A STUDY ON CULTIVATION ANDMARKETING PRACTICES OF PADDY GROWERS IN TAMILNADU WITH SPECIAL REFERENCE TO ERODE DISTRICT.

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ABSTRACT

Agricultural marketing is the critical link between agricultural production and farm sector revenue percolating to the farmers. Apart from performing transferring agricultural goods to consumers it transmits the price signals in the marketing chain. Agricultural development not only should address growth of yield rate and production but also address an efficient marketing system. The existing marketing system consists four channels viz., direct marketing from producers to consumers, marketing through public agencies or cooperatives, through private whole-sellers and then retailers and finally to consumers, or from producers to processors and from processors to consumers. Transactions of goods take place in market yards and sub-yards and periodic markets like haats or mandis. Agricultural markets are highly fragmented and unorganized. Direct link between farmers or producers and consumers is almost absent due to increased number of intermediaries the market chain is long.

Keywords: Agricultural, marketing, farmers, producers, consumers.

INTRODUCTION

Paddy is one of the most important food crops of India and second of the world.It feeds more than 50 % of the world population. Among the paddy growing countries,India has the largest area under paddy in the world and in case of production it is next toChina. In India, it is the staple food for about 65 per cent of the population. It contributes42 % of total food grains production and 45 % of the total cereals production in the country.Each and every part of the plant has various uses in society. It is also used in medicine.Various efforts such as use of High Yielding Varieties of paddy, SRI method,responsive to high dose of fertilizers coupled with improved package of practices have been made in recent decades to increase the production and productivity of paddy in the country through various centrally sponsored schemes. As a result, production and productivity have been increased considerably and country is self sufficient in rice so far. Despite the increase production and productivity of paddy in the country, the paddy farmers are not free from various cultivation and marketing problems.The problems in paddy cultivation vary from state to state and also from area to area. Paddy farmers are frightened by numerous cultivation problems such as high input prices, high wage rates, financial problems, technological problems, natural problems, shortage of labour, pests and diseases attack, lack of extension service, land and water problems. Agricultural marketing is the study of all the activities, agencies and policies involved in the procurement of farm inputs by the farmers and the movement of agricultural products from the farmers to the consumers. It includes organization of

agricultural raw materials supply to processing industries, the assessment of demand for

farm inputs and raw materials. From the producer point of view, it is important to know

whether the prices prevailing in the market enable him to continue to produce or not, and

what he should produce and where and at what time he should sell it. Large-scale production

requires skill to sell it at remunerative price. A consumer looks at marketing from the point

of view of goods and the prices at which they are offered. Middlemen try to increase his

profit margin by discharging various marketing functions. It is a common phenomenon that

many a time the farmers are put to hardships not only in production but also in marketing

their products in the markets where they can get better price. There has been a phenomenal

rise in the role and importance of agricultural marketing in India. It is increasingly

recognised today that a predominantly agricultural economy like ours cannot march ahead on

the rapid growth path unless and until full proof arrangement are made for ensuring

remunerative prices for the cultivator for his produce. For successful farming, improvement in productivity of different agricultural produces is not only sufficient but efficient marketing of produces is also important. Many experts have also pointed out that the main defect in agricultural marketing is aleast share of producer in consumer rupee.Agricultural marketing system can be analyzed by looking at the farmers' marketing practices, marketing channels and the structure of markets. The marketing system and farmers' marketing practices have undergone considerable changes during the last 50 years owing to the expansion of the size of the market, increased availability of infrastructure and changes in the pattern of demand and consequently, introduction of new methods of processing, packaging, storage and transportation. There are several areas in which farmers will be required to remain proactive to derive benefits from emerging scenario of technological changes and marketing system. The present Study is an attempt to study the cultivation and marketing practices of Paddy growers in Tamilnadu with special reference to Erode district.

SCOPE OF THE STUDY

Agricultural marketing system can be analyzed by looking at the farmers' marketing practices, marketing channels and the structure of markets. The marketing system and farmers' marketing practices have undergone considerable changes during the last 50 years owing to the expansion of the size of the market, increased availability of infrastructure and changes in the pattern of demand and consequently introduction of new methods of processing, packaging, storage and transportation. Farmers' marketing practices and evolution of marketing system are guided by the shelf-life of the commodity. All agricultural products do not have the same shelf-life. Some products are perishable, some are less and some are even durable. Cotton and jute versus fruits, vegetables and milk are contrasting examples of agricultural product shaving long and short shelf-life. In between these two extremes are other agricultural commodities. Owing to the increase in marketed surplus and need to make these available in the off-season and at places other than production points, functions of storage, processing, transportation, packaging and grading are required to be performed either by the farmers or by market functionaries. The new economic policy was initiated by the Government of India for restructuring the economy through revitalization of market mechanism and linking the Indian market with the world market to improve the

competitiveness of the Indian economy in all sectors. Since then, many changes have taken place. The implications of impending changes on the agricultural sector are significant and far reaching. The most significant development that is to be noticed is that these developments in the 1990s revolve around marketing necessitating the need for evolving an appropriate marketing policy to derive the advantages of liberalization.

OBJECTIVES OF THE STUDY

The study is carried out with the following specific objectives.

1. To examine the relationship between the demographic profile and satisfaction level of Paddy growers on their marketing practices of Paddy in the study area.
2. To evaluate the marketing problems of Paddy growers and to study the prospects of Paddy growers to market their produce without any constraint.
3. To suggest better ways and means to improve the present marketing system of Paddy produce in Erode District.

RESEARCH METHODOLOGY

The study is an explorative one based on both primary and secondary sources of data.

Collection of data The data were collected from both primary and secondary sources. The primary data collected from the sample Paddy growers in the year 2017. The primary data were selected two blocks on the basis of two system of irrigation. Viz., Bhavani and Kaveri River in the Bhavani block and Anthiyur block irrigated by lake, well and borewell in the Erode District. In the two blocks two hundred sample respondents from each blocks were selected and thus present study is confined to a total sample of 400 Paddy cultivating farmers of two blocks in Erode District of Tamilnadu. For the collection of Primary data, the interview schedules were used as a major tool to collect first hand information from the sample respondents. The secondary data were extracted from the published and unpublished sources like books, journals, reports, RBI statistical hand book and Centre for Monitoring Indian Economy (CMIE) data base, Assistant Director of Statistics, Erode District, Block Statistics hand book, Erode District.

Tools of Analysis Both the primary and secondary data were presented in the form of tables and these tables were systematically analyzed with the aid of some statistical tools like percentage analysis, and Chi-square test.

LIMITATIONS OF THE STUDY

Keeping the objectives in view primary data were collected from a sample of farmers in the study area. Most of the farmers do not maintain proper records about cost, yield and marketing. Hence the information furnished by them was from their memory and experience. So the collected data are subjected to recall bias. However every effort has been made to minimize the bias by cross-checking. The time and other resources available at the disposal of the researcher necessitated him to confine the study to a small compact area, covering a sample of farmers. Therefore; the findings of the study can be generalized to other situations only with extra care and qualification.

DATA ANALYSIS AND INTERPRETATION

1. GENDER OF THE RESPONDENTS

An attempt has been made to know the gender of the respondents. For the purposeof this study, it has been classified into two categories viz., male and female. The details are furnished in the following table.

TABLE NO.1

GENDER OF THE RESPONDENTS

S.NO	Gender	No. of Respondents	Percentage
1	Male	351	87.8
2	Female	49	12.2
	Total	**400**	**100**

It is observed from the above table that 87.8 percent of the respondents are maleand 12.2 percent of the respondents are female. It is found from the analysis that themajority (87.8%) of the respondents are male.

2. AGE OF THE RESPONDENTS

An attempt has been made to know the age group of the respondents. For thepurpose of this study, it has been classified into four categories viz., Upto 45 years, 46–50 years and above 50 years. The details are furnished in the following table.

TABLE NO.2

AGE OF THE RESPONDENTS

S.NO	Age	No. of Respondents	Percentage
1	Upto 45 years	**218**	54.5
2	46-50 years	**111**	27.8
3	Above 50 years	71	17.7
	Total	**400**	**100**

It is examined from the above table that 54.5 percent of the respondents belong to

the age group of upto 45 years, 27.8 percent of the respondents with the age group of 46-50 years, 17.7 percent of the respondents who belong to the age group of above 50 years. It is found from the analysis that majority (54.5 %) of the respondents belong to the age group of upto 45 years.

3.OCCUPATION LEVEL OF THE RESPONDENTS

An attempt has been made to know the occupation of the respondents. For thepurpose of this study, it has been classified into two categories viz., main and secondary.The details are furnished in the following table.

Table No.3

OCCUPATION LEVEL

S.NO	Occupation	No. of Respondents	Percentage
1	Main	**302**	75.5
2	Secondary	**98**	24.5
	Total	**400**	**100**

It is observed from the above table that 75.5 percent of the respondents are doing marketing practices of Paddy growers as main business and remaining 24.5 percent of the respondents are doing as secondary business. It is found from the analysis that majority (75.5 %) of the respondents are doing marketing practices of Paddy growers as main business.

4. EXPERIENCE IN AGRICULTURE

An attempt has been made to know the experience of the respondents inagriculture. For the purpose of this study, it has been classified into three categories viz.,below 5 years, 5-10 years and above 10 years. The details are furnished in the followingtable.

Table No.4

EXPERIENCE IN AGRICULTURE

S.NO	Experience	No. of Respondents	Percentage
1	Below 5 years	**67**	**16.8**
2	5-10 years	**213**	**53.2**
3	Above 10 years	**120**	**30.0**

It is inferred from the above table that 16.8 percent of the respondents are having

below 5 years of working experience in agriculture, 53.2 percent of the respondents are

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having 5-10 years of experience and 30.0 percent of the respondents are having above 10years of experience. It is found from the analysis that majority (53.2 %) of therespondents are having 5-10 years of working experience in agriculture.

5. ANNUAL INCOME OF THE RESPONDENTS

An attempt has been made to know the annual income of the respondents. For the purpose of this study, it has been classified into three categories viz., up toRs.24,000/P.A, Rs.24,000/- to 48,000 and above Rs.48,000. The details are furnished inthe following table.

Table No.5

ANNUAL INCOME

S. No.	Annual income	No. of Respondents	Percentage
1	Up to Rs.24,000/P.A	51	12.8
2	Rs.24,000/- to 48,000	218	54.5
3	Above Rs.48,000	131	32.7
	Total	400	100

It is examined from the above table that 12.8 percent of the respondents areearning up to Rs.24,000/P.A, 54.5 percent of the respondents are earning Rs.24,000/- to48,000 and 32.7 percent of the respondents are earning above Rs.48,000. It is found fromthe analysis that majority (54.5%) of the respondents are earning Rs.24,000/- to 48,000.

II.CHI – SQUARE ANALYSIS

1. In order to find the relationship between the gender of the respondents and level of satisfaction towards marketing practices of Paddy growers, the following hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.

H0 : There is no significant relationship between gender of the respondents and their level of satisfaction towards marketing practices of Paddy growers.

H1 : There is a significant relationship between gender of the respondents and their level of satisfaction towards marketing practices of Paddy growers.

TABLE NO. 6

GENDER AND LEVEL OF SATISFACTION TOWARDS MARKETING PRACTICES OF PADDY GROWERS(CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Gender	6.806	5.991	2	Significant at 5% level

It is analyzed from the above table that the calculated chi-square value is greaterthan the table value and the result is significant at 5% level. Hence, the hypothesis"gender of the respondents and the level of satisfaction towards marketing practices ofPaddy growers are not associated'', does not hold good. From the analysis, it isconcluded that there is a close significant relationship between the gender of therespondents and level of satisfaction towards marketing practices of Paddy growers.

2. In order to find the relationship between the age of the respondents and level ofsatisfaction towards marketing practices of Paddy growers, the following hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.

H0 : There is no significant relationship between age of the respondents and their level of satisfaction towards marketing practices of Paddy growers.

H1 : There is a significant relationship between age of the respondents and their level of satisfaction towards marketing practices of Paddy growers.

TABLE NO. 7

AGE AND LEVEL OF SATISFACTION TOWARDS MARKETING PRACTICES OF PADDY GROWERS (CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Age	14.251	13.276	4	Significant at 1% level

It is determined from the above table that the calculated chi-square value is greater than the table value and the result is significant at 1% level. Hence, the hypothesis "age of the respondents and the level of satisfaction towards marketing practices of Paddy growers are not associated", does not hold good. From the analysis, it is concluded that there is a close significant relationship between the age of the respondents and level of satisfaction towards marketing practices of Paddy growers.

3. In order to find the relationship between the experience of the respondents and level of satisfaction towards marketing practices of Paddy growers, the following hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.

H0 : There is no significant relationship between experience of the respondents and their level of satisfaction towards marketing practices of Paddy growers.

H1 : There is a significant relationship between experience of the respondents and their level of satisfaction towards marketing practices of Paddy growers.

TABLE NO. 8

EXPERIENCE AND LEVEL OF SATISFACTION TOWARDS MARKETING PRACTICES OF PADDY GROWERS(CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Experience	11.341	9.488	4	Significant at 5% level

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It is inferred from the above table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis "experience of the respondents and the level of satisfaction towards marketing practices of PADDY growers are not associated", does not hold good. From the analysis, it is concluded that there is a close significant relationship between the experience of the respondents and level of satisfaction towards marketing practices of Paddy growers.

4. In order to find the relationship between the family size of the respondents andlevel of satisfaction towards marketing practices of Paddy growers, the following hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.

H0 : There is no significant relationship between family size of the respondents and their level of satisfaction towards marketing practices of Paddygrowers.

H1 : There is a significant relationship between family size of the respondents and their level of satisfaction towards marketing practices of Paddygrowers.

TABLE NO. 9

FAMILY SIZE AND LEVEL OF SATISFACTION TOWARDS MARKETING PRACTICES OF PADDY GROWERS (CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Family size	1.940	9.488	4	Not Significant

It is obtained from the above table that the calculated chi-square value is lesser than the table value and the result is not significant. Hence, the hypothesis "family size of the respondents and the level of satisfaction towards marketing practices of Paddy growers are not associated, holds good. From the analysis, it is concluded that there is no significant relationship between the family size of the respondents and level of satisfaction towards marketing practices of Paddy growers.

5. In order to find the relationship between the position of land holdings of therespondents and level of satisfaction towards marketing practices of Paddy growers, the following hypothesis was framed and tested with the help of Chi-square test and the result is shown in the following table.

H0 : There is no significant relationship between position of land holdings of the respondents and their level of satisfaction towards marketing practices of Paddy growers.

H1 : There is a significant relationship between position of land holdings of the respondents and their level of satisfaction towards marketing practices of Paddy growers.

TABLE NO. 10

POSITION OF LAND HOLDINGS AND LEVEL OF SATISFACTION TOWARDS MARKETING PRACTICES OF PADDYGROWERS (CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Position of land holdings	10.618	9.488	4	Significant at 5% level

It is examined from the above table that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis "position of land holdings of the respondents and the level of satisfaction towards marketing practices of Paddy growers are not associated", does not hold good. From the analysis, it is concluded that there is a close significant relationship between the position of land holdings of the respondents and level of satisfaction towards marketing practices of Paddy growers.

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FINDINGS

- It is noted from the analysis that the majority (87.8%) of the respondents are male.
- It is evaluated from the analysis that majority (54.5 %) of the respondents belong to the age group of upto 45 years.
- It is explored from the analysis that majority (75.5 %) of the respondents are doing marketing practices of PADDY growers as main business.
- It is analyzed from the analysis that majority (53.2 %) of the respondents are having 5-10 years of working experience in agriculture.
- It is observed from the analysis that majority (54.5%) of the respondents are earning Rs.24,000/- to 48,000.

SUGGESTIONS

It could be found from the study that maximum of the farmers who belongs to46-50 years have perceived maximum level of satisfaction towards marketing of paddy produce. Now-a-days the young generations are not interested to do agri work and in particularly paddy produce owing to the scarcity of water, long process of the production, storage and marketing of the paddy produce. So,young and middle aged people are not interested to produce paddy and doing more benefited allied activities like cultivation sugar cane, short term paddy cultivation, etc. and most of the farmers are migrated to some other places for their survival. This leads to destruction of the paddy in future. So, the Government should motivate the young farmers through offering some attractive schemes and subsidies for producing paddy.

CONCLUSION

The present study has made an attempt to analyses the cultivation and marketing practices of the paddy growers in Erode district of Tamil Nadu. The results revealed that the natural and financial factors are the highly influencing factors in cultivation of paddy in the study region and vast scope exists for making the paddy farms fully mechanized. The results also showed lack of market information, lack of market training and lack of policy support are the major problems faced by the paddy farmers in the study region. Results further revealed that channel V (Farmer - Rice Miller – Consumer) has been identified as the most efficient

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channel and majority of the farmers are less satisfied on the functioning of the existing marketing system for paddy in the study area. Based on the findings of the study, quite a few valuable and fruitful suggestions have been offered to the farmers and the Government. If these suggestions are appropriately taken into consideration by them, paddy cultivation and marketing in the study area would be undoubtedly developed, the income and the standard of living of the farmers would be surely increased and our country's economic development as well as food security would also be eventually achieved.

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