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A Study on Farmers Perception on Cultivation and Marketing of Turmeric in Erode District

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ABSTRACT

Indian spices enjoy a well-deserved reputation as the world's premier source of spices. The golden spice, turmeric, is widely grown throughout the world, including in India, China, Myanmar, Nigeria, Bangladesh, Pakistan, Sri Lanka, Taiwan, and Indonesia. In terms of both area and production, India is the greatest of these nations. The study focuses on the growing methods used by farmers of turmeric in Karnataka. Turmeric farmers encounter a number of difficulties, such as a manpower scarcity, a lack of agricultural research facilities dedicated to the turmeric crop, a lack of high-quality seed, a lack of technology, and storage problems. To aid turmeric producers in overcoming their difficulties, numerous crucial recommendations have been made. the setting up of a separate turmeric research station, a guaranteed and fair selling price, timely access to quality seeds and credit, timely VEW counselling, the organisation of farmer shows, subsidised fertilisers and pesticides, and prompt guidance of VEWs.

KEY WORDS: Turmeric, Cultivation, Spices, Production

INTRODUCTION

India is the largest producer, consumer and exporter of turmeric in the world. Indian turmeric is considered to be the best in the world market because of its high curcumin content. India accounts for about 80 per cent of world turmeric production and 60 per cent of world exports. Other major producers are Pakistan, China, Haiti, Jamaica, Peru, Taiwan and Thailand. Asian countries consume much of their turmeric production. The important turmeric growing states in India are Andhra Pradesh, Tamil Nadu, Orissa, Maharashtra, Assam, Kerala, Karnataka and West Bengal. Andhra Pradesh occupies 40 per cent of the total turmeric area followed by Orissa (17%) and Tamil Nadu (13%) In terms of production Andhra Pradesh accounts for 60 per cent of total turmeric production in India followed by Tamil Nadu (13%) and Orissa (12%). Statement of the Problem More than 50 million people are engaged Turmeric is an important commercial spice crop grown in India and it is named as "Indian saffron". Some famous varieties of turmeric are Local Haldi, China scented, Thodopuzha, Red streaked and Alleppey and among which, Alleppey is more popular in American Markets. India shares around 78 per cent of the global turmeric production. India has 182.04 thousand hectares under turmeric cultivation with a total production of 829.30 thousand tonnes and a yield of 4555 kg/ha (Madan, 2008). color works as a coloring agent. Then with passing of time, people came to know about its developed uses and they started using for cosmetic purposes and then as a medicine. Turmeric reached China by 700 AD, East Africa by 800 A.D and West Africa by 1200 A.D and started becoming popular throughout the world

STATEMENT OF THE PROBLEM;

Introduction of machines in turmeric cultivation is almost impossible due to its peculiar nature and hence a turmeric grower has to rely mainly upon human labour for preparation of land, mulching, weeding, manuring, spraying of pesticides and harvesting. On the other hand, inadequate modern machineries and lack of Government support have increased the problems of cultivation and marketing of turmeric. Turmeric is one of the ready cash crop for cultivators and it contributes export earning of the country but normally they face many problems the major problem is NON-AVAILABILITY OF LABOUR due to heavy requirement of labors and in rural areas we may find a group of labors may already engaged in other agricultural land. so they may ask for extra wages than the previous agricultural land this may be a major problem for the cultivator and it may cause problem in their profit.

OBJECTIVE

- To examine the growth problem of turmeric cultivators
- To analysis the growth in area production, productivity and exports of turmeric
- To study the cultivation practices and marketing channels of turmeric

LIMITATION

- The farmers are not in the habit of maintaining the detailed recordal accounts regarding cost, return and price in their turmeric cultivation and marketing. Hence the information from the memory of turmeric farmers might be subjected to recall bias.
- The size of the sample is restricted due to research period is 3 months.

REVIEW OF LITERATURE

Mahesh (2020) revealed that three of the commodities were namely Cardamom, Ginger and Pepper with significantly large GARCH Coefficients and two are insignificant coefficients – one relatively chilies and other turmeric. The measure of persistence in volatility ($\alpha + \beta$) is large in three of the five commodities in the sample and relatively small in two. This implies that there was a high volatility in international prices along with volatility clustering in three commodities, namely, cardamom, ginger and pepper. .

Srinivasa Rao (2020) explained the various determinants of export instability of Indian spices trade. Based on review of literature a set of determinants of agricultural exports were identified and a model was developed in the co integration framework to estimate it with time series data for the period 1980 to 2010.

Amudhavalli (2021) revealed that India is found to be a significant producer actively engaged in spices research particularly in Chili, Turmeric and Peppers. Indian Institute of spices research seems to be the prime producer of spices research in India as it is tops the list of prolific authors and prime institutions on spices research.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The descriptive research design was applied in the research methodology of the study. Research design is said to be the systematic approach of studying a research problem. Research design specify the methods and procedure for conducting particular research. .

SAMPLE SIZE

The 135 samples were decided to collect from the Erode district.

AREA OF THE STUDY

Erode district was the area of study.

SOURCE OF DATA

The present study is based on the survey conducted in Erode district with the help of both Primary and secondary data.

PRIMARY DATA

In the primary data, the data has been collected through the questionnaire. Questionnaire were filled by the respondents.

SECONDARY DATA

In the Secondary data was collected by going through websites, which have been collected by someone else on which has already been passed through the statistical process.

TOOLS OF ANALYSIS

- Simple percentage analysis
- Weighted average analysis
- Chi square analysis

SIMPLE PERCENTAGE METHOD**GENDER**

| | GENDER | NO OF RESPONDENTS | PERCENTAGE |
|----|-------------------|-------------------|------------|
| 1. | Male | 89 | 65.9 |
| 2. | Female | 46 | 34.1 |
| 3. | Prefer not to say | 0 | 0 |
| | TOTAL | 135 | 100 |

INTERPRETATION:

From the above table show that the 89 (65.9%) Respondents are male and 46 (34.1%) respondents are female.

WEIGHTED AVERAGE METHOD**PROBLEMS FACED BY FARMERS DURING TURMERIC CULTIVATION**

| Factors | Satisfied | Dissatisfied | Neutral | Highly satisfied | Highly dissatisfied | Total | Mean score |
|--|-----------|--------------|-----------|------------------|---------------------|------------|------------|
| | 1(5) | 2(4) | 3(3) | 4(2) | 5(1) | | |
| Lack of knowledge about pest control | 89 445 | 8 32 | 31 93 | 6 12 | 1 1 | 135 583 | 4.31 |
| Scarcity of farm manpower | 55 275 | 29 116 | 41 123 | 8 16 | 2 2 | 135 532 | 3.94 |
| Pest attack | 36 180 | 11 44 | 75 225 | 9 18 | 4 4 | 135 471 | 3.48 |
| High cost of labour | 27 135 | 16 64 | 37 111 | 52 104 | 3 3 | 135 417 | 3.08 |
| Unavailability of financial support | 27 135 | 23 92 | 58 174 | 23 46 | 4 4 | 135 451 | 3.34 |
| Unavailability of timely laboscarcy of farm manpower | 67 335 | 21 84 | 34 102 | 11 22 | 2 2 | 135 545 | 4.03 |

INTERPRETATION:

The above table shows various satisfaction level towards the problems faced by farmers during turmeric cultivation. The highest mean score is 4.31 for the lack of knowledge about pest control.

CHI SQUARE ANALYSIS**RELATIONSHIP BETWEEN LAND AND AREA OF THE RESPONDENTS**

| LAND OF THE RESPONDENTS | AREA OF THE RESPONDENTS | | | TOTAL |
|-------------------------|-------------------------|------------|-----------|------------|
| 1-2 ACRE | 61 | 6 | 14 | 81 |
| 3-4 ACRE | 26 | 7 | 2 | 35 |
| BELOW 1 ACRE | 16 | 1 | 2 | 19 |
| TOTAL | 103 | 104 | 18 | 135 |

HYPOTHESIS:

There is no significant between the land and area of the respondents

CHI – SQUARE ANALYSIS

| FACTOR | CALCULATION | DF | TABLE VALUE | REMARKS |
|-----------|-------------|----|-------------|----------|
| FARM SIZE | 7.06 | 4 | 9.48 | ACCEPTED |

INTERPRETATION

The calculated value of chi- square is less than the table value. Hence the hypothesis is accepted stating that there is no significant relationship between land and area of the respondents.

SUGGESTION

Considering the constraints faced by the turmeric growers in cultivation of turmeric crop, they were asked to suggest the probable solutions in order to overcome the constraints to increase the productivity of crop. Government has to create better infrastructure to counter the problems faced by the turmeric growers like proper electricity supply, good varieties, planting material and chemical fertilizers in the turmeric growing areas.

CONCLUSION:

Cultivation and marketing of agricultural produces always pose problems to the farmers. Turmeric is also not an exception to this. Though India is the leading producer of turmeric and the turmeric has huge market potentiality, still several problems are faced by the farmers in cultivation and marketing of turmeric. The present study focused on analyzing the cultivation practices, cultivation and marketing problems, marketing efficiency of turmeric in Erode district of Tamil Nadu. The results revealed that attractive price, availability of own seed and stock holding time is high are the most influencing factors in the cultivation of turmeric. Financial and institutional factors have been identified as the major problems in marketing of turmeric. Channel I (Farmers-Regulated Market - Consumer) has been considered as the most preferable channel in the study area. Based on the findings of the study, several suggestions have been given. If these suggestions are properly considered and implemented, turmeric cultivation and marketing would certainly be improved in the study area and the standard of living and the income level of the farmers would definitely be increased.