

Farmers' Perception towards Expanding on Existential system for Paddy Marketing

(Thanjavur Nagapattinam and Thiruvarur District of Tamil Nadu)

A.Elangovan, N.Bharathi

Abstract: Paddy is one of the major food crop in India. In Indian most of the states Tamil Nadu has huge cultivation of paddy. Rice production is source of income for every farmers. Over 90 % of the global rice is cultivate and selling in the Asian region comprising 80%of the universe production and consumed. Growth in Asian population (1.8 % per annum) in this region means an increase on demand for rice. Although the net availability of food grains has increased in 2013 at 229 million tonnes, but there will be a shortage of rice due to increased domestic needs coupled with export demand for rice in future.

Keywords : Paddy, Farmers . Marketing Channels, Market Intermediaries

I. INTRODUCTION

Paddy is one of the major food crop in India. In Indian most of the states Tamil Nadu has huge cultivation of paddy . Rice production is source of income for every farmers. Over 90 % of the global rice is cultivate and selling in the Asian region comprising 80%of the universe production and consumed. Growth in Asian population (1.8 % per annum) in this region means an increase on demand for rice. Although the net availability of food grains has increased in 2013 at 229 million tonnes, but there will be a shortage of rice due to increased domestic needs coupled with export demand for rice in future. The growth rates of food grain production in India have declined to 2 per cent during the period 1996-2008 as compared 1986-97 and rice production in India is questionable on economic and ecological grounds (Shergill, 2007). It was projected that India will face a shortage of food in the future where prevalence of undernourishment of 12.7 per cent in Asia. Under these circumstances, increasing rice production is an imperative to sustain self-sufficiency and food security in India.

Among the Indian States Tamil Nadu is a major state in cultivation and marketing of paddy in Cauvery delta region. but delta farmers cannot due attention of paddy cultivation and marketing of paddy due to truant monsoon and Cauvery sharing issues as well as the farmers affected marketing of paddy for Intermediaries. this paper analysis perception of farmers to improve the marketing of paddy in Cauvery delta regions are Thanjavur Nagapattinam and Thiruvarur district of Tamil Nadu

Revised Version Manuscript Received on 16 September, 2019.

Dr. A.Elangovan Ph.D., Professor & Head, Department of Commerce, Periyar University, Salem -636011.

N.Bharathi, Ph.D Research Scholar, Department of Commerce, Periyar University, Salem -636011.

Email: bharathi.kannan_123@yahoo.com

II. OPERATIONAL DEFINITIONS

According to the national commission on agriculture – agriculture marketing is a process which start with adision to produce saleable farm commodities, and it involves all aspect of marketing strotore of system , both functional and institutional , based on technical and economical consideration, and pre- and post – harvest operations viz., assembling, grading, storage, transportation and distribution.

III. REVIEW OF LITERATURE

Mohamed Ismail Mujahid Hilal (2013) had done a research on rice marketing. rice is the majour crop for most of the farmers in Sri Lanka. Sri Lanka producers proceeding of the third international symposium rice is cultivated in 34 % of total cultivation areas in Sri Lanka 560000 hectares are cultivated in maha season and 310000 ha cultivated during vala season. in the country,1.8 million farmers families are engaged in paddy farming. The study objectives are marketing environment and suggest mechanism for marketing Sri.Lanka rice locally and internationally. A qualitative study also was carried out among farmers , Sri Lanka achieved self sufficiency in rice production and it has surplus of rice. while increased production and export of rice in international market, despite the fact that the Sri Lanka government has taken measures to export sri lanka rice to the foreign markets which is likely to face failure in exporting rice due to the low quality of rice and absence of proper international business strategies . the concluded that government can motivate local entrepreneurs to start marketing rice and rice products locally based on the requirement of the local customers. government can take necessary steps to educate these entrepreneurs and provide them with financial and market assistant to produce value added rice product which could marketed successfully and this will help farmers and millers to sell their paddy and rice at a profitable price.

Nguyen Cong Thanh.,al(2013) has done a research work on “rice production and marketing of farmers in makong delta” Vietnam in this region . rice product has been produce yearly for national food security and export. it has contributed the international food security. the study objectives are investigate useful information on current state of production area, yield and production drying conditions , paddy and rice consumption situation , the difficulties and desire to improve rice cultivation,development the modern processing facilities of r ice exports for the Mekong delta. research result show that the paddy yield and production are more and more increased . for paddy and rice consumption there are 65% of



household having milled rice to eat and 90% of farmers selling rice to traders . further the price of paddy variety IR50404(low quality) is lower than price of high quality paddy varieties statistically significant since then ,we have recommended farmers in limiting to grow low quality rice varieties and improve cultivation of high quality and special rice varieties for export in both oriented integration , cooperation with large study on rice production and marketing of farmers in makong Delta area of mechanization . to achieve the above desire, and to meet the farmers expectation for improving cultivation and marketing paddy rice. it emphasizes on the interest of the management agencies and financial organization to provide credit investment. Besidtres , tranning and transfer of new technology , new proper varieties, modern machineries and facilities to the farmers should be organized in yearly to reduce loss, heavy works, constraints production cost , and increase profit for farmers.

IV. OBJECTIVES OF THE STUDY

1. To analysis the preferred marketing channels by farmers.
2. To measures the farmers perception on improve the existed marketing system

V. SCOPE OF THE STUDIES

The study confines itself to Thanjavur Nagapattinam and Thiruvarur districts , These districts are one of the huge district in paddy cultivation of Tamil Nadu.. paddy is one of major food crop and source of income increasing in the study area but the farmers are not give due attention in the study area.. No study has focused on Farmers Perception towards paddy marketing and preferred marketing channel This study focuses this way of farmers point of view for improving their performance through appropriate and relevant measures.

VI. RESEARCH METHODOLOGY

A. Sampling Technique

Primary data were collected from Thanjavur district which 100 paddy cultivators were selected through Judgment sampling method.

B. Statistical Tools Used

- Percentage Analysis
- Garrett's Ranking Technique

a) Percentage analysis

Table.1 Personal Details of Respondents

	Demographic Profile	No of respondent	Percent
Gender	Male	88	88,00
	female	12	12
	Total	100	100
age	31 to 40 Years	20	20
	41-50 years	35	35
	51 years and above	45	45
	Total	100	100
Education	Illiterate	32	32
	Up to S.S.L.C	40	40
	H.sc	23	23
	Degree and Above	5	5
	Total	100	100

Income	Up to 50000	52	52
	50001- 1,00,000	34	34
	1,00,001 and Above	14	14
	Total	100	100
Experienc e of paddy cultivation	6 to 10 years	19	19
	11 to 20 yeras	48	48
	21 years and above	33	33
	Total	100	100

Source: Primary Data

Inference:

The above table analyzed personal detail of respondent of the marketing of paddy in Thanjavur Nagapattinam and Thiruvarur districts . Out of 100 respondents, 88.00% are male and 12.% are female. majority of the farmers (88.00)are male farmers to preferred the cultivation of paddy in the Cauvery delta region. The age group of the respondents (20 and 35 per cent) are 31-40 and 41-50 years respectively. highest experience of age group is 51 years to cultivation and marketing of paddy in study area. the majority literacy is 40% of the farmers is studied SSLC.(32%,25%,and 5% are studied illiterate,H.Sc, and degree and above in the study area. 52 % of the farmers have get annual income up to Rs. 50000. 34 % of the farmers have get annual income up to Rs. 50000.- 100000 respectively, least farmers(4%) have get annual income 100000 and above of the study area. most of the farmers (52%)have Rs. 50000 annual income about cultivation of paddy in the study area. 48 per sent of the respondents have farming expireance11-20 years 33per sent of the respondents have 21 years and above for experience for farming. 19% of the respondents have farming experience is 6-10 years. the majority of the farmers (48%) have 11-20 years framing experience in the study area

1.7 Marketing Channels of Paddy

The marketing channels are the taken the route of the farmers move from cultivation area to other sellers the following channels are choose the delta farmers move from the paddy producer to finial consumers are:

Sl,No:	Marketing Channels	No of Respondent	%
1	Channel I	49	49
2	Channel-II	6	6
3	Channels-III	16	16
4..	ChannelsIV	10	10
5	Channels-V	8	8
6	Channels-VI)	11	11
	Total	100	100

Marketing Channels of Paddy

Channel -I	Channel-II	Channel-III	Channel-IV	Channel-V	Channel-VI
Farmer	Farmer	Farmer	Farmer	Farmer	Farmer
Village agency	Regulated Market	Commission agent	Rice miller	Rice miller	Govt agency
Trader	Rice miller	Rice miller	Wholesaler	Consumer	Rice miller
Rice miller	Wholesaler	Wholesaler	Retailer		Govt agency
Wholesaler	Retailer	Retailer	Consumer		Fair price shop
Consumer	Consumer	Consumer		Consumer	

Table-2 Preference of Marketing Channels

Source : Primary Data



Inferences:

The above table revealed that 49% of the farmers selected channels –I(Farmers-village trader-rice miller-Wholesales-Consumer.16% of the farmers select the channel III(Farmers- commission agent- rice miller-wholesaler-retailer- consumer. 11% of the farmers choose the channels iv farmers - rice millier- government agency-fair price shop-consumer-10% of the farmers prefer channel vi farmers- -rice millier-wholesaler-retailer –consumer.8% of the farmers choose channels v farmers-- rice millier-consumer.6% of the farmers select the channel II farmers-regulated market- rice miller- wholesaler-retailer-consumer. the study found out that majority of the farmers choose for channel I.

1.8 II.Garrett's Ranking Technique

This study analyzed Farmers' Perception towards Improve Existing Marketing System of Paddy- In order to rank the reasons for the Garrett's Ranking Technique is adopted for Farmers' Perception towards Modern Inputs used in paddy Cultivation and Improve Existing Marketing System of Paddy- Mean Score Ranking Analysis The respondents are given the points to Improve Existing Marketing System of Paddy for rank based

TABLE.3
Farmers' perception on Measures to be taken for Improving the Existing Marketing System for Paddy - Mean Score Ranking Analysis

Measures	Total Score	Mean score	Rank
Enter big baser and direct purchase to farmers	2403	56.77	I
Government consider to farmers for government employees	2399	54.78	II
Government should provide storage facility for farmers own land	2393	49.87	III
storage facilities develop in cooperative society	2373	47.46	IV
Reduce free sample for paddy	2338	46.76	V
Need for market training	2308	46.16	VI
Improve the awareness of marketing	2196	43.90	VII
Reasonable price	2174	43.50	VIII
MSP before the cropping system	2102	42.04	XI

Source: Primary Data
Inferences

The table explain that most of the farmers wanted for Enter big baser and direct purchase to farmers have been given first rank with the highest mean score(56,77) high commission charged for intermediaries so reduce the producer share price on consumers hence the big baser direct

purchases to farmers increase the profit their marketing and reduce the consumers price, Government consider to farmers for government employees has given the second rank of 54.78 this way improve the cultivation and marketing , Government should provide storage facility for farmers own land and storage facilities develop in cooperative society are followed next important factors of third and fourth rank with the mean score of 49.87 and 47,46 respectively, farmers avoid intermediaries to develop the cooperative marketing with the mean score of (47.46) Reduce free sample for paddy, Need for market training and Participation in awareness programs with the mean score of 46,76, 43.16 and 43,90 respectively, if the market training is properly given by farmers it is able to know marketing practice to avoid loss of marketing of paddy, „Increase the minimum support price have been least rank with mean score of 43.50. majority of the prefer or the private marketing channels because getting lesser price than the minimum support price the farmer feel more convenient marketing through private marketing channels and reduce marketing expenses and least farmers are selling their paddy to government agency, finally the fix MSP before the cultivation system have not been given proper attention by the farmers with the least mean score of 42,04 it is given ninth rank in the study area,

VII. FINDINGS

1. Most of the cultivators (96.00%)are male farmers to preferred the cultivation and marketing of paddy in the Cauvery delta region least female farmers participated in agriculture activity in the study area.
2. . The highest of the cultivators are distributed in the age group above 51 years to preferred cultivation of paddy . least young farmers participated for cultivation attitude in the study area.
3. the majority literacy is 40% of the farmers is studied SSLC.(32%,25%,and 5% are studied illiterate, H.Sc, and degree and above in the study area.
4. 56 per sent of the respondents have farming expriance 11-20 years. 26per sent of the respondents have 21 years and above for experience for farming majority of the farmers (52%)have Rs. 50000 annual income on producing of paddy in the area.
5. majority of the farmers (48%) have 11-20 years framing experience in the study area
6. 49% of the farmers selected channels –I(Farmers-village trader-rice miller-Wholesales-Consumer.16% of the farmers select the channel III(Farmers- commission agent- rice miller-wholesaler-retailer- consumer. 11% of the farmers choose the channels iv farmers - rice millier-government agency-fair price shop-consumer-10% of the farmers prefer channel vi farmers- -rice millier-wholesaler-retailer –consumer.8% of the farmers choose channels v farmers-- rice millier-consumer.6% of the farmers select the channel II farmers-regulated market- rice miller- wholesaler-retailer-consumer. the study



- found out that majority of the farmers choose for channel I
7. Table explains that majority of the farmers wanted the Enter big baser and direct purchase to farmers. it has been given first rank with the highest mean score(56.77) of The commission charged by the intermediaries is too high which ultimately reduces the producers" share in consumer rupee hence the big baser direct purchases to farmers increase the profit their marketing and also gives less burden to consumers by way of increasing prices.
 - 8, The table explain that most of the farmers wanted for Enter big baser and direct purchase to farmers have been given first rank with the highest mean score(56,77) high commission charged for intermediaries so reduce the producer share price on consumers hence the big baser direct purchases to farmers increase the profit their marketing and reduce the consumers price
 - 9, , Government should provide storage facility for farmers own land and storage facilities develop in cooperative society are followed next important factors of third and fourth rank with the mean score of 49.87 and 47,46 respectively, farmers avoid intermediaries to develop the cooperative marketing with the mean score of (47.46),
 - 10, Reduce free sample for paddy, Need for market training and Participation in awareness programs with the mean score of 46,76, 43.16 and 43,90 respectively, if the market training is properly given by farmers it is able to know marketing practice to avoid loss of marketing of paddy
 11. Increase the minimum support price have been least rank with mean score of 43.50. majority of the prefer or the private marketing channels because getting lesser price than the minimum support price the farmer feel more convenient marketing through private marketing channels and reduce marketing expenses and least farmers are selling their paddy to government agency, finally the fix MSP before the cultivation system have not been given proper attention by the farmers with the least mean score of 42,04 it is given ninth rank in the study area,

VIII. SUGGESTIONS

- ❖ Agriculture department increases more female farmer's participation in agriculture activities and give more subsidies than male farmers in the study area.
- ❖ The encouraged young farmers in cultivation activity and Government should provide pension scheme for farming attitude for life time
- ❖ The commission charged by the intermediaries is too high which ultimately reduces the producers" share in consumer rupee hence the big baser direct purchases to farmers increase the profit their marketing and also gives less burden to consumers by way of increasing prices.
- ❖ farmers avoid intermediaries to develop the cooperative marketing
- ❖ Government should control the intermediaries and restrict the commission charged by them to increase the producer's share in consumer's rupee.

- ❖ Government should provide storage facility for farmers own land Developing regulated markets and cooperative societies, farmers avoid intermediaries exploitation in the study .
- ❖ The Government should establish direct purchases and included storage facilities of farmers own land and develop co-operative society in the rural areas that would help the paddy farmers to store their produce till they get a remunerative price.
- ❖ Agriculture department provide awareness programmed of modern production and marketing of paddy,.
- ❖ **Research Methodology:** The sample consists of 100 farmers who cultivation in paddy at least two years experience that respondents are taken by the study. Judgment sampling technique was adopted in the study area are Thanjavur Nagapattinam and Thiruvarur districts of Tamil Nadu .
- ❖ **Statistical Tools used:** Percentage analysis and Garrett's ranking technique were used.
- ❖ **Results and Finding:** The majority of the farmers wanted the Enter big baser and direct purchase to farmers. it has been given first rank with the highest mean score(56.77) of The commission charged by the intermediaries is too high which ultimately reduces the producers" share in consumer rupee hence the big baser direct purchases to farmers increase the profit their marketing and also gives less burden to consumers by way of increasing prices.The table explain that most of the farmers wanted for Enter big baser and direct purchase to farmers have been given first rank with the highest mean score(56,77) high commission charged for intermediaries so reduce the producer share price on consumers hence the big baser direct purchases to farmers increase the profit their marketing and reduce the consumers price .Government should provide storage facility for farmers own land and storage facilities develop in cooperative society are followed next important factors of third and fourth rank with the mean score of 49.87 and 47,46 respectively, farmers avoid intermediaries to develop the cooperative marketing with the mean score of (47.46), Reduce free sample for paddy, Need for market training and Participation in awareness programs with the mean score of 46,76, 43.16 and 43,90 respectively, if the market training is properly given by farmers it is able to know marketing practice to avoid loss of marketing of paddy
- ❖ **Suggestions and Conclusion:** The commission charged by the intermediaries is too high which ultimately reduces the producers" share in consumer rupee hence the big baser direct purchases to farmers increase the profit their marketing . Government should provide storage facility for farmers own land .Developing regulated markets and cooperative societies, farmers avoid intermediaries exploitation in the study .Agriculture department provide awareness programmed of modern production and marketing of paddy. The finding of the study is given for effective suggestion to the cultivators, the government should



consider this valuable suggestion by them defiantly expanding paddy producing and marketing in the study area . The standard of living of farmers would be defiantly increase and also growth of Indian economic as well as food protection would also be achieved. and reduce food scarcity in India .

IX. CONCLUSION

The finding of the study is given for effective suggestion to the cultivators, the government should consider this valuable suggestion by them defiantly expanding paddy producing and marketing in the study area . The standard of living of farmers would be defiantly increase and also growth of Indian economic as well as food protection would also be achieved and reduce food scarcity in India .

REFERENCE

1. Nguyen Cong Thanh (2013) et al study on rice production and marketing of farmers in mekong delta, *Omonrice* 19: 224-236 (2013) international
2. Mohamed Ismail Mujahid Hilal Rice Marketing: Lesson and Driver for Sri Lankan Producers Proceedings of the Third International Symposium, SEUSL: 6-7 July 2013, Oluvil, Sri Lanka
3. Economic Analysis of Production, Marketing and Constraints of Paddy in Dantewada District of Chhattisgarh, India Neha Lakra*, A. K. Gauraha and K. N. S. Banafar *International Journal of Current Microbiology and Applied Sciences*
4. *ISSN: 2319-7706* Special Issue-4 (September-2017) pp. 108-115
5. Journal homepage: <http://www.ijcmas.com>
6. Chiara Cazzuffi and Andy McKay (2012) Rice market participation and channels of sale in rural Vietnam Selected Paper prepared for presentation at the International Association of Agricultural Economists (IAAE) Triennial Conference, Foz do Iguacu, Brazil, 18-24 August, 2012.
7. C. Ramesh & S. Vijayan, Ph.D.(2012) Marketing Cost of Paddy in Cuddalore District of Tamil Nadu, India *Language in India* 12 : 2 February 2012 Volume 12 : 2 February 2012 ISSN 1930-2940
8. [Agricultural marketing – Wikipedia](https://en.wikipedia.org/wiki/Agricultural_Marketing) https://en.wikipedia.org/wiki/Agricultural_Marketing