A Study on Production And Marketing of Paddy In Erode District, Tamilnadu

Dr. S. Gandhimathi[1], M. Gomathy [2]
[1]Associate Professor, Dept of Commerce
[2]Dept of Commerce
[1, 2] Dr. N.G.P. ARTS AND SCIENCE COLLEGE (COM 106)
(Autonomous)COIMBATORE.

Abstract- *Rice is the most prominent crop of India as it is the staple food for most of the people of the country. This crop is the backbone of livelihood for millions of rural households and plays vital role in the country's food security, so the term "rice is life" is most appropriate in Indian context. India occupies an important position both in area and production of rice. By the adoption of improved production technologies such as high-yielding varieties/hybrids, expansion of irrigation potential, and use of chemical fertilizer, supply of rice in the country has kept pace with the increase in demand. Demand for rice is expected to further increase in future as population is continuously increasing, so production of rice also needs to be increased. There is a need to further increase rice productivity because land area under rice cultivation is declining. Major constraints for productivity and sustainability of rice-based systems in the country are the inefficient use of inputs (fertilizer, water, labor), increasing scarcity of water and labor especially for rice cultivation, new emerging challenges from climate change, rising fuel prices, increasing cost of cultivation, and socioeconomic changes such as migration of labor, urbanization, less liking for agricultural work by youths, and concerns from environmental pollution.*

Keywords- Paddy, Rice, Marketing, Problems, Production, Erode district.

I. INTRODUCTION

1.1. PADDY CULTIVATION IN INDIA

Being a major agricultural country, India's prosperity and growth depend chiefly on the expansion of agriculture. Around 65% of the Indian populations still hang on agriculture for livelihood and employment. It is also the source basis of raw materials for industries and provides backing to the transport system. Agriculture also plays a significant role in India's international trade. Recently, a witness of great diversification has been seen in Indian agriculture in the areas of livestock, horticulture and fisheries. Today, India occupies a significant place at the worldwide level as the second major manufacturer of paddy/rice, wheat, fruits and vegetables and chief manufacturer of milk .The interest for rice in India was anticipated at 128 million tons for the year 2012 and required a generation level 3,000 kg/ha.

1.2 PADDY CULTIVATION IN ERODE DISTRICT

Agriculture is a major economic activity in this district providing employment to 59.68% of the work force. Nearly 3.09 lakh hectares of land accounting for 38% of the total land has been brought under cultivation. This constituted nearly 5.66% of the cropped area of the state. Total cultivate area in this district is 5.04 lakh hectares. Due to the variation in the soil type, irrigation facilities and rainfed crops a variety of food crops, plantation crop and cash crop are grown in this district.

Food crop accounted for 51.54% of the gross cropped area in this district, of which cereals and pulses are the main products accounting for 34.20% of the area, followed by sugarcane 8.68%.

Paddy is cultivated in 34,335 hectares. It accounts for 66.73% of the area under cereals in this district.

1.3 STATEMENT OF THE PROBLEM

The farmers face many problems during paddy production and marketing. Problems include poor quality seeds, poor irrigation, lack of fertilizer, failure of monsoon and shortage of manpower. The production rate of paddy has increased dramatically, but the yield is still lower than all other crops. Absence of organized market, predominance of intermediaries, lack of standardization and grading, lack of warehouse and transportation facility, absence of effective peasants' organization, lack of market information, lack of minimum price fixation system etc., are the problems of agricultural marketing. Hence the current research study analyzes the paddy marketing and production of paddy in erode district.

1.4 OBJECTIVE OF THE STUDY

1. To study production and marketing of paddy in erode district.
2. To identify the issues faced by farmers during agricultural marketing of paddy. 3. To know the production problems of paddy growers.

1.5 SCOPE OF THE STUDY

The scope of the study is to know about the production and marketing of paddy in erode district. To identify the farmers, view regarding production and marketing such as quality of seeds, crop irrigation, manpower, middlemen support, warehouse facility, transportation facility and auction for crops.

1.5 RESEARCH METHODOLOGY

The present study is based on the empirical nature. For the study, data was collected both from the primary and secondary sources. Primary data have been collected by conducting sample survey of the paddy cultivators. Secondary data have been collected from Various officials like Directorate of economics and statistics government of India website, season and crop report of Government of tamilnadu, India Stat.com, the office of the Erode district horticulture, District statistical office, Erode and block statistical office, Gobichettipalayam.

1.5.1 SAMPLING DATA

Erode District is situated between 10 36" and 11 58" North Latitude and between 76 49" and 77 58" East Longitude. The total geographical area of the district is 572,264 hectares, The current estimate population of Erode city in 2022-23 is 216,000. Erode District consists of 10 taluks, 4 Municipalities, 42 Town Panchayats, 230 Village Panchayats and 375 Revenue Villages. There are 14 Community Development Blocks.

1.5.2 SELECTION OF BLOCKS

In Erode district, there are 14 blocks. Out of the 14 blocks, five blocks namely erode, gobichettipalayam, perundurai, bhavani and anthiyur have been selected for the present study as they had the largest area under cultivation of paddy.

1.5.3 SAMPLE SIZE

The 150 samples are decided to be selected from erode district

1.6 LIMITATION OF THE STUDY

- The present study is restricted to only paddy cultivators and ignored another crop pattern cultivators.
- The present study is conducted only in selected areas of Erode district and the results of this can't be substantiated with situations in other places.
- The present study included paddy cultivation and marketing, problems of farmers and business environment in erode district.
- The survey was conducted in rural, urban and semi- urban areas.

II. REVIEW OF LITERATURE

1. **Matiar Rahaman, Khandakar Shariful Islam, Mahbuba Jahan, (2018),** in their work article examines the level of awareness and awareness of farmers about the environmental pollution caused by the unsafe use of pesticides to control rice pests. Most farmers understand the harmful effects of pesticides on human and animal health, beneficial species, fish, pesticides, soil and food. This study identifies the need to intensify farmer awareness and knowledge on integrated pest management.

2. **Meenasulochani, et al. (2018),** assessed the scientific competence of paddy cultivation and influencing aspects inducing the competence with special reference to paddy production in the region of Nagapattinam district of Tamil Nadu. Random sampling comprising of multi-stage was undertaken to get data from the samples who were 120 farmers in the form of a well-structured questionnaire. It was observed that the average technical effectiveness was around 80.42% and the variables coefficients such as organic plant protection fertilizer, labors, chemical, and machinery utilization are nil or negative. Hence, it was brought to light that the output volume differs inversely to the measure of these variables wherein the variables like seed, farm size, chemical fertilizer and irrigation are affirmative and reveals that the output volume differs proportionately to the measure of these variables. The aspects which have optimistic response were education, experience, and adoption of dapog nursery while age, direct sowing, machineries usage have negative responses. Since it is unfeasible to adopt dapog nursery and alter the technique of sowing due to water shortage concern, farmers recommended to the Government to construct farm pond beds and bed dams to improvise the technical efficiency which paves way for the adoption.

3. **Abdullah et al. (2013)** stated that as the markets are in urban areas, the farmers of their study area usually try to sell the produce at farm gates to avoid transportation and other costs. As a result, they must depend upon the commission agents who make payments to farmers at the spot or make promises to pay money within a stated time. These middlemen pay lower price as compared to market price.

III. OVERVIEW OF THE STUDY

3.1 PROBLEMS FACED DURING PRODUCTION

1. Farmers are facing problems like non availability of the required number of laborers and a decline in the profitability of crops.
2. Lack of high-quality seeds.
3. Pre-harvest losses occur before the process of harvesting begins and may be due to insects, weeds and rust.
4. Rice crops suffer from soil moisture stress due to erratic and inadequate rainfall.
5. High wages for workers.
6. Due to heavy rainfall, it damages crops, increases in flooding and soil erosion.

3.2 MARKETING CONSTRAINTS

1. Unstable price:

Generally, the price of paddy/rice goes down in the post-harvest period (3-4 months immediately after harvest) due to heavy arrivals in the market and later shoots up, which results in unstable prices.

2. Spurt in production and heavy arrivals:

After the introduction of high yielding varieties of rice, the production has increased manifolds, increasing the arrivals in the markets, which results in distress sale after harvest.

3. Lack of marketing information:

Due to lack of market information regarding prevailing prices, arrivals etc., most of the producers market the paddy/rice in the village itself, which deprives them of getting remunerative returns.

4. Adoption of grading:

Grading paddy/rice at producers' level ensures better prices to producers and better quality to consumers. However, most of the markets are lagging behind in providing grading service at producers' level.

5. Inadequate storage facilities in rural areas:

To avoid the distress sale, storage facilities in villages are found to be inadequate. Due to lack of storage facilities at rural stage, substantial quantity is lost.

Transportation facilities at producers' level: Due to inadequate facilities of transportation at village level, in most of the states, producers are forced to sell paddy/rice in the village itself to itinerant merchants or traders directly at low prices.

IV. ANALYSIS AND INTERPRETATION

TABLE NO 4.1
MARKETING OF PADDY

S.NO	MARKETING OF PADDY	NO OF RESPONDENTS	PERCENTAGE
1.	Agents	53	35,3
2.	Wholesalers	31	20.7
3.	Millers	42	28
4.	Traders	24	16
	Total	150	100

SOURCE: Primary data

INTERPRETATION:

From the above table shows that the 53(35.3%) respondents marketing of paddy is agents and 31(20.7%) respondents marketing of paddy is wholesalers and 42(28%) respondents marketing of paddy is millers and 24 (16%) respondents marketing of paddy is traders.

INFERENCE:

Here, majority 53(35.3%) respondents marketing of paddy is Agents.

TABLE NO 4.2
MORE EXPENSES FOR PADDY MARKETING

S.NO	MORE EXPENSES FOR PADDY MARKETING	NO OF RESPONDENTS	PERCENTAGE
1.	Commission	69	46
2.	Transportation cost	40	26.7
3.	Wages for workers	27	18
4.	Service cost	14	9.3
	Total	150	100

SOURCE: Primary data

INTERPRETATION:

From the above table shows that the 69(46%) respondents more expenses for paddy production is commission and 40(26.7%) respondents more expenses for paddy production is transportation cost and 27(18%) respondents more expenses for paddy production is wages for workers and 14 (9.3%) respondents more expenses for paddy production is service cost.

INFERENCE:

Here, majority 69(46%) respondents more expenses for paddy production is commission.

TABLE NO 4.3
COMMISSION FOR MARKETING OF PADDY

S.NO	COMMISSION FOR MARKETING OF PADDY	NO OF RESPONDENTS	PERCENTAGE
1.	Below Rs. 2,500	13	8.7
2.	Rs. 2,600-5,000	54	36
3.	Rs. 5,100-10,000	68	45.3
4.	Above Rs. 10,000	15	10
	Total	150	100

SOURCE: Primary data

INTERPRETATION:

From the above table shows that the 13(8.7%) respondents commission for marketing of paddy is below Rs.2,500 and 54(36%) respondents commission for marketing of paddy is Rs. 2,600-5000 and 68(45.3%) respondents commission for marketing of paddy is Rs.5,100- 10,000 and 15 (10%) respondents commission for marketing of paddy is above Rs. 10,000.

INFERENCE:

Here, majority 68(45.3%) respondents commission for marketing of paddy is Rs.5000-10000

V. FINDINGS, SUGGESTION AND CONCLUSION

FINDINGS

1. Here, majority 53(35.3%) respondents marketing of paddy is wholesalers.
2. Here, majority 69(46%) respondents more expenses for paddy production is commission.
3. Here, majority (45.3%) respondents commission for marketing of paddy is Rs. 5000.-10000

SUGGESTION

1. To increase productivity keep a uniform level of water level on the field and drain the field at the right time prior to harvest.
2. Farmers to have better market access through SHGs, Cooperatives, and FPCs etc.
3. To control paddy disease by rotating crops, plant resistant varieties and use fungicides when it is necessary.
4. Check the field regularly for pests and control pests when necessary

5. Harvest at the right grain moisture content and avoid delays in threshing anddrying.

CONCLUSION

This study has clearly identified the recent trends in production and marketing of paddy in erode district, Tamilnadu. During this study it is found that the paddy cultivation and production have been fluctuating. The farmers have not adopted the new methods and the best practices but have followed the traditional method of cultivation. The socio-economic and family income are major influencing factors for production and marketing of paddy growers in Tamil Nadu. The problems faced by the paddy growers in Tamil Nadu have been highly affected due to insufficient water facility, price fluctuation in the sale of paddy, lack of market information and storage facilities. After a comprehensive analysis of various aspects of the domestic and international scenario, it can be concluded that the paddy is presently under a host of problems and difficulties. But through an intensive effort by the paddy producers, domestic traders, exporters, promotional agencies and the Government, paddy can regain its glory.

REFERENCES

[1] Poornima Varma(2017) adoption of system of rice intensification and its impact on rice yields and household income: an analysis for india research and publications w. p. no. 2017-02- 03 page no 2 -

[2] Prasant Kumar Panday (2000) constraints analysis in adoption of rice production technology in the kota tribal block of bilaspure district in Madhya pradesh (theses submitted indira Gandhi agricultural university , rajpur) department of agriculture extension

[3] Abu Sayed at., el(2015) Farm Machinery Used and Problems Associated with Rice Cultivation as Well as Farmers Expectation in Two Villages of Comilla District in Bangladesh ISSN 2320-5407 International Journal of Advanced Research (2015), Volume 3, Issue 8, 112- 121

[4] Zeenatul Islam at., el (2016) Farmers_ perception on climate change-driven rice production loss in drought-prone and groundwater-depleted areas of Bangladesh: An ordered probit analysis

[5] Rise marketing monitor 2014 volume xv1i issue no. 4 December 2014 food and agriculture organization of the united nation www.fao.org/economic/RMM international