



AN EMPIRICAL STUDY ON PROBLEMS OF PADDY PRODUCTION AND MARKETING WITH SPECIAL REFERENCE TO CAUVERY DELTA FARMERS' IN TAMIL NADU

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ABSTRACT

Tamil Nadu is one of the major state which cultivation of paddy in the Cauvery delta region. The last decade has been severe problem in agriculture activates with insufficient water due to truant monsoon and Cauvery sharing issues. the farmer's who is engaged in cultivation of paddy undergoing to meet a lot of problems in production and marketing of paddy such us high labour cost, poor quality of seeds, lack of drainage facilities, high fertilizer cost, high transport cost, poor storage facilities, intermediaries exploitation, etc.. The main aim of the present study is 1) To assess the environmental perceptions and awareness of new technology, 2.) To evaluate the factors affecting for the paddy production and marketing in the study area. 3.) To offer suitable suggestions and recommendation to improve the production of paddy and scope of marketing in Cauvery Delta Region. The study will be adopted 50 respondents select for convenience sampling method, because the population largely and exactly knows about this research study. The major suggestions made by the respondent paddy growers for minimizing (overcoming) the technological gap, Development of irrigation network with government aid, provision of quality seeds with technical know-how and training on major practices to needy farmers. The study conclusion high labor cost for cultivation of paddy and lack of labour supply so the Government of Tamil Nadu should take immediate action of labour supply through on Rajiv Gandhi national employability scheme.

KEYWORDS: Cauvery delta region, Poor Quality Seeds, Lack of drainage.

INTRODUCTION

India is home to 1.24 billion people – one-sixth of the world's population on just 2% of its land and its population is anticipated to reach 1.67 billion by 2020. It is one of the world's largest food producing countries, with 68% of its population living in rural areas. India has a pressing need to improve agricultural productivity and food production as its population grows. Greater use of irrigation and fertilizer and the introduction of high-yield variety seeds. This has been particularly pronounced in previously less productive states; for example, the Chhattisgarh, Jharkhand and Rajasthan regions improved their yields by more than 50% between 2005 and 2014. However, productivity and mechanization levels remain relatively low compared with developed countries and economies such as China. Paddy is one of the most important food crops of India and is second in importance throughout the world. It feeds more than 50 per cent of the world's population

Among the Indian States Tamil Nadu is one of major states which cultivation of paddy in Cauvery Delta Region .Since last decade has not shown a significant improvement. It is a matter of fact that farmer's who is engaged in cultivation of paddy undergoing to meet a lot of problems in production and marketing of paddy. So, the researcher

identified this topic to will be conducting Farmer attitudes towards an empirical study on problem of production and marketing of paddy with special reference to in the Cauvery Delta farmers in Tamil Nadu

THEORETICAL BACKGROUND OF THE STUDY

Operational Definition

Agricultural marketing is a process which starts with the farmers... to produce a saleable commodity and it involves and aspects of the marketing structure or system, both financial and institutional, with technical and economic considerations, including product assembly processing, distribution and use by the final consumer (OECD, 1966)

Basic Concepts

The agricultural marketing system is a link between the farm and the non-farm sectors. 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, assembling, grading, storage, transportation and distribution. A dynamic and growing, agricultural sector requires fertilizers, pesticides, farm equipments, machinery, diesel, electricity and repair services which are produced and supplied by the industry and non-farm enterprises.

REVIEW OF LITERATURE

Vijay Kumar et al. (2008) This study conducted a study in Sitamarhi district of Bihar State. Use of exploratory design of social research was made in the investigation. Sonbarse, Bazpatti, Riga, Runnisaidpur and Nanpur blocks from Sitamarhi district were randomly selected on the basis of maximum area under paddy cultivation. It was concluded that majority of the respondents did not have marketable surplus. Major Problems faced by the respondent paddy growers were lack of capital or fund (66.67 per cent), weak market infrastructure (46.67 per cent), limited transport facilities (41.43 per cent), fluctuating market prices (20.95 per cent

Shelke et al. (2009) This study analyzed the marketing of paddy in Maharashtra. The study revealed that in channel I (Producer - Commission agents - Wholesalers/rice millers – Retailers - Consumers) the producer’s share in consumer’s rupee is 55.52%, 51.95% and 55.76% in the case of course, medium and fine varieties respectively. In channel II (Producer - Commission agents - Wholesalers/rice millers - Fair price shop dealers - Consumers) the producer’s share in consumer’s rupee is 63.77%, 60.05% and 80.62% in the case of course, medium and fine varieties respectively. It is also found that marketing cost is higher in channel II as compared to channel I due to involvement of Government Agency between the rice millers and the fair price shop dealers.

SCOPE AND IMPORTANCE OF THE STUDY

This study confines itself to Cauvery delta regions are Thanjavur, Nagappattinum, Thiruvarur, Trichy, Perambalur, Cuddalore, Pudukkottai districts in Tamil Nadu. These districts are one of the leading districts in paddy cultivation in

the state. The main purpose of the present study will be help to know identify the problems of the farmers’ attitudes towards production and marketing of paddy. These studies will be help to know major factors affecting the paddy farmer to dropping out the paddy production and marketing..the government for making necessary changes in enhancing of agriculture sector to improve the paddy production and marketing in the Cauvery delta region in Tamil Nadu.

OBJECTIVES OF THE STUDY

1. To assess the environmental perceptions about paddy cultivation in the Cauvery Delta Region.
2. To measure the awareness of farming method and new technology used in their agriculture land.
3. To evaluate the factors influencing the farmers’ attitude towards paddy production and marketing..
4. To offer suggestions and recommendation to improve the paddy production and marketing of the paddy in Cauvery Delta Region.

RESEARCH METHODOLOGY

Sampling Technique

Convenience sampling technique is adopted in the study. The study area is Thanjavur, Nagappattinum, Thiruvarur, Trichy, Cuddalore, Perambalur, Pudukkottai in the Cauvery delta region .The sample size is 50 select in the study area.

Statistical Tools Used

- percentage analysis
- Spearman Rank Correlations Coefficient
- Krushkal Wallis Test

I. Percentage analysis

Table-1 Demographic Profile of the Respondent

	Demographic Profile	No of respondent	Percent
Gender	Male	48	96.0
	Female	2	4.0
	Total	50	100.00
Age	31 to 40 Years	8	16
	41 - 50 Years	12	24
	51 Years and Above	30	60
	Total	50	100
Education	Illiterate	6	12.0
	Up to S.S.L.C	16	32.0
	H.sc	18	36.0
	Degree and Above	10	20.0
	Total	50	100.0
Family size	Up to 4 members	24	48.0
	5 - 7 Members	23	46.0
	8 Members and	3	6.0
	Above		
	Total	50	100.0

Income	Up to 50000	32	64.0
	50001- 1,00,000	13	26.0
	1,00,001 and Above	5	10.0
	Total	50	100.0
Paddy Experience	6 - 10 Years	10	20.0
	11 - 20 Years	28	56.0
	21 Years and Above	12	24.0
	Total	50	100.0

Source: **Primary Data**

Inference:

Table 1 reveals the demographic profile of the respondent of the production and marketing of paddy in Cauvery delta farmer’s Out of 50 respondents, 96.00 per cent are male and 4.0 per cent are female. Majority of the respondents (96.00) are male farmers to prefer the cultivation of paddy in the Cauvery delta region. The predominant age group of the respondents (16 per cent) is 31-40 years. A good majority of the remaining respondents are distributed in the age group above 50 years to prefer the cultivation of paddy in the Cauvery delta region. 26% of the respondents are distributed in the age groups up to 41-50 years respectively. The highest literacy rate (36%) of the respondents is H.sc level. 32 per cent of the respondents have got upto SSLC education and 20 per cent have got degree and above education. 12per cent of the respondents are illiterates. the majority of the farmers (36%) education qualification is H.sc level. family size is 48 per cent of the respondents have up to 4 members in the family. 46 per cent are 5-7 members in the family. 6% are 8

members and above. Majority of the farmer have (48%) 4 members in the family . 64 per cent of the respondents have annual income up to Rs.50000 and 26 per cent have Rs.50001 to Rs.100000 as annual income.10 per cent of the respondents have annual income Rs.100000 and About in the study area. majority of the farmers (64%)have Rs. 50000 annual income about cultivation of paddy in the study area. 56 per cent of the respondents have farming expireance11-20 years .24per cent of the respondents have 21 years and above for experience for farming. 20% of the respondents have farming experience is 6-10 years. the majority of the farmers (56%) have 11-20 years framing experience in the study area.

II. Spearman Rank Correlations Coefficient

Hypothesis: There is no relationship between with record agriculture new technology machine used for cultivation and problem of economic factor

Table-2. Spearman Rank Correlations Coefficient

			New technology	Economic Cultivation Problem
Spearman Rank Correlations Coefficient	22. New agriculture technology machine used	Correlation Coefficient	1.000	-.208
		Sig. (2-tailed)	0.00	.147
		N	50	50
	30.Economic factor cultivation problem	Correlation Coefficient	-.208	1.000
		Sig. (2-tailed)	.147	0.00
		N	50	50

Source: **Primary Data**

Inference

The table present spearman correlation size that the calculated spearman correlation coefficient r_s is .208 and that is statistically significant (P=0.00).there was a strong positive correlation between economic factor and agriculture technology machine used for cultivation. It reveled economic factor affecting the purchasing of new technology machine used for harvesting, weed removing, and motor plugging for

cultivation. The find out the government increasing the loan facilities and subsidy for agriculture machine.

III. Krushkal Wallis Test

Hypothesis: There is significant different among mean rank of income level with regard to factors of marketing problem

Table-3 Krushkal Wallis Test

Factors of market problem	Income level			Chi Squ	PValue
	up to 50000	50001-100000	100001and above		
Intermediaries	11.20	14.33	11.00	1.968	.616
Direct market	25.33	24.50	24.00	4.053	.974

Source: **Primary Data**

Inference

Since P value is more than 0.05 the hypothesis is accepted at 5% of level. Hence There is significant different among mean rank of income level with regard to factors of marketing problem. . it reveled mean rank is higher(25.33,24.50,24.00) on direct marketing the farmers met lot of marketing problem through direct marketing affect for all level of income then compare to indirect marketing of intermediaries ,such us loss weight ages of paddy in one quintal, lack of storage facilities, high transport cost. it find out storage facilities included all co-operative society in the village

FINDINGS

I Result on Percentage analysis

- Out of 50 respondents majority of the respondents (96.00)are male farmers to preferred the cultivation of paddy in the Cauvery delta region
- Out of 50 respondents majority of the respondents (60%) are distributed in the age group above 50 years to prefer the cultivation of paddy in the Cauvery delta region.
- Out of 50 respondents majority of the farmer have (48%) 4 members in the family size
- Out of 50 respondents the majority of the farmers (64%) have Rs. 50000 annual income about cultivation of paddy in the study area.
- Out of 50 respondents the majority of the farmers (56%) have 11-20 years framing experience in the study area.

II Result on Hypothesis

- The calculated spearman correlation coefficient r_s is .208 and that is statistically significant($P=0.00$).there was a strong positive correlation between economic factor and agriculture technology machine used for cultivation . it reveled economic factor affecting the purchasing of new technology machine used for harvesting, weed removing, motor plugging for cultivation. the find out the government increasing the loan facilities and subsidy for agriculture machine
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FEW SUGGESTIONS AND CONCLUSION

In the present study, the farmers effect on high labour cost for cultivation of paddy and lack of labour supply so the Government of Tamil Nadu should take immediate action of labour supply through on Rajiv Gandhi national employability scheme.. The major suggestions made by the respondent paddy growers for minimizing (overcoming) the technological gap, Development of irrigation network with government aid, provision of quality seeds with technical know-how and training on major practices to needy farmers..

Hence, it is suggested that the Government of Tamil Nadu should direct the co-operation and support of the Tamil Nadu Agriculture University for creating awareness for the efficient use of resources in paddy cultivation. The government may arrange periodical seminars and training programmes in which farmers should be imparted adequate and improved training in paddy cultivation practices at regular intervals of time. Lack of storage facilities, it find out storage facilities included all co-operative society in the village. Lack of awareness of such practices ultimately resulted in a low level of production and unjustified profit margins with respect to paddy.

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