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MARKETING OF PADDY WITH SPECIAL REFERENCE TO KANGEYAM

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Abstract:

For the last several millennia, India has been known as a "Land of Agriculture". Agriculture forms the back bone of the Indian economy. Indian agriculture has been the source of supply of raw materials to leading industries like cotton, jute, textiles, sugar and small scale and cottage industries. This paper examines to analyse the production and marketing system of paddy like marketing channels and marketing problems faced by the farmers in the study area. Data are collected through structured questionnaire using interview schedule method using 120 respondents in Kangeyam. The collected data was analysed using simple percentage & Fried man rank test method. Results are presented in the tabular form and they are interpreted. Suggested this study, the Government ought to provide farmers with financial assistance, particularly small-scale marginal farmers. One of the recommended policies that must be implemented for all farmers is crop insurance.

Key Words: Paddy Production, Economy, Agriculture and Marketing

Introduction:

Paddy is the second largest produced cereal in the World. Paddy is cultivated mainly for the kernel, called rice, contained under the paddy husk. The kernel of rice as it leaves the thresher is enclosed by the hull or husk or lemma and palea and is known as paddy or rough rice. The Oxford Dictionary of Current English also defines paddy as "Rice that is still growing or rice in the husk". Therefore, the production of paddy is synonymous with the production of rice or growing rice plants. Paddy or rough rice can be sold in the markets before removing the husks or as polished rice after removing the husks. Paddy has been a significant food grain crop, which has been traditionally cultivated and consumed all through India. Perhaps this is one among the uncommon harvests which are consumed by all class of consumers like poor, middle and rich income group. It is therefore that paddy is constantly rewarded as a significant and delicate crop from the view point of consumers in India.

Tamil Nadu is one of the leading rice-growing states in India, has been cultivating rice from time immemorial as this State is endowed with all favorable climatic conditions suitable for rice growing. For enhancing rice production and productivity rice research was initiated in Madras State as early as 1902 at Samalkota of East Godavari district. Subsequently, it was extended to another 12 places of the composite state to develop new high yielding rice varieties and technologies to solve problems in rice cultivation of their respective regions.

Agriculture continues to be the most predominant sector of the District economy; around 30 percent of the working population is engaged in Agriculture and allied activities for their livelihood. The importance of food for human existence needs not to be over-emphasized. Food is required for a lot of purposes. First and foremost it gives energy to the body. No one can imagine living without food.

Statement of the Problem:

Paddy is one of the important flooded crops cultivated in various parts of the country. It requires adequate water with good soil also affected by environmental factors. The extend of cultivation increased to a certain extent due to the benefits, utility, earnings, market potentialities etc. The production and marketing of paddy helped a lot to promote the economic conditions of the farming community as well as the village economy. Various organizations/ institutions are also supporting and helping in various ways and means in production and marketing. In these circumstances, several doubt, arise : Where paddy producers do sell their products? How do they sell? What is the price of paddy?

Review of Literature:

Bhupinder & Santoshnandal (2010) entitled "Diversification of Agriculture in Haryana; Problem, Risk and Uncertainty" in their objectives of the study is to examine the price related problems and market-related problems in Haryana. Methodologies of this study, both primary &secondary data were used. Purposive random sampling technique is used to select the sample of 400 respondents in this study. The various statistical tools used in this study are simple percentage analysis, standard deviation and factor analysis. The research work was carried out for the period of 4 months starting from October 2007 to January 2008. In their findings of the study, revealed that there was no proper channel for exporting the

fruits, vegetables and flowers in Haryana. Fluctuations in the prices was the main problems for horticulture and the farmers did not get the cost of their products even though they spent on transport and throwing in the waste of their products.

Navadkar, Yadav & Rahane (2006) entitled "Linking up Rural Producers with processors through Contract Farming" reveals that India's more than 55% of total land holdings, operated by small and marginal farmers and is generally capital-starved, unable to make a major investment in land improvement and application of modern inputs. Contract Farming should be a plausible solution by resorting to mechanized under these situations because production from small farms can be more successfully organized and improved through this mode. India is the world's largest producer of fruits and vegetables. India's share in global agricultural produce trade is less than two per cent. As a natural corollary therof, transparency in contracts and legal protection to contracting parties come under serious clout, considering the poor lobbying and bargaining power of poor farmers.

Objectives of the Study:

- To study the socio-economic conditions of the sample respondents.
- To analyse the constraints faced by the paddy cultivators in the selected area.

Methodology:

Data were collected from both primary and secondary sources. The primary data were collected through interview schedule. This research used convenience sampling method for collecting the data. 120 sample respondents engaged in paddy cultivators were selected from Kangeyam. Statistical tools such as simple percentage & Fried man rank test were used in the research.

Analysis and Interpretation:

Table 1: Demographic profile of the respondents

Particulars	Variables	Respondents	Percentage
Age	Below 25	27	22.1
	25 - 35	36	30.0
	35 - 45	31	26.0
	Above 45	26	21. 9
	Total	120	100.0
Education	No Formal Education	36	29.8
	Primary	38	31. 9
	High School	45	37.4
	Collegiate	1	1.0
	Total	120	100.0
Marital Status	Married	339	80.71
	Single	81	19.29
	Total	120	100
Size of Family	Up to 4 members	45	37.4
	5 - 6 members	17	14.3
	Above 6 members	58	48.3
	Total	120	100
Type of Family	Nuclear	59	49.3
	Joint	61	50.7
	Total	120	100
Source of Income	Agriculture	38	31. 9
	Agriculture with business Activities	40	33.8
	Agriculture with allied activities	42	34.3
	Total	120	100
Type of Farmers	Medium-level farmers	48	39.8
	Small scale farmers	59	49.3
	Large scale farmers	13	11.0
	Total	120	100
Annual Income	Below 1,00,000	48	39.8
	1,00,000 - 3,00,000	59	49.3
	3,00,000 - 5,00,000	9	7.1
	Above 5,00,000	4	3.8
	Total	120	100

The above table represents the age of the respondents 22.1 percent of the respondents belong to the age category of upto 25 years, 30.0 per cent of the respondents belong to the age category of 25 to 35 years 26 per cent of the respondents belong to the age category of 35 to 45 years and 21.9 per cent of the respondents belong to the age category of 45 and above years. The majority of the respondents belong to the age category of 25 to 35 years (30.0 per cent). It is clear that, represents the educational qualification

of the respondents, 29.8 per cent of the respondents have no formal education, 31.9 per cent of the respondents have primary education, 37.4 per cent of the respondents have high school education and only one per cent of the respondents have collegiate education. The majority of the respondents have a high school education (37.4 per cent). It is clear that marital status of the respondents, 80.71 per cent of the respondents are married. 19.29 per cent of the respondents are unmarried. The majority of the respondents are married (80.71 per cent). The above table represents the size of the family of the respondents. 37.4 per cent of the respondent's families have up to 4 members. 14.3 per cent of the respondent's family has 5-6 members and 48.3 percent of the respondent's family have above 6 members. The majority of the respondent's family has above 6 members (48.3 per cent).

The above table represents the type of family of the respondents. 49.3 per cent of the respondents belong to nuclear family and 50.7 per cent of the respondents belong to joint family. The majority of the respondents belongs to joint family (50.7 per cent).

It is clear that, represents the source of income of the respondents. 31.9 per cent of the respondent's income source is only agriculture, 33.8per cent of the respondent's Income source is agriculture with business activities, and 34.3 per cent of the respondent's income source is agriculture with allied activities. The majority of the respondent's income source is agriculture with allied activities (34.3 per cent). The above from the table represents the type of farmers, 39.8 per cent of the respondents are medium level of farmers, 49.3 per cent of the respondents are small scale farmers and 11.0 per cent of the respondents are large scale farmers. It represents the annual income of the respondents. 39.8 per cent of the respondents earn below Rs. 1,00,000 49.3 per cent of the respondents earn Rs. 1,00,000 to 3,00,000, 7.1 per cent of the respondents earn Rs. 3,00,000 to 5,00,000 and 3.8 per cent of the respondents earn above Rs. 5,00,000. The majority of respondents earn Rs. 1, 00,000 to 3,00,000 (49.3 per cent).

Table 2: Fried Man Rank Test on Reasons for cultivating long period

Problems	Mean Score	Ranks
Regular income source	4. 95	1
Do not know other business	4.49	2
Traditional crop	3.53	3
Enough small size of land	2.79	4
Family members support	2.66	5
Easy marketing	2.59	6

Source: Primary Data.

Table 2 shows the test result of Friedman rank test for identifying the list of ranks of the reasons for cultivating long period in Kangeyam area. The respondents have given first rank to regular income source which has a mean value of 4. 95, second rank to do not know other business which has a mean value of 4.49, third rank to traditional crop having a mean rank of 3.53, fourth rank to enough small size of land having a mean rank of 2.79, fifth, sixth rank assigned to a question of family members support & easy marketing showing mean ranks of 2.66 and 2.59 respectively.

Ho: There is no significant difference between mean ranks for respondent's reasons for cultivating long period.

Table 3: Friedman Test

No. of Respondents	Calculated Value	DF	P-Value	S/SN
120	165.55	5	.000**	S

** P<0.01 S - Significant

This table lists the result of the Friedman test. For these rankings, the chi-square value is 165.55; Degree of freedom is equal to the number of values minus 1. As 6 options are ranked, there are 5 degrees of freedom. It is clear from the above table that significance level is 0.000 at one percent level of significance. Hence the hypothesis is rejected. At least one of the variables differs from the others.

Table 4: Fried Man Rank Test on marketing problems faced by the farmers

Marketing Problems	Mean Score	Ranks
Price fluctuation	7.22	1
High transport cost	6. 98	2
Lack of market information	6.63	3
Non availability of storage facilities	6.42	4
High commission charges	6.37	5
Poor customer relationship	6.02	6
Improper method of sale	5. 98	7
Lack of export promotional activity	5.83	8
High dominance of market intermediaries	5.63	9
Unauthorized deductions	5.07	10
Non availability of marketing intelligence	3.85	11

Source: Primary Data.

Table 4 states the marketing problems faced by the farmers in Kangeyam area. Price fluctuation has scored first rank with mean score of 7.22, High transport cost has scored second rank with mean score of 6. 98, Lack of market information has scored third rank with mean score of 6.63, Non availability of storage facilities has scored fourth rank with mean score of 6.42, High commission charges has scored fifth rank with mean score of 6.37, Poor customer relationship has scored sixth rank with mean score of 6.02, Improper method of sale has scored seventh rank with mean score of 5. 98, Lack of export promotional activity has scored eighth rank with mean score of 5.83, High dominance of market intermediaries has scored ninth rank with mean score of 5.63, Unauthorized deductions has scored tenth rank with mean score of 5.07 and Non availability of marketing intelligence has scored last rank with mean score of 3.85.

Ho: There is no significant difference between mean ranks for marketing problems faced by the farmers

Table 5: Friedman Test

No. of Respondents	Calculated Value	DF	P-Value	S/SN
120	1326.164	10	.000**	S

** P<0.01 S - significant

This table lists the result of the Friedman test. For these rankings, the chi-square value is 1326.164; Degree of freedom is equal to the number of values minus 1. As 11 options are ranked, there are 10 degrees of freedom. It is clear from the above table that significance level is 0.000 at one percent level of significance. Hence the hypothesis is rejected. At least one of the variables differs from the others.

Suggestions:

- To direct abnormal supply of electricity, Paddy farmers should use the solar power system. Solar power production plants should be linked to grids and that power should be used for pump sets.
- The Government and agricultural department should plan and arrange for effortless availability of quality planning materials to paddy farmers. By giving more activities to the labors the paddy farmers can easily solve the labor shortage issue.
- All paddy farmers jointly should investigate the marketing process and they should organize personal retail markets in main locations of the taluk.
- Credit linked marketing is yielding invention both to get credit facilities easily through Government agencies and to reimburse the loans in time while marketing them.

Conclusion:

The agricultural development strategy of the earlier has enhanced the interclass disparities. Except the imputed value of family labor, the other things like cost of production, overall returns etc., are not favorable to the all farmers. This should be considered by the Government. The Government can pay attention by providing transport facilities, maintaining good roads and providing subsidies for saplings and fertilizers, so that the small and marginal farmers may be assisted. In the selected areas chosen for the research, two-third of the population is agriculturists. Their agricultural lands rely on monsoon rains. The major parts of the lands are rain-fed areas. If the monsoon fails, then the farmers will be in distress. By analyzing various investigation findings together, the Government may generate awareness among the farmers about paddy production and may urge more farmers to produce this valuable food, which is very much vital in our everyday life.

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