

**PROBLEMS OF FARMERS TOWARDS MARKETING OF PADDY IN
CHIDAMBARAM TALUK**

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ABSTRACT

Among the agricultural product paddy is an important one because it monoecious annual legume used for food and animal feed all over the world. Agricultural marketing covers the services involved in moving an agricultural product from the farm to the consumer. The paddy farmers faced with many problems in marketing their production. The problem areas of market of paddy relate to absence of scientific assembling and storage, absence of proper ware housing facilities in the villages, improper grading system, highly inadequate of transport facilities, large number of substantial unregulated markets, often not possible for the farmers to obtain information on exact market prices in different markets. The role of market intermediaries has been found unsatisfactory. High marketing costs and inadequate finance resulting in distress sales in the village local sales at low prices are the other set of marketing problems of paddy farmers and sellers. In this paper an attempt is made to analyse the problems faced by the paddy cultivators in Chidambaram Taluk at micro level.

Keywords: Marketing, paddy, Market Intermediaries, Regulated market, Social media,

Introduction

Among the agricultural product paddy is an important one because it monoecious annual legume used for food and animal feed all over the world. Agricultural marketing covers the services involved in moving an agricultural product from the farm to the consumer. Numerous

interconnected activities are involved in doing this, such as planning production, growing and harvesting, grading, packing, transport, storage, agro- and food processing, distribution advertising and sale. Indian system of agricultural marketing suffers from a number of defects. Indian farmer, being poor, tries to sell off the produce immediately after the crop is harvested though prices at that time are very low.

Statement of the Problem

The paddy farmers faced with many problems in marketing their production. The problem areas of market of paddy relate to absence of scientific assembling and storage, absence of proper ware housing facilities in the villages, improper grading system, highly inadequate of transport facilities, large number of substantial unregulated markets, often not possible for the farmers to obtain information on exact market prices in different markets. The role of market intermediaries has been found unsatisfactory. High marketing costs and inadequate finance resulting in distress sales in the village local sales at low prices are the other set of marketing problems of paddy farmers and sellers. In view of the above areas of marketing inadequacies the researcher felt that there is need for a micro level study of the marketing of paddy in the study area which is a major producer of paddy in this part of Chidambaram Taluk.

Objectives of the Study

The main objective of the present study is to analysis the problems in marketing of paddy in the study area.

Methodology

The present study purely based on Primary data. The primary data for the study was collected from the respondents by personal interview method using pre-tested schedule.

Period of Study

The primary data collection was done during the month from April to June 2014.

Sampling

Further, by adopting simple random sampling method 240 respondents those who involved both in cultivating and marketing paddy were selected for the purpose of collecting primary data

Framework of Analysis

The ultimate object of the study is to examine the problems of paddy marketing. In order to study the acceptance level of marketers towards problems in paddy marketing, analysis of one-way variance and student t test have been employed. To arrive at possible solutions simple percentages are used in the study.

Extent of Problems Faced by the Respondent

‘Likert Scale’ (considered on 1-5 points scale) have been used to measure the respondents perceptions based on problems to perceive what extent they face problems in marketing of paddy in the study area. The points of the scale indicate at what extent they are affected by a particular problem associated with marketing of paddy. ‘1’ represents the respondent not at all high faced by the particular problem, whereas ‘5’ represents the respondent faced great extent of by the particular problem. Information was gathered on specific problems faced by the farmers while marketing paddy and results are depicted in Table 1.

Table 1

Extent of Problems Faced by the Respondent while Marketing of Paddy

Problems		Great extent of problem	Considerable extent	Some extent	Little extent	Not at all	Total	Mean
Low literacy level	Count	38	84	34	34	50	240	1.80

	%	15.8	35	14.2	14.2	20.8	100	
Inadequate warehouses	Count	112	72	16	12	28	240	2.83
	%	46.7	30	6.7	5	11.7	100	
No seasonal demand	Count	62	80	32	34	32	240	2.19
	%	25.8	33.3	13.3	14.2	13.3	100	
Less market price	Count	90	80	22	24	24	240	2.53
	%	37.5	33.3	9.2	10	10	100	
Bargaining by the traders	Count	94	94	6	28	18	240	2.44
	%	39.2	39.2	2.5	11.7	7.5	100	
Inadequate market information	Count	82	114	22	10	12	240	2.24
	%	34.2	47.5	9.2	4.2	5	100	
High cost of transport charges	Count	94	66	28	26	26	240	2.70
	%	39.2	27.5	11.7	10.8	10.8	100	
Lack of credit facilities	Count	52	94	16	50	28	240	1.91
	%	21.7	39.2	6.7	20.8	11.7	100	
Malpractices in unregulated markets	Count	20	72	52	34	62	240	1.68
	%	8.3	30	21.7	14.2	25.8	100	
Presence of a large number of middlemen	Count	38	86	38	34	44	240	1.82
	%	15.8	35.8	15.8	14.2	18.3	100	
Lack of technical know-how on grading	Count	64	96	26	26	28	240	2.09
	%	26.7	40	10.8	10.8	11.7	100	
Lack of media for promotional activities	Count	94	92	20	22	12	240	2.54
	%	39.2	38.3	8.3	9.2	5	100	
Pricing and taxing policies of Government	Count	58	84	26	30	42	240	2.05
	%	24.2	35	10.8	12.5	17.5	100	

Source: Computed from Primary Data

The above table shows the constraints faced by paddy farmers while marketing their paddy. The study revealed that 39.2 per cent of the respondents great extent affected by lack of bargaining power with traders and another 39.2 per cent considerable extent affected by high cost of transport charges. Inadequate warehouse is a major problem in paddy market 46.7 per cent and 30 per cent of the respondents to great extent and considerable extent respectively. 25.8 per cent of the respondents to great extent and 33.3 per cent of the respondent considerable extent affected by no seasonal demand. Less market prices is another big problem for paddy marketer for which 37.5 and 33.3 per cent of the respondents affected great extent and considerable extent respectively. 34.2 per cent of the paddy marketers faced the inadequate market information at great extent level. The other problems faced by the paddy marketers as considerable extent included lack of credit facilities (39.2%), malpractices in unregulated markets (30%), Presence of a large number of middlemen (35.8%), Pricing and taxing policies of Government (42%). Lack of media for promotional activities is a great extent problem faced by 39.2 per cent the paddy marketers and 38.3 per cent of them as considerable extent constraints.

Conclusion

More number of awareness programmes should be conducted to the farmers regarding agricultural product marketing. Regulated market can be formed in more number of places and it has to expand its functions for the betterment of farmers. Social media can be utilized to redress their grievances and improve their economic status.

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