PROBLEMS FACED BY THE MARKETERS IN MARKETING OF JAGGERY

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1.1 INTRODUCTION:

Jaggery is the outcome of sugar and it is an unrefined form of sugar. jaggery is a product which have two forms viz, sugar cane and date palm. The production process of jaggery is very easier than sugar. jaggery is considered to be very healthier than the refined sugar. jaggery is predominantly used in the production of sweets, alchol and in the manufacture of confectionery items, toffees, chocolates, chewing gums etc. (economictimes.Indiatimes.com). Jaggery is consumed high in the countries of South East Asia, Latin America, North Africa, and Caribbean islands. India produces more than 60 percent of world jaggery production. in India, the Tamil Nadu, Karnataka, Maharashtra, Uttar Pradesh has the maximum production units of jaggery.

1.2 NEED FOR THE STUDY:

The jaggery is considered as important as sugar. In the Tamil Nadu state the jaggery is mostly prepared in the districts of Erode, Salem, Namakkal, and Coimbatore. These four districts accounts for 45 percent of the total production in Tamil Nadu. As jaggery is considered to be an organic product, developed countries prefer jaggery than sugar. the nutrient content of jaggery includes, sucrose 70 – 85% , glucose fructose 10 – 15% , water 4 – 10% , protien - 0.32% , calcium 0.38% , phosphate 0.052 , Iorn – 12/1oomg , copper 0.95/100mg , vitamin B 20/mg. (www.induedu.org) . As these ingredients constitute the jaggery, the importance for it goes higher.

1.3 OBJECTIVES OF THE STUDY:

To analyse the problems faced by the marketers in marketing of jaggery.

1.4 STUDY AREA:

The study area includes Coimbatore, Erode, Salem and Namakkal districts. The marketers were selected who have got loan for producing and marketing of jaggery products

in primary credit co-operative society of all the districts. The sample includes 25 sample respondents from each district comprising a total 100.

1.5 STATISTICAL TOOL USED:

Hendry Garrett ranking analysis

1.6 ANALYSIS AND INTERPRETATION

TABLE 1: MANUFACTURING OF JAGGERY

Rank scale	1	2	3	4	5	6	Total Score	Average	Rank
Factors	77	63	54	45	36	23			
Lack of better sugar cane varieties	22 **1694**	23 **1449**	15 **810**	15 **675**	13 **468**	12 **276**	5372	53.72	IV
Lack of better equipment	25 **1925**	26 **1638**	18 **972**	13 **585**	10 **360**	8 **184**	5664	56.64	I
Lack of scientific training	19 **1463**	23 **1449**	19 **1026**	20 **900**	11 **396**	8 **184**	5418	54.18	III
Lack of infrastructure	24 **1848**	22 **1386**	18 **972**	18 **810**	10 **360**	8 **184**	5560	55.60	II
Lack of adequate labour	12 **924**	15 **945**	24 **1296**	25 **1125**	14 **504**	10 **230**	5024	50.24	V
Non-support from government officials	15 **1155**	17 **1071**	18 **972**	16 **720**	19 **684**	15 **345**	4947	49.47	VI

Source: Imandi Venkata Yoga Ramarao (2011)

From the above table it is under stood that among the variable "lack of better equipment" is given first rank with a Garrett score of 5664 and an average of 56.64 followed by the manufacturing of jaggery "Lack of infrastructure facilities" gets second rank with a Garrett point 5560 and with an average of 55.60.The third rank given to the variables "Lack of scientific training" with a Garrett point 5418 and an average of 54.18. The fourth rank given to the variable "Lack of better sugar cane varieties" with a Garrett point 5372 with an average of 53.72 and the fifth rank goes to "Lack of adequate labour" with a Garrett point of 5024 and an average of 50.24 and finally the sixth rank goes to "Non-support from government officials" with a Garrett point of 4097 and an average of 49.47.

TABLE 2: MARKETING OF JAGGERY

Rank scale	1	2	3	4	5	6	Total Score	Average	Rank
Factors	77	63	54	45	36	23			
	24	22	17	12	15	10	5462	54.62	III

Lack of transport	1848	1386	918	540	540	230			
Lack of grading facilities	27	21	19	10	12	11	5563	55.63	I
	2079	1323	1026	450	432	253			
Lack of proper weighment facilities	22	21	24	12	13	8	5505	55.05	II
	1694	1323	1296	540	468	184			
Delay in payment of sale proceeds	17	18	20	21	12	12	5176	51.76	V
	1309	1134	1080	945	432	276			
Lack of market price information	14	18	19	22	18	9	5083	50.83	VI
	1078	1134	1026	990	648	207			
Lack of amenities and facilities in the market	17	18	20	20	15	10	5193	51.93	IV
	1309	1134	1080	900	540	230			

Source: Imandi Venkata Yoga Ramarao (2011)

From the above table it is under stood that among the variable "Lack of grading facilities" is given first rank with a Garrett score of 5563 and an average of 55.63 followed by the marketing of jaggery "Lack of proper weighment facilities" gets second rank with a Garrett point 5505 and with an average of 55.05.The third rank given to the variables "Lack of transport facilities" with a Garrett point 5462 and an average of 54.62. The fourth rank given to the variable "Lack of amenities and facilities in the market" with a Garrett point 5193 with an average of 51.93 and the fifth rank goes to "Delay in payment of sale proceeds" with a Garrett point of 5176 and an average of 51.76 and finally the sixth rank goes to "Lack of market price information" with a Garrett point of 5083 and average of 50.83.

1.7 FINDINGS OF THE STUDY

❖ Among the various manufacturing problem 'lack of better equipment" is given first rank with a Garrett score of 5664 and an average of 56.64.

❖ Among the various marketing problem Lack of grading facilities" is given first rank with a Garrett score of 5563 and an average of 55.63