A Study on Problems of Agriculture Marketing of
Paddy in Selected Cauvery Delta Zone in
Trichirappalli District, Tamilnadu

Dr. N. Kannadasan
Director,
Christhruraj Institute of Management, Christhu Raj College, Panjappur, Trichy-620012.

Abstract – Agriculture, in the broadest sense, means activities aimed at the use of natural resources for human welfare, i.e., it includes all the primary activities of production, used to growing crops and livestock. Marketing connects a series of activities involved in moving the goods from the starting point of production to the end point of consumption. Marketing consist of all activities involved in the creation of time, place, form and possession utility. The agricultural sector is key sector of the Indian economy; it has been used as an instrument of income and employment generation particularly in the rural areas. It plays a fundamental role in the economy of the country through its contribution to Gross National Product (GDP), employment generation, foreign exchange earnings and so on. Agriculture is crucial for our national economy.

Keywords: Agriculture, Marketing, Cauvery Delta Zone, Paddy

I. INTRODUCTION

Agriculture is the foundation of the Indian economy and the basic means of livelihood for over 60 per cent of the population. GDP was no more than 17.1 per cent during 2008-09 and go down further to just around 16 per cent in 2009-10[1]. India is largely based on agricultural economy, with two-third of its population, make out their existence from farmland. However, challenges before agriculture has been increasing such as environmental changes and technological challenges increase in input price and variations in output price are the major problems today. Agriculture production is classified into three fold such as production of food-grain crops, commercial/cash crops and horticulture crops.

The term agricultural marketing is composed of two words agriculture and marketing. Agriculture, in the broadest sense, means activities aimed at the use of natural resources for human welfare, i.e., it includes all the primary activities of production, used to growing crops and livestock.

Marketing connects a series of activities involved in moving the goods from the starting point of production to the end point of consumption. Marketing consist of all activities involved in the creation of time, place, form and possession utility.

Agricultural marketing involves in its easiest form the buying and selling of agricultural produce. This definition of agricultural marketing was relevant in older days when the village economy was more or less self-sufficient and when the marketing of agricultural produce presented no difficulty as the farmer sold his produce directly to the consumer on a cash or barter basis. But, in modern time, marketing of agricultural produce is different from that of older days. Today, agricultural produce has to undergo a series of transfers or exchanges from one hand to another before it finally reaches the consumer. There is a worldwide consent that Agricultural marketing and the nature of consumption, production and marketing of agricultural produce is critical. There is a need to go forward policies to address such issues. To be the competitive advantage at the world scenario it is need of the hour to enhance and safeguard the agricultural sector.

II. 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.

The agricultural sector is key sector of the Indian economy; it has been used as an instrument of income and employment generation particularly in the rural areas. It plays a fundamental role in the economy of the country through its contribution to Gross National Product (GDP), employment generation, foreign exchange earnings and so on. Agriculture is crucial for our national economy. The share of agriculture in our total GDP comes to about one-fifth. It was around 57 per cent in the beginning of 1950, with gradual industrialization; the share of agriculture has declined and reached a level of 17.2 per cent in 2008-09[2].

Agriculture has been a foremost source of economic activity providing source of revenue to large sections of the population of the country. About 58.4 percent of the working population (this was more than 70 per cent during 1950) is engaged in agriculture (Census, 2001). As the economy progresses the dependence on agriculture for livelihood must decline and more and more must get absorbed in secondary and tertiary sectors.
Marketing the agricultural produce is still in a primeval stage in our country. The investment for the development of grading and standardization, marketing, marketing research and information, storage, transportation, fixation of price etc. is estimated to be huge. Paddy a primary food-grain crop of Indian agriculture, and internationally accepted food crop as the source of living. This present study investigates the marketing of agricultural goods and problems existing in marketing of agricultural products, particularly of Paddy, the problems related to collection, storage and transportation, and the measures to be taken to enable the farmer-producers to get their justifiable profit share.

III. OBJECTIVE

A. Primary Objectives

1. To study the production, consumption, marketing of Paddy in the selected areas of Tiruchirappalli District.

B. Secondary Objectives

2. To examine the production and marketing problems of paddy growers.
3. To explore the Raw materials and Labour related problems of Paddy growers.
4. To investigate the Technological and Inter-firm competition problems of Paddy growers.
5. To analyse the Finance and Government policy problems of Paddy growers.
6. To suggest suitable measures to prospect the paddy marketing.

IV. HYPOTHESES

The researcher proposed some of the hypotheses for the study are:
1. There is a significant relationship between the amount investment and their overall dimensions of marketing problems faced by Paddy growers.
2. There is a significant relationship between the Income earned through Agricultural business and their overall dimensions of marketing problems.
3. There is an association between the educational qualification of the respondents and their various dimensions of stress vulnerability.
4. There is a significant relationship between the marketing activities of agricultural products and their overall dimensions of marketing problems.
5. There is a significant relationship between financial problems and the labour related problems.
6. There is a significant relationship between production related problems and their marketing problems.
7. There is a significant association between place of cultivation and their overall dimensions of marketing problems.
8. There is a difference between the technology upgradation issues and their inter-firm competition problems.
9. There is a difference between the production problems and the government policy related problems.
10. There is a difference between the amount of investment in business and income earned through agri-business.

V. METHODOLOGY

A. Pilot Study

A pilot study was conducted on 50 farmers and 20 middlemen. Based on the pilot study, necessary changes were carried out and the interview schedule was prepared.

After conducting a preliminary survey in the Tiruchirappalli District and Agricultural Centres, four areas are selected which are predominant areas of supply of Paddy are Lalgudi, Thuraiyur, Musiri and Kulithalai. Hence these distinct places are rich in cultivation of agricultural outputs especially Paddy.

Tiruchirappalli District is purposely selected for the study considering its importance in supply of large scale Agricultural produces. The Crop pattern of paddy, Marketing of paddy and various problems faced by the farmers was carried out in Cauvery Delta Zones of Tiruchirappalli District are Lalgudi, Thuraiyur, Musiri and Kulithalai. The rivers Caveri and Kollidam start branching out to form the Caveri delta irrigating vast tracts of land in the district. The major crops are rice (vast tracts); sugarcane (vast tracts); banana/plantain; coconut; cotton (small tracts); betel; corn; and groundnut. These places where farmers large in number are actively engaged in Agriculture. There are 450 respondents are selected through proportionate simple random sampling method. The study is an exploratory study.

TABLE I. DISTRIBUTION OF THE FARMERS BASED ON THE UNIVERSE

<table>
<thead>
<tr>
<th>S.No</th>
<th>Selected Place of the Centres / Farmers engaged in Rice Cultivation, Tiruchirappalli District</th>
<th>Total Productive Centres</th>
<th>Total farmers / Universe</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lalgudi</td>
<td>20</td>
<td>2800</td>
<td>139</td>
</tr>
<tr>
<td>2</td>
<td>Thuraiyur</td>
<td>17</td>
<td>1400</td>
<td>70</td>
</tr>
<tr>
<td>3</td>
<td>Musiri</td>
<td>32</td>
<td>3400</td>
<td>163</td>
</tr>
<tr>
<td>4</td>
<td>Kulithalai</td>
<td>7</td>
<td>650</td>
<td>78</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>76</td>
<td>8250</td>
<td>450</td>
</tr>
</tbody>
</table>

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

B. Period of the study

Primary data for the purpose of this research study were collected from July 2010 to June 2013. The parameters used to collect information are Area wise respondents details; Age, Marital Status, Educational Qualification, Traditional Occupation, Acre of Land ownership, Years of agricultural enterprise, Promotional methods for selling Paddy, Capital investment in Agri-business, Amount of investment in Paddy cultivation, income earned from agriculture, Various dimensions of Marketing of Agricultural produce and

---

IJSRCAMS

Volume 7, Issue 5 (September 2018)  www.ijsrcsams.com

Apart from the above parameters the present study also investigates the problems and prospects of farmers engaged in agricultural production at the International, National, State and district levels were obtained from many sources including Government and Non-Governmental Organizations (NGOs) records. The researcher collected reviews and secondary data from various sources such as dissertations, survey reports, magazines, News papers, bulletin, Annual Reports, internet and relevant books.

All the collected information obtained from the respondents was gathered, grouped and interpreted according to the objectives as well as the parameters framed. The processed data are transferred to a master sheet from which classified tables are prepared revealing the findings of the present study.

VI. STATISTICAL TECHNIQUES

The present paper follows scientific analysis by using Standard deviation, frequency distribution, cross tabulation, correlation, pie-charts, F-Test, T-test, Karl Pearson correlation, Chi-Square, Inter-Correlation, ANOVAs etc have been used for analysis of data and presentation.

VII. SCOPE

Today, the agricultural sector is facing serious threats and challenges. The farmers/cultivators are in financial suffering and indebted. As a outcome, the death rates of farmers committing suicides are increasing at peak rate. 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 units.

The massive increase of costs, unavailability of labour and further rise in wages and unorganized market structure are the main problems of Indian farmers. The present study includes all the analysis of various proportions with different nature of problems (production, Labour, raw material (seed, fertilisers etc), technological, inter-firm competition, Marketing information, Finance, Government unfavourable policy and market conditions are the present issues today. As a result the present study attempts to evolve the suitable measures to overcome marketing problems and promoting innovative measures in agricultural marketing.

VIII. LIMITATIONS OF THE STUDY

The present study also has limitations;
1. The present study restricted to only Paddy cultivators and ignored other crop pattern cultivators.
2. The present study is conducted only in selected areas of Tiruchirappalli District and the results of this can’t be substantiated with other places.

The present study included business operation, Paddy cultivation and problems of farmers and business environment in Tiruchirappalli district. The problems and results of this district cannot be assumed for other districts.

IX. REVIEW OF LITERATURE

A. Cultivator

A person engaged directly in cultivation or in its supervision or direction in one’s capacity as the owner or lesser of land. He may hold land either from Government or from a private person or an institution as a tenant.

B. Agricultural Labourer

A person engaged in agricultural work of a landlord in lieu of given in each or kind, with no right on the land he works on.

C. Peasant

A peasant is a self-employed agricultural worker, other than an agricultural wage labourer or plantation labourer. He is largely dependent on his own labour and also on the labour of his family members. Whatever be the type of tenure, he has, at least, an operational holding of his own.

D. District

A primary administrative unit of the states of India, administered by the Government through a Deputy Commissioner (District Collector) in collaboration with other district department heads.

E. Village

A unit of settlement. It is also the smallest unit. In the plains where most of the area has been cadastrally surveyed, a cadastral unit is taken as a ‘census village’. In case of the char and forest areas, the village is an area covering a cluster of settlement. In the hills, where no cadastral survey has been done, a village covers an area around a collection of houses and is demarcated with a boundary traditionally recognized by the local tribal society.

F. Social group

Group of people belonging to some social divisions based on as cultural constitutional provision as well cultural characteristics like indigenous general Hindu population, Muslim peasants of immigrant origin, Indigenous Muslim, Scheduled Castes, Scheduled Tribes and other social groups, viz. Satnam, Manipur and Nepali (Immigrant Hindu).

G. Agricultural marketing

Agricultural marketing was studied and defined by many authors and researchers. National commission on agriculture (XII report, 1976)[3] defined agricultural marketing as, “Agriculture marketing is a process which starts with a
decision to produce a saleable farm commodity, and it involves all the aspects of market structure or system, both functional and institutional, based on technical and economic considerations and includes pre and post harvest operations such as assembling, grading, storage, transportation and distribution”.

John R. Moore (1973) defined agricultural marketing as; “Food grain marketing includes all the business activities involved in the moving food grain from producer to consumers through time, space, farm and transferring ownership at the various stages in the marketing channels”.

According to Frank A.P.P(1998), “The marketing of farm products is a matter of great interest to the farmer, the consumer and the middleman. To the farmer, it provides a channel of communication between him and the society and gives him continuous information about the demand of his product. The consumer views it as a means of supplying his needs since marketing helps in raising the standard of living of people by satisfying a multitude of needs and desires of the consumers. The middleman depends upon it for his livelihood. These diverse interests lead the farmer to seek a high priced market for his product, the consumer a low priced market and the middleman, a margin between the farm price and consumer’s price that will amply reward him for his service.”

According to Lekhi R.K., and Singh Joginder (1999), “Agricultural marketing can be defined as a process by which cultivation by farmers. The majority 374 (83%) of the farmers are well placed in land under irrigation agriculture. There are 52 (12%) of the farmers use land only under rainfed agriculture. And 24 (5%) of the farmers have left few lands as unused land.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Type of Land used for cultivation</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Lalguid</td>
<td>Thuraiyar</td>
</tr>
<tr>
<td></td>
<td>(N=139)</td>
<td>(N=70)</td>
</tr>
<tr>
<td>1</td>
<td>Land under Irrigation agriculture</td>
<td>115</td>
</tr>
<tr>
<td>2</td>
<td>Land under rainfed agriculture</td>
<td>18</td>
</tr>
<tr>
<td>3</td>
<td>Unused Land</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>139</td>
<td>100</td>
</tr>
</tbody>
</table>

Table II. Type of Land used for Cultivation in Acres

<table>
<thead>
<tr>
<th>S.No</th>
<th>Channels used to sell the Agricultural Products</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Lalguid</td>
<td>Thuraiyar</td>
</tr>
<tr>
<td></td>
<td>(N=139)</td>
<td>(N=70)</td>
</tr>
<tr>
<td>1</td>
<td>On farm (local assemblers)</td>
<td>24</td>
</tr>
<tr>
<td>2</td>
<td>Through service Cooperatives</td>
<td>64</td>
</tr>
<tr>
<td>3</td>
<td>Taking to the local market</td>
<td>29</td>
</tr>
<tr>
<td>4</td>
<td>Other specify</td>
<td>22</td>
</tr>
<tr>
<td>Total</td>
<td>139</td>
<td>100</td>
</tr>
</tbody>
</table>

Table III. Channels used to sell the Agricultural Products

The Table II reveals that the type of land used for cultivation by farmers. The majority 374 (83%) of the farmers are well placed in land under irrigation agriculture. There are 52 (12%) of the farmers use land only under rainfed agriculture. And 24 (5%) of the farmers have left few lands as unused land.

Fig 1. Type of Land used for Cultivation in Acres
The Table III reveals that the channels used to sell the agricultural products by the farmers. The majority 202 (45%) of the farmers sell their produce through service co-operatives. There are 88 (19%) of the farmers take their agricultural products to the local markets. And 18% of the farmers have local assemblers and other channels.

![Fig 2. Channels used to sell the Agricultural Products](image)

![Fig 3. Agriculture is the Family Business](image)

The Table IV designates whether the agriculture is their family business or not. There are 413 (92%) of the farmers opined YES. There are 8% of the farmers expressed NO. It is understood that people engaged in agriculture they traditional do cultivation. It is obvious that agriculture is being their family business they opt cultivation.

XI. FINDINGS AND SUGGESTIONS

This section exposes all findings of the study, suggestions and recommendation to the farmers, to the organisations, to the policy makers and to the Government, Conclusion and Implementation for future studies.

A. Findings on the Socio Economic Backgrounds

- Cauvery Delta Zone wise Farmers Segment: 139 (31%) farmers are from Lalgudi zone constituting 31%. 16% of the farmers are from Thuraiyur zone. 36% of the farmers are from Musiri area and remaining 17% of the farmers are from Kulithalai zone. It is clear that 36% of the farmers are actively engaged in farming from Musiri zones which is the highest. And 17% of the farmers are in Thuraiyur zone, which is the lowest of all. It is inferred that maximum number of farmers in Musiri zone primarily engaged for their earnings.

- Age Segment: Most of the farmers 263 (58%) who are in the age group of 41 to 50 years, and 97 farmers (22%) 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 324 (72%) of the farmers are Married. 126 (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 to reduce financial burden by ways and means.

- Educational Qualification Segment: From the 450 farmers 185 (41%) of the farmers have studied primary school education. 71 (16%) of the farmers have completed middle school, only 8% of the farmers studied high school level. Among the place of work the majority of farmers from lalgudi 48% and 47% from Musiri have done Primary school level education. It is understood that most of them have studied Primary school level and illiterates since the agriculture work does not require any educational qualifications.

- Traditional Occupation Segment: There are 39% of the farmers reported that Agriculture Labours as their traditional occupation. There are 32% of the farmers are Farmers and the least 8% of them are Businessmen. Another 20% of the farmers opined they go for other works like catering, cattle breeding and construction labours.

- Land Ownership Segment: The majority 246 (55%)

<table>
<thead>
<tr>
<th>S.No</th>
<th>Agriculture is the Family Business</th>
<th>Cauvery Delta Zone</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Lalgudi</td>
<td>Thuraiyur</td>
<td>Musiri</td>
</tr>
<tr>
<td></td>
<td>(N=159)</td>
<td>(N=70)</td>
<td>(N=163)</td>
</tr>
<tr>
<td>1</td>
<td>Yes</td>
<td>126</td>
<td>91%</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>13</td>
<td>9%</td>
</tr>
<tr>
<td>Total</td>
<td>139</td>
<td>100</td>
<td>70</td>
</tr>
</tbody>
</table>

Volume 7, Issue 5 (September 2018)  www.ijsrcsams.com
of the farmers are landless owners. There are 105 (23%) of the farmers have below 1 acre of land. Two-third 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 267 (59%) of the farmers cultivate Samba/Thaladi. 100 farmers (22%) of the farmers cultivated Kuruvai and the lowest 71 (16%) of the farmers cultivate Navarai. The least 3% of the farmers cultivate all type of crops for all seasons.

- Type of land used for cultivation by farmers. The majority 374 (83%) of the farmers are well placed in land under irrigation agriculture. There are 52 (12%) of the farmers use land only under rainfed agriculture. And 24 (5%) of the farmers have left few lands as unused land.

- Channels used to sell the agricultural products by the farmers: The majority 202 (45%) of the farmers sell their produce through service co-operatives. There are 88 (19%) of the farmers 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: There are 413 (92%) of the farmers opined YES. There are 8% of the farmers expressed NO. It is understood that people engaged in agriculture they traditional do cultivation. It is obvious that agriculture is being their family business they opt cultivation.

- Family type of the Farmers: The majority 315 (70%) of the farmers belong to nuclear family type and 135 (30%) of them belong to joint family type. Almost in all the places farmers are found nuclear family types.

- Distance of irrigation land and market place: There are 191 (42%) of the farmers have their irrigation land and market place between 5 and 6 kms. 28% of the farmers have the distance of irrigation land and market place 0-2 kms, followed by 17% of the respondant 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 286 (14%) of the farmers are found in this Agricultural enterprise for more than 10 years. There are 100 (22%) of the farmers 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 individual owned cultivated lands. There are 23% of the farmers have lease based cultivation and 15% of the farmers do 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 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 are continuous demand for paddy. 15% of the farmers reported paddy cultivation is profitable and 14% of the farmers reported less expenditure and small risk in marketability.

B. Suggestions and Recommendations to Organisation to impart better stress reduction.

I. Suggestion to Farmers in India

1. Farmers in India should try to reduce their cost of production and improving product quality. Thereby they can compete in international market

2. Indian farmers should cultivate high exportable products like horticulture products, processed products, marine products.

3. Farmers should reduce their cost of production, thereby they can compete in increased price of agricultural products in the world.(means they can compete with MNCs products).

4. Farmers should consider in group themselves to cultivate farming of products, thereby they can reduce their cost and also use modern technology.

II. Recommendations to Government

1. It is observed from the study that especially Cauvery delta zones most of the lands are underutilized and not in put to use. There must be a system or mechanism that should go for soil testing is a must.

2. In order to gain the paddy cultivators the high yielding variety seeds must be utilized. So that the return on investment can be retained.

3. Considering the experience of previous year, the paddy cultivators should determines as which crops to use, to which market the product for sale is to be sent. All these have to be recorded and well maintained in all the departments.

4. Accordingly the government should keep their prices under control and also provide subsidy. In order to bring down the paddy production cost, the concerned irrigation charges, labour wages should be lessened.

5. The Government has to provide adequate short term credit facilities through Primary Agricultural Credit Co-operative Societies (PACS) should be activated.

6. The farmers use electric pemsets to irrigate the crop land. But due to load shedding, in-time irrigation is becoming impossible. The government should think of providing electric supply to these helpless farmers without break at minimum rate per unit.

7. In order to save the paddy production from various pre-harvest, post-harvest and from natural calamities, like droughts, floods, untimely rain etc., 'Crop Insurance Scheme' may be executed by the Government.

8. The government should give subsidy on inputs such as seeds, chemical fertilizers, insecticides and fungicides.

9. To reduce the price gap between growers and consumers, there is a need for promoting producers' co-operatives in the state.

10. The Government should prioritize the zones in providing necessary financial, technical and structural assistance.
XII. 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 measured by the government. The Government can lend its support to the farmers by providing transport convenience, maintaining good roads and provide financial assistance for suckers and fertilizers, so that the small and average farmers may also have more yield of paddy.

REFERENCE

