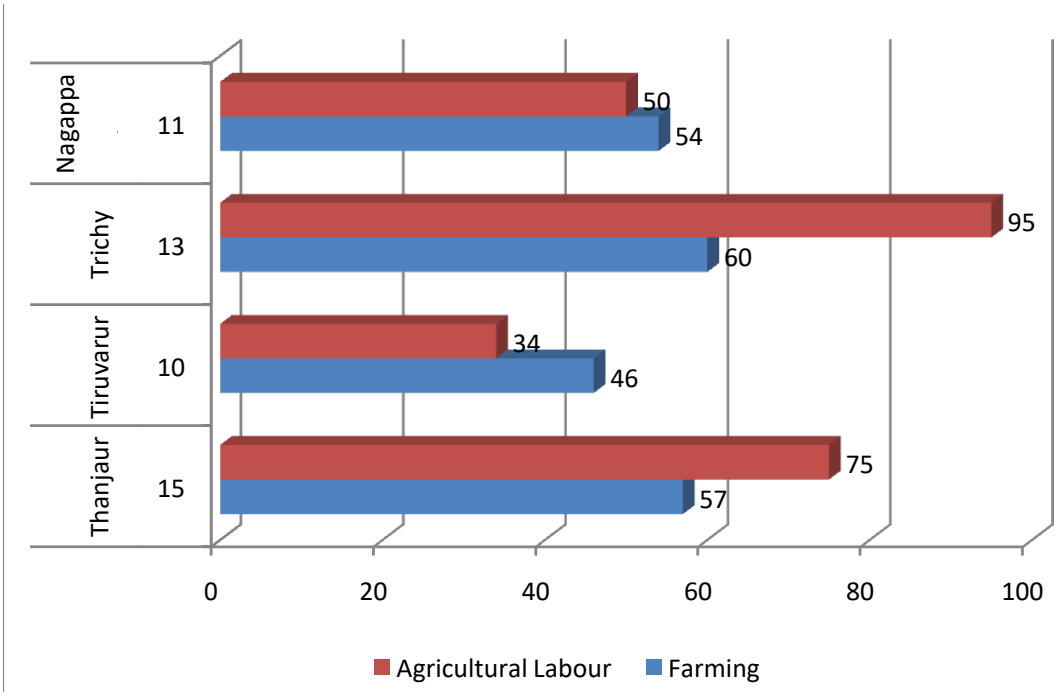



**Figure 3** Education wise and Cauvery Delta region wise classification of the farmers

**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).

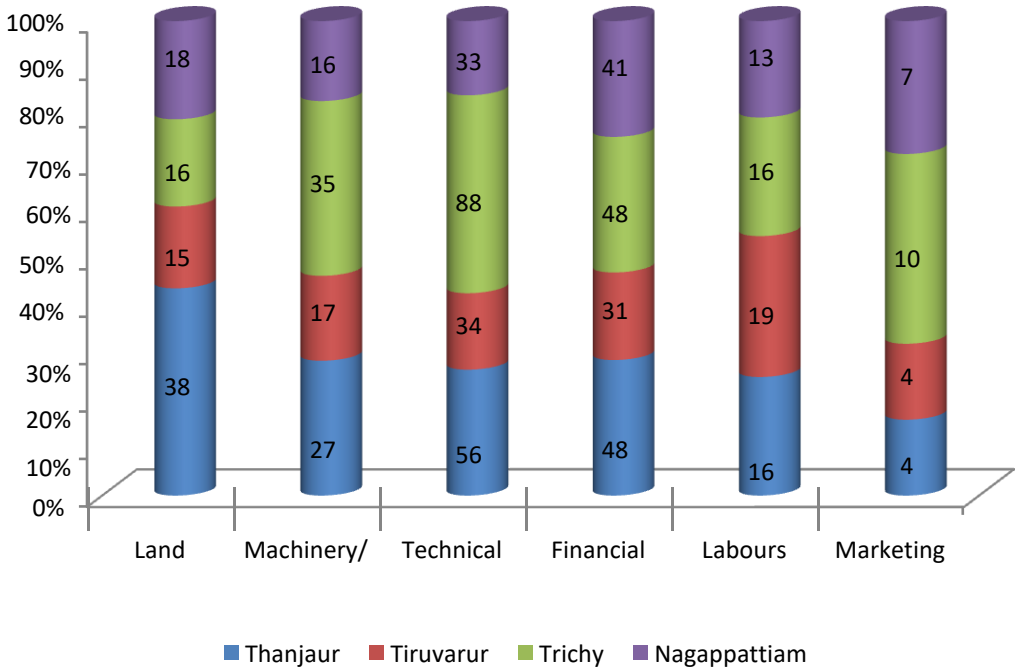



**Figure 4** Difficulties related to Production and Sellingof Agricultural Products

## 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 byproviding 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.

## REFERENCES

[1] Arun Pandit, R.K., Arora & Sharma, H.C. (2003). Problems of Potato Marketing in India, Indian Journal of Agricultural Marketing, 17(2).

[2] Balu, T.D., & Jayapal, G. (2005). The need of value addition in Indian Agriculture, Facts for You, 25.

[3] Bauer, P.T., & Yamey, B.S. (1957). The Economics of Under-Developed Countries, Cambridge University Press.

[4] Bhatia, G.R. (1989). Agricultural Marketing Research surveys and Planning in India, Agricultural Marketing.

[5] Chandrasekaran, (2005). Analysis of Farmer's selling behavior of principal crops in Tamilnadu, Indian Journal of Agricultural Marketing, 3(1).

[6] Chaturvedi, J.N. (2004). The Theory of Marketing in Underdeveloped Countries, Kitab Mahal Publications, Allahabad.

[7] Choudary & Prasada Rao (1999). Vision-2020--Myths and Realities", Sundarayya Vignana Kendram, Hyderabad.

[8] Gopinath, R. (2011 a). A Study on Workplace Emotion Dimensions of Employees' in BSNL, Trichy SSA, Tamil Nadu Circle. *Inventi Rapid: Human Resource*, 2 (2), 1-4.

[9] Gopinath, R. (2011 b). Employees' Emotions in Workplace. *Research Journal of Business Management*, 5(1), 1-15.

[10] Gopinath, R. (2013). Recent Trends on Critical Emotional Intelligence, Research Explorer. 2(3), Spl. Issue, Part.1, 36-39.

[11] Gopinath, R. (2019). Perception of ICT in Farming practices with special reference to E-Commerce in Agriculture, International Journal of Research and Analytical Reviews, 6(2), 62-65.

[12] Gopinath, R. (2020). Emotional Intelligence's influence on Self- Actualization– A study among Academic Leaders of Tamil Nadu Universities. *International Journal of Management*, 11(7), 1314-1323.

[13] Gopinath, R., & Ganesan, V. (2014). Stress Management by Development of Emotional Intelligence, A study with reference to CMTS, BSNL Tamil Nadu circle. *Research Journal of Business Management*, 8(3), 254-261.

[14] Gopinath, R., & Kalpana, R. (2019). Employees' Job Satisfaction working at hospitals in Perambalur District. *Journal of Emerging Technologies and Innovative Research*, 6(4), 220-225.

[15] Gopinath, R., Kalpana, R., & Shibu, N. S. (2016). A study on adoption of ICT in Farming practices with special reference to E-Commerce in Agriculture. IOSR Journal of Humanities and Social Science, 21(6) (5), 98-10.

[16] Kalpana, R., Gopinath, R. & Shibu, N. S. (2013). A Review on Health Safety Perceived Organizational Support. International Journal of Exclusive Management Research, Spl. Issue, 1-5.

[17] Karthick, S., & Saminathan, S. (2020 a). Problems of the Farmers in Marketing Paddy in Cauvery Delta Zone, Tamilnadu. *Journal of Humanities and Social Sciences Studies*,2(6). 163-167.

[18] Karthick, S., & Saminathan, S. (2020 b). Economics of paddy production and marketing in Cauvery delta zone, Tamilnadu. *Journal of Emerging Technologies and Innovative Research*,7(11), 702-711.

[19] Madaan, D.K. (2002). WTO and Indian Agricultural Development: A case study of Punjab, Indian Economic Journal, 50 (304), 35-45.

[20] National commission on agriculture (XII report, 1976), Oxford Pub. Co. Pvt. Ltd., New Delhi

[21] Saminathan, R., Hemalatha, P., & Gopinath, R. (2020). A Study on Performance Management in BMTC with special reference to Divisions, *International Journal of Advanced Research in Engineering and Technology*,11(10), 1966-1973.

[22] Saminathan, S., & Karthick, S. (2020). Cultivation and Marketing of Paddy in cultivation in Delta region of Tamil Nadu. *Wesleyan Journal of Research*, 14(23), 199-206.

[23] Usharani, M., & Gopinath, R. (2020). A Study on Consumer Behaviour on Green Marketing with reference to Organic Food Products in Tiruchirappalli District, *International Journal of Advanced Research in Engineering and Technology*, 11(9), 1235-1244

1 result

Download Scopus Source List  Learn more about Scopus Source List

All  Export to Excel  Save to source list

View metrics for year: 2020

| | Source title | CiteScore | Highest percentile | Citations 2017-20 | Documents 2017-20 | % Cited |
|---|---|---|---|---|---|---|
| 1 | International Journal of Management | N/A | N/A | N/A | N/A | N/A |

Top of page

**International Journal of Management (IJM)**
Volume 11, Issue 11, November 2020, pp. 3007-3013, Article ID: IJM_11_11_285
Available online at https://iaeme.com/Home/issue/IJM?Volume=11&Issue=11
ISSN Print: 0976-6502 and ISSN Online: 0976-6510
DOI: https://doi.org/10.34218/IJM.11.11.2020.285



# AGRICULTURAL MARKETING – AN OVERVIEW

**S. Karthick[1], Dr. R. Saminathan[2] and Dr. R. Gopinath[3]**

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

[2]Associate 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

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

**ABSTRACT**

*The agricultural sector is of vital importance for the region .it is undergoing a process of transition to a market economy, with substantial changes in the social, legal, structural, productive and supply set –ups, as is the case with all other sectors of the economy.*

**Key words**: Central Marketing Committee, Agriculture Marketing, Big Cultivators, Village Merchants

**Cite this Article:** S. Karthick, R. Saminathan and R. Gopinath, Agricultural Marketing – An Overview, *International Journal of Management (IJM)*, 11(11), 2020, pp. 3007-3013.
https://iaeme.com/Home/issue/IJM?Volume=11&Issue=11

## 1. INTRODUCTION

### 1.1 History and Development of Agriculture Markets

Administration of India took a few activities to impact the structure and lead of the market to improve the exhibition of farming showcasing framework. With the foundation of Central Marketing Committee in 1935, which is as of now known as Directorate of Marketing and Inspection, government intercession in farming advertising is perceived. The Directorate educated the States to institute enactments for the guideline of business sectors for rural produce and the cycle of guideline began with the beginning of managed markets. The controlled business sectors were set up to direct adequately deal and acquisition of rural deliver and set up market yards for advertising of rural produce (Gopinath, 2019).

During the time spent progression and expanded market access, the future exchanging farming items is being embraced. The public authority likewise manages fates exchanging agrarian wares and at first allowed prospects exchanging items like jaggery, dark pepper and turmeric (Gopinath *et al.,* 2016). The 'Kabra Committee' designated by the Government in 1993 to investigate prospects exchanging and propose measures, suggested fates exchanging 17 significant farming items, for example, cotton kapas, jute and jute merchandise, all significant oil seeds and their oils and cakes, rice grain oil and espresso (Saminathan & Karthi, 2020 c).

There were 6,528 discount amassing markets and 6,052 managed markets – 2,149 chief business sectors and 3,903 business sectors as on 31st March 1988 (Dantwala, 1991) and the quantity of discount markets expanded to 7,169 of which 7,001 are covered under the market guideline program.

As indicated by Thakur and Shandil (1993) the controlled business sectors, which were set up in various pieces of the nation, demonstrated a huge expansion in their numbers from 150 to 6,251 somewhere in the range of 1947 and 1990. In 1991 there were 10,000 provincial essential business sectors in the nation, which take into account the prerequisites of dominant part of little and peripheral Farmers and the number expanded to 17,040 out of 1992. Agricultural products worth Rs.62,000 crores were exchanged these discount markets during 1992-93. Various social orders like promoting social orders, milk gracefully social orders, poultry social orders, domesticated animals items social orders, cultivating social orders, cotton ginning and handling social orders, other agricultural preparing social orders and fisheries social orders were set up to practice intercession impacts of different structures on the structure, lead and execution of the showcasing framework. These social orders practice a huge and positive effect available cost through acquirement giving post collect administrations like stockpiling and credit offices. There is a colossal expansion in the number and enrollment of such social orders in India.

### 1.2 Agricultural Marketing Concept and Definition

The term agricultural marketing is composed of two wards-agricultural and marketing. Agricultural, in the broadest sense, means activities aimed at the use of natural resources for human welfare, i.e., it including all the primary activities of production. But, generally, it is used to me growing and or raising crops and livestock. Marketing connotes a series of activities involved in moving the goods from the point of production to the point of consumption. It includes all the activities involved in the creation of time, place, form and possession utility. According to Thomsen, the study of agricultural marketing, comprises all the operations, and the agencies conducting them, involved in the movement of farm-produced foods, raw materials and their derivatives. Normally the key issue is finding people for cultivation and as well as for marketing (Usharani & Gopinath, 2020)

### 1.3 Scope and Subject Matter of Agricultural Marketing

Agricultural marketing in a broader sense is concerned with:

- The marketing of farm products produced by farmers
- The marketing of farm inputs required by farmers in the production of farm products.

## 2. FUNCTIONS OF AGRICULTURAL MARKETING

Rural promoting capacities are numerous and shifted. The part played by each capacity fluctuates broadly as respects to the particular merchandise and ventures. It might additionally be noticed that these capacities are vital paying little heed to the foundation or organization which performs them or the product regarding which they are performed. These capacities are

firmly identified with one another and can't be confined from each other. Appropriately, the elements of agricultural advertising can be arranged into three general classes:

- Exchange functions;
- Physical functions; and
- Facilitative functions.

## 3. ORGANIZATION OF AGRICULTURAL MARKETS

To find out about agriculture promoting, let us examine how rural showcasing exercises are coordinated. This requires an away from of types, structure and functionaries of farming business sectors.

## 4. CLASSIFICATION OF MARKETS

The various bases on which agricultural markets may be classified are:

### 4.1 Frequency

On the basis of the frequency at which the markets are held, they can be classified as daily, weekly, fortnightly, etc.

### 4.2 Types of Products Traded

Different markets deal with different products. While some might deal with all products, a few markets might specialize in some products. On the basis of the type of product traded, they can be named as Grain markets, Cotton markets, Fruit & Vegetable markets, etc. It is relevant to quote ‘gurmandi, noon mandi etc.’ in Ludhiana and Amritsar. They specialize in one single commodity only; although now-a-days they are dealing with other products also.

### 4.3 Types of Transaction

On the basis of their transactions, the agricultural markets can be classified as spot and forward markets. The spot markets undertake those transactions only in which the exchange is affected at the current prices; while in the forward markets, the commodities are traded for future delivery. The future markets resemble with the future trading system of stock market

### 4.4 Area Served

Depending upon the type of area served, the agricultural markets can be classified as Local, Central, etc. The local markets cater to the needs of only the local population, while the central markets are located in the city center and cater to the needs of the entire city or the region. The latter are much bigger in size and area of operation.

## 5. OTHER BASES OF CLASSIFICATION

It may, however, be noted that there is no rigidity in these classifications and one classification overlaps the other. However, for our discussion, let us classify agricultural markets into primary, secondary and terminal markets.

### 5.1 Primary Markets

These are periodical business sectors privately known as 'Haats'. They are commonly held more than once per week. The days on which these business sectors meet are fixed with the goal that brokers can visit the zone. They are commonly held in the open and along side of the road in significant or midway arranged territories. These business sectors are arranged in the delivering

zones and products created in the encompassing parcels are mostly sold in them. A piece of the produce is bought by the little retailers who, further, offer it to the non-ranch country populace. During the lean season, a portion of the produce may be sold back to the cultivators themselves (Gopinath & Shibu, 2015). The remainder of the produce is bought by go-betweens and discovers its way to the discount market. Other than agricultural produce, various different articles needed by country society, for example, salt, tobacco, oils, gur, leafy foods, flavors, fabric, hosiery items and trimmings of modest metals are additionally sold in these business sectors (Gopinath & Kalpana, 2019).

These business sectors as a rule serve a territory of 10 kms span however it very well might be more, going from 10 to 50 kms, contingent on the accessibility of correspondence and transportation offices, nature of wares took care of and the area of the market regarding different business sectors (Gopinath, 2014). The essential capacity of these business sectors is to fill in as collecting habitats for the nearby produce yet they likewise work all the while as distributive communities for neighborhood utilization. Despite the fact that, these business sectors are sloppy, they do, fill the valuable need of giving a typical gathering spot to purchasers and venders. Regardless of being arranged in rustic regions, the costs administering in these business sectors are impacted by those predominant in the discount markets. Further, Similar studies discussed on brand preferences and level of satisfaction in consuming noodles (Unnamalai & Gopinath, 2020).

### 5.2 Secondary Markets

These markets, also known as 'Mandis', are regular wholesale markets and provide a permanent place for daily transactions. The work starts in them early morning and continues till all transactions are over. These markets are generally situated in the towns, districts, and important trade centers. Usually they are situated near railway stations. Shops or 'Arhats' are built in these markets. Postal, Banking and telephone facilities are available at such places.

### 5.3 Terminal Markets

A terminal market is the place where the produce is either finally disposed of to the consumer or to the processor or assembled for exports. Such markets are usually situated in metropolitan cities like Delhi, Bombay, Madras and Calcutta etc. In these markets, merchants are well organized and use modern marketing methods to moderate their stress and enhances their business (Gopinath & Ganesan, 2014).

## 6. MARKET FUNCTIONARIES

Beginning from the agriculturists, down to the final consumer, one can find a long chain of different functionaries. And there are numerous issues in functioning the marketing ranging from intermediaries to appropriate price (Karthick & Saminathan, 2020 a). Let us discuss these functionaries under two heads viz.

- Functionaries at village level
- Functionaries at Mandi level

### 6.1 Functionaries at Village Level

Some important functionaries operating at village level are:

- Big Cultivators;
- Village Merchants; and
- Itinerant Traders.

### *6.1.1 Big Cultivators*

Big cultivators with large holdings and substantial marketable surplus constitute the first type of market functionaries operating at village level. They also own tractor, carts and other means of transportation. Massive volume of marketable surplus at their disposal is the result of both their own large-scale cultivation as also of the seasonal purchases conducted at the village level. In fact, they create buffer stock by purchasing grain in the season and selling it afterwards in nearby ‘Mandis’. Small cultivators sell their surplus grain either to them or through them.

### *6.1.2 Village Merchants*

They are known by various names in various pieces of India, for example, 'Beopari', 'Baniya', 'Sahukar', 'Paikars', 'Farias', and so forth They comprise one of the main gathering organizations at town level. In spite of the fact that, they work sometimes with their own capital however in rest or the cases they are financed by 'Arhatias' or 'Arhatdars' or enormous discount brokers in collecting and appropriating focuses. Town Merchants' responsibility is to gather the attractive excess from towns and town markets and convey it to the discount mandis or closest towns. It is thusly and through these organizations that the attractive excess is brought to the optional and terminal market (Karthick & Saminathan, 2020 b).

### *6.1.3 Itinerant Traders*

They are insignificant traders who move among towns and buy the produce for cultivator. They either own some creature, for example, horse or have trucks to ship the produce to the close by market. They offer a lower cost than that administering in the close by market as they think about all variables, for example, transportation, market charges and their net revenue. They by and large compensation the cultivator in 3-4 days after the produce has been discarded on the lookout and installment has been gotten from 'Arhatia'.

## 6.2 Functionaries at Mandi Level

Important functionaries at Mandi level are:

- Arthatias;
- Brokers; and
- Co-operative Marketing Societies.

### *6.2.1 Arhatias*

The most important functionary to be found in bid mandisare ‘Arhatias’ who include both buyers on commission and outright buyers. Broadly speaking, the Arhatias can be grouped under two heads, viz., Kuchha Arhatias and Pucca Arhatias.

**i) Kuchha Arhatias:** They are little commission specialists. Their circle of action is absolutely nearby and they act essentially as agents or a go between the essential maker or merchant and the purchaser in the enormous discount market. Such an individual rarely purchases for his own. His principle business is to build up contact between maker dealer and the purchaser in the gathering market. He likewise propels cash to the cultivators and town banias depending on the prerequisite that the produce will be discarded through only him and henceforth, changes an ostensible pace of revenue on target progressed.

**ii) Pucca Arhatias:** They are commonly huge firms of some substance and they generally bargain in grains, oil-seeds, and other rural items either as specialists or follow up for their own. They additionally help in amassing of the ranch items by financing the activities of the 'Kuchha-Arhatias' and little brokers.

### *6.2.2 Dalal (Brokers)*

Their fundamental capacity is to unite purchasers and dealers. They contrast from the Arhatias as in they have no fixed business of their own. They charge commission from the purchasers and the merchants.

### *6.2.3 Co-operative Marketing Societies*

These have been set up under the incorporated Rural Credit and Marketing Scheme started under the Second Five-year Plan. The primary capacity of these social orders is to sell the result of their individuals. They likewise attempt out and out buys, give storerooms to capacity and evaluating, and accordingly spare cultivators from misuse by dealers, and help the Farmers in making sure about a reasonable cost for their produce.

## 7. CONCLUSION

The agricultural marketing plays a vital role in easy way agro produce distribution to the customers. Like all the distribution to the customers. Like all the marketing activities, it also aims in profit making. It helps the farmers to reach their customers within very short lead time.

## REFERENCES

[1] Acharya, S. S., (2004). Agricultural Marketing in India: Millennium Study of Indian Farmers, Volume 17, (New Delhi: Government of India, Academic Foundation).

[2] Acharya, S.S. and Agarwal N.L. (1992). Agricultural Marketing in India, Oxford IHB publishing Pvt. Ltd, New Delhi,.2.

[3] Agarwal, N.L. (2004). Agricultural Marketing, *Yojana*, vol. 48.

[4] Gopal Rao, (2000). Experience in Agricultural Marketing in India: A case of regulated markets, Southern Economist, 39(7).

[5] Gopinath, R. (2014). Reduction of Executive Stress by Development of Emotional Intelligence-A study with reference to CMTS, BSNL, TN circle. International Journal of Management Research and Development, 4(2), 23-40.

[6] Gopinath, R. (2019). Perception of ICT in Farming practices with special reference to ECommerce in Agriculture, International Journal of Research and Analytical Reviews, 6(2), 62-65.

[7] Gopinath, R., & Ganesan, V. (2014). Stress Management by Development of Emotional Intelligence, A study with reference to CMTS, BSNL Tamil Nadu circle. Research Journal of Business Management, 8(3), 254-261.

[8] Gopinath, R., & Kalpana, R. (2019). A Study on Consumer Perception towards Fast Food Retail Outlet in Perambalur District. *International Journal for Research in Engineering Application & Management*, 5(1), 483-485.

[9] Gopinath, R., & Shibu, N. S. (2015). A Study on Personal Factors influencing Job Satisfaction with special reference to BSNL, Madurai SSA. Annamalai International Journal of Business Studies and Research, 1(1), Spl. Issue, 63-66.

[10] Gopinath, R., Kalpana, R., & Shibu, N. S. (2016). A study on adoption of ICT in Farming practices with special reference to E-Commerce in Agriculture. IOSR Journal of Humanities and Social Science, 21(6) (5), 98-10.

[11] Karthick, S., & Saminathan, S. (2020 a). Problems of the Farmers in Marketing Paddy in Cauvery Delta Zone, Tamilnadu. *Journal of Humanities and Social Sciences Studies,*2(6).pp. 163-167.

[12] Karthick, S., & Saminathan, S. (2020 b). Economics of paddy production and marketing in Cauvery delta zone, Tamilnadu.*Journal of Emerging Technologies and Innovative Research,*7(11), pp. 702-711.

[13] Saminathan, R., Hemalatha, P., & Gopinath, R. (2020). An Analysis of Income and Expenditure with special reference to BMTC, Bangalore, *International Journal of Management,*11(7), 1760-1768.

[14] Saminathan, S., & Karthick, S. (2020 c). Cultivation and Marketing of Paddy in cultivation in Delta region of Tamil Nadu. *Wesleyan Journal of Research*, 14(23), pp. 0975-1386.

[15] Unnamalai, T., & Gopinath, R. (2020). Brand preferences and level of satisfaction in consuming noodles among working women in Tiruchirapalli district. *International Journal of Management,* 11(11), 2909-2917.

[16] Usharani, M., & Gopinath, R. (2020). A Study on Consumer Behaviour on Green Marketing with reference to Organic Food Products in Tiruchirappalli District, *International Journal of Advanced Research in Engineering and Technology*, 11(9), 1235-1244.

[17] Vipal Bhagat & Sidhu, M.S. (2008). Migrant Vegetable sellers in Ludhiana City: A case study Indian Journal of Agricultural Marketing, 22(1).

[18] Wadhavani, (2003). Economics of production, Post harvest management and price behavior of cold crops in Western U.P – An empirical analysis, Agricultural Marketing, 26(1).

[19] Wani, M.H., Baba, S.H., & Shoaib Yusuf. (2008). Market Economy of Apple in Jammu and Kashmir, Indian Journal of Agricultural Marketing, 22(2).