

A STUDY ON PROBLEMS AND CHALLENGES FACED BY FARMERS IN MARKETING OF PADDY IN SHIKARIPURA TALUK

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ABSTRACT: - Paddy is one among the prime crops in India it generates bread and butter for several farmers directly and indirectly. Production of Paddy was sensible in Shikaripur taluk in Shivamogga district however whereas promoting famers were facing issues like cost of the manufacture is high, location of market yards is just too long from villages, delay in advisement of the manufacture, delay in payment purchasable of manufacture by market intermediaries at APMCs, farmers not having correct awareness on market info and not having correct data on grading, worth fluctuations was high, and market intermediaries doing malpractices like price cut etc. From the analysis of marketing problems faced by Paddy farmers, it is ascertained meaning majority of the farmers were united that they were facing issues whereas promoting the Paddy. The government can reduce the marketing cost by providing subsidies in correct transportation and correct storage facilities, the market committees should strictly monitor the operations like weighing, grading, sales and payments. The government should make certain all the data concerning agricultural promoting ought to have updated in agricultural websites and high worth fluctuations may be reduced by having correct management over supply

Key words:-Cost, Problems, Challenges and Marketing.

INTRODUCTION

Indian economy is primarily obsessed on the agricultural economy. The terribly existence of the economic activities of the complete folks is sure up with the health of the agricultural sector. varied activities connected with agriculture contribution ar the most important share to our value. It's the contributor of the most important quantity of products and services within the current

production of our country. Agriculture provides employment Associate in Nursing work for living to an over whelming the bulk of the Indian plenty. Besides these an outsized variety of individuals earn their keep by operating in occupations dependent upon agriculture like storage, processing, trade and transport of agricultural product. In Asian nation quite eightieth of the village folks earn from cultivation and allied agro-industries. a substantial a part of the laboratory our forces in city, and cities conjointly notice jobs in selling, export etc. Among the varied food crops cultivated, paddy possesses worldwide importance. Rice (miller paddy) has eighty % of starch, twelve % of water, 7percent of macromolecule and contains B vitamins. Rice is non-allergic one. Chinese and Japanese use the varied elements of the rice plant to cure wounds and minor ailments. Rice is reportedly originated from wild grass.

The agriculture business these days extends its growth and plays a significant role in Asian nation. largely selling in Asian nation has been through numerous channels like middlemen, traders, retailers and by marketing. Within the recent selling trends the interference of large retailers were extremely imply. However the farmers World Health Organization square measure the most causes and World Health Organization bear numerous hardships for the cultivation of agricultural turn out weren't entitled to fancy the advantages to the fullest. Therefore there's no bigger improvement within the monetary position.

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Agricultural Marketing

The Indian agriculture sector requires organized and efficient markets, particularly to vicinity of farmers, to drive growth, remunerative prices, employment, and economic affluence in rural areas of the national. Empowering mechanism are also essential to put in place for purchasing of agricultural goods

straight from farm land and to institute effective connection between the farm production, the retail chain and food processing industries.

STATEMENT OF THE PROBLEMS

In south India, especially in, Karnataka, Andrapradesh, Kerala and Tamil Nadu are more than 80 percent of the people use rice as their major food items. The necessary commodities transacted in Shikaripura markets are paddy, rice, Maize, jower, ragi, groundnuts, chillies, etc. A recent survey states that the assembly of paddy in these areas are decreasing year by year because of the climate condition, insufficient rain fall, farmers are diverted from earlier crop and so on. In early days these areas are experienced well in production of the paddy, but now a new problem arises against the real farmers that the amount of profits to be gained by them are only the minimum or sometimes negligible. Therefore the present study attempts to analyses the issues encountered with the price of manufacturing and mercantilism of the paddy, sharing the profit and profit of selling the paddy in and round the Shikaripura Talukt.

OBJECTIVES OF THE STUDY:

- To analyses the various factors which determine the production of paddy
- To find out the cultivation cost and price of the paddy.
- To know the various problems connected with marketing of the paddy in the study area.
- To offer suggestions for the improvement of the marketing of the paddy.

METHODOLOGY

The present study is predicated on the empirical nature. For the aim of the study, information was collected each from the first and therefore the secondary sources. The secondary information is collected from books, journals, news papers and reports. Primary information is collected by conducting sample survey of the paddy cultivators with the assistance of associate degree interview schedule. Varied officers from the Department of agriculture, Government of Karnataka, were consulted and their knowledgeable opinion obtained and helpful data's were collected from the Department of political economy and Statistics, Shivamogga district

Sampling Design

Shivamogga district consists seven talukas. The researcher has selected the Shikaripura taluk for the study. The Shikaripura taluk consists of six revenue villages. The researcher has randomly selected only the 5 revenue villages. About 20 farmers were selected for this study from each revenue village which is mentioned before. Hence sample size is 100.

Survey and Findings

There is an effort has been created below stand |to grasp concerning the influences on the producer- cultivators of paddy under completely different state of affairs during this study. The behavior after they face the issues throughout the cultivation additionally being taken into thought. As a matter of the very fact, it's terribly essential to review the issues problems of the producers by getting their individual views and difficulties sweet-faced by them so as to search out out an answer for self-made cultivation. The data was gathered through personal interview technique

FACTORS WHICH DETERMINE THE PRODUCTION OF PADDY

Physical Factors

i) Climate- Climate plays a dominating role in agriculture. Plants need adequate heat and moisture for their growth. Normally, regions having most temperature of but 10°C are not appropriate for plant growth. In the tropical regions, wherever temperature is high throughout the year, agriculture is with success done.

(ii) Soils- The richness of soil is another necessary physical issuing touching agriculture. Soils dissent in respect of physical and chemical composition. Soils may be fine or coarse, porous or non-porous. In general fine soils like loam or silt are very fertile. The chemical composition of the soil determines its productivity.

(iii) Topography.

The nature of topography plays a significant role in the development of agriculture. It determines extent of soil erosion, methods of cultivation and mode of transportation. In the mountainous and hilly regions, soil erosion is common; terrain restricts use of machinery and development of means of transportation

2. Economic Factors

(a) Market.

Market is an important economic factor in agriculture. The distance from the market determines the cost of transportation. Agricultural crops like vegetables etc. are grown near the market

b) Transport – The development of efficient means of transportation widen the market for agriculture product.

c) Capital- Agriculture in the modern times is becoming mechanized. This involves huge capital investments. Purchase of machinery, fertilizers, pesticides and high yielding variety seeds require plenty of money. In India, the farmers are poor. They cannot afford use of modern farm technology, thus it affects agricultural production. The issue of accessibility of capital plays a big role within the development of agriculture

(d) Labour.

The supply of labour determines the character and kind of agriculture. Intensive cultivation requires a large supply of cheap labour. Availability of low cost and economical labour is important for the cultivation of crops

like rice, tea, cotton and rubber. Thus, the issue of accessibility of labour additionally plays a significant role in agriculture.

(e) Government Policies.

The policies of the Government can jointly influence agricultural land use. The Government might limit the cultivation of a crop or might force the farmers to grow a selected crop, e.g., area under sugarcane and oil seeds cultivation has enlarged in India on account of bigger stress placed by the Government on these crops.

Government grants or liberal loan in respect of a selected crop helps in larger area under it crop. After 1947, the Government of India gave tax relief and concessions to the farmers for growing jute, with the result that in numerous components of the country, area under jute cultivation had increased to a large extent.

3. Other Factors

(i) The extent of level of scientific and technological development incorporates a nice touching on agriculture. Farmers, using primitive methods obtain poor yields. But on the opposite hand, wherever farmers are area unit victimization trendy farm technology within the form of fertilizers, pesticides, machinery and high yielding selection seeds etc. the farm yields are high.

An Indian farmer is poorer in compared to associate to farmers as a result of the later uses trendy farm technology. The per hectare yield of rice in India is just 2000 kilo as compared to regarding 5600 kilo in Japan. This distinction in yield is thanks to scientific and technological variations. The system of land tenure also plays a significant role in the patterns and productivity of agriculture crops.

CULTIVATION COST AND PRICE OF THE PADDY

COST OF PRODUCTION

Cost of cultivation of any crop covers crop cost, labour cost, land cost, machinery cost and livestock cost. Crop cost refers to those costs incurred in the purchase of seeds and plants, manures and fertilizers, pesticides and insecticides and irrigation charges. Machinery cost includes the hire charges of machinery, fuel for machinery, electricity minor repairs and interest charges on machineries. Labour cost covers the actual wages paid and the imputed value of family labour. Land cost includes rent paid to the land lord in the case of lease and national rent for owned lands. The livestock cost includes the cost of maintaining the livestock such as feed cost, fodder cost, cost of veterinary medicine and the interest on the value of livestock and depreciation.

All these cost concepts discussed above cover both fixed as well as variable costs. Fixed costs are of non-recurring nature, while variable costs are of recurring types and have to be incurred in every production period variable costs are also known as operational cost or working cost. Fixed costs are those costs which are not a function output, hence they do not vary with the level of production land revenue, interest on capital for the use

of fixed resources, contractual payments, such as rent and the value of services form fixed resources, contractual payments.

Variable costs constitute the outlay of funds that are a function of output in a given production period i.e. they vary with level of output. Thus, there are two views about the fixed cost.

1. Fixed costs are non-recurring in nature.
2. Fixed costs are those which do not change with the level of output.

In the cultivation of short duration crops all costs are recurring in nature. Hence the first view is not usable for proper classification of fixed cost and variable cost. Therefore the second view is taken for classifying the cost into variable cost and fixed cost. Cultivation expenses for each activity have been collected from the farmers and they are classified as variable expenses and fixed expenses based on their impact on output. The average cost of cultivation is ascertained by dividing the total cost by the total area of land for each analysis.

PRICING OF PADDY

The marginal productivity theory of issue evaluation is Incomplete by itself. It suffers from many defects. This theory offers an excessive amount of importance on demand however neglects the availability aspect of an element of production. The modern economists hold that the issue worth is decided by the forces of demand and provide of things because it is just in case of area fact. Thus the principle of issue evaluation of commodity is applicable to the evaluation of issue of things within the factor market. This theory (modern theory) analyses various factors affecting both the demand and the supply side. Thus it is created clear that the forces of demand and provide square measure the 2 yielding forces in issue evaluation.

Demand Side:

The demand for factors is not the same as that of consumer goods. The demand for factor is indirect. In different words the demand for issue comes one derived one. Factors help in producing consumer goods. If the demand for other goods rises, it will give rise to the demand for factors. Factors square measure used a lot of and a lot of farewell as their marginal productivity worth. As the marginal productivity of an element diminishes with each further use, the producer is going to be ready to supply lower cost to the extra factors.

Thus the demand curve of an element takes form {the form} consistent with shape of marginal revenue productivity curve. At higher wages, the employment is less and at lower. Price employment of factors is higher. Then the demand curve takes a similar slope because it is just in case of a conventional demand curve for different product. For deciding the .factor worth the individual demand curve of a firm isn't vital. What is important is the industry's demand curve. The Industry demand curve is the lateral summation if demand curves all the firm in the factor market.

Supply Side:

The supply of factors is also different from that of goods. The supply of other goods rises with the rise in price. The change Elementary Economic Theory & National Income Accounting 127 is immediate. But the availability of things of production isn't thus easy and abrupt. Price is not the only factor that governs the supply of a factor. There are so many things which affect the supply.

The supply of labour for associate in nursing business is elastic. Likewise the supply of Land is inelastic for the society as a whole but it is elastic for the individual use. The supply of capital is additional or less addicted to worth. The supply of capital to economist offer of capital conjointly doesn't rely on the speed of interest however it conjointly depends on of financial gain. But for the sale of simplicity we assume that the market supply curve of a factor is upward sloping. Its slope is positive.

Determination of Equilibrium price for a factor:

Factor remuneration is determined at the level where the demand and supply equate each other. The worth of issue of that the demand for and supply of a factor are equal is thought as equilibrium factor price.

MARKETING PROBLEMS

➤ Low marketable surplus of Agricultural goods	➤ Long chain of middlemen
➤ Producer does not determine the price	➤ Malpractices in the Market
➤ Lack of storage	➤ Lack of Market Information
➤ Problems in Transportation	➤ Lack of Grading
➤ Inelastic demand	➤ Lack of awareness of Crop Insurance

Analysis and interpretation of data**Table 1: Classification of Farmers on the Basis of their Age**

Sl.	Age	No Number of Farmers	Percentage
1	20 - 30	15	15
2	30 - 40	23	23
3	40 - 50	14	14
4	ABOVE -50	48	48
	TOTAL	100	100

Source: Primary source

The table 1 reveals it is the evident that more than 48 percent of farmers are involved in paddy cultivation in the age group of 50 years and above. Mostly, only the aged people are still reposing their faith in agriculture and involve themselves in the agricultural activities.

Table 2: Classification on the Basis of Nature of Farmers

Sl. No	Type	Number of Farmers	Percentage
1	SMALL FARMER	42	42
2	MEDIUM FARMER	34	34
3	BIG FARMER	24	24
	Total	100	100

Source: Primary source

The table 2 reveals the farmers holding less than 2.5 acres of land are designated as small farmers. Farmers holding up to 5 acres of land are designated as medium farmers and farmers holding more than 5 acres of land are considered as big farmer. It is a crystal clear that most of the paddy cultivators are small farmers (i.e. 42%)

Table 3: Problems Faced by the Paddy Cultivators in Marketing

Sl. No	Problems	Mean Score	Rank
1	HIGH COMMISSION CHARGES	53	I
2	LACK OF FINANCE	31	III
3	FREQUENT CHANGES IN PRICES	40	II
4	LACK OF STORAGE FACILITIES	10	VI
5	HIGHER TRANSPORTATION COST	22	IV
6	REGULAR PAYMENT IS NEEDED	15	V

Source: Primary source

The table: 3 reveal that among the various problems faced by the farmers, high commission charges secured first rank, second one frequent changes in prices, following these lack of finance, higher transportation cost, Regular payment is needed and lack of storage facilities secured third, fourth, fifth and sixth respectively.

Table 4: Socio-economic constraints as perceived by farmers

Problems	Frequencies	Percentages	Ranks
Poor infrastructures	39	78	1
High cost of inputs	37	74	2
Credit problems	35	70	3
Inadequate inputs	30	60	4
Lack of trainings	25	74	5
Poor extension services	23	46	6
Lack of information	19	38	7
Lack of helpfulness from local governments	14	28	8

Source: Primary source

Tables 4 present socio-economic constraints as perceived by farmers in Shikaripura taluk. It can be seen from the table there were 8 main problems in the socio-economic constraints as perceived by farmers in Shikaripura taluk. The most important constraint was poor infrastructures as perceived by 78.00 per cent of respondents. In these constraints, they revealed about the problems of poor road for transportation and non-availability of transporting facilities to move the rice produce from farmer's fields to the markets and home. There was the lack

of other advanced facilities for storage, processing, drying, etc. Some farmers revealed that they have still used traditional tools and method for rice harvesting.

The second important constraint as perceived by 74.00 per cent of respondents was high cost of inputs. Farmers revealed that important inputs for rice production such as fertilizers, pesticides, fuels for irrigation, etc. were increasing day by day which led to high cost of production and reduced their profits. The constraints in high cost of inputs were also expressed by the farmers that were unaffordable to buy. As more than 70.00 per cent of farmers belonged to small and marginal size of holding, they need credit facilities from the banks to invest in their rice cultivation. This was the main constraint as perceived by 70.00 of respondents. This problem was due to non-availability of credits, not easy to access, complicated in paper works, banks were not helpful, etc. This finding was coincided with statement that banks have seldom been able to meet minimum target of agricultural production credit, because the farm sector could not develop absorptive capacity corresponding to the liquidity available with the banks for agricultural production credit. The inadequate inputs supply was another constraint as perceived by 60 per cent of the Indian farmers. To explain this constraint, they revealed the reasons like sometime shortage of inputs, not available combine fertilizers, bio-fertilizers and bio-pesticides, ineffective pesticides, created pollution and high cost of inputs, etc. Two constraints, which can be said, belonged to extension organizations' direct responsibility i.e. lacks of training and poor extension services. These constraints were expressed by 54.00 per cent of farmers respectively. They said that training is immediately needed but no training programme has been organized for them. Very few farmers have undergone training. They need to be trained in the rice production for export, rice quality/standards, and globalization of agriculture, WTO, etc. For the extension services, they revealed that the important reasons, viz. there was no T & V programme for them, extension personnel did not come to help them in every day production/problems, and extension was very weak, not having concern for farmers, improper activities, not helpful, etc. The last two constraints as perceived by less number of farmers were lack of information relating to rice export production, quality/standard of rice export, export market, price information, etc. and lack of helpfulness of local authorities/governments. The percentages were 38.00 per cent of farmers, respectively.

SUGGESTIONS AND RECOMMENDATIONS

The cost of the manures and fertilizers are measure terribly high. Their value involves fifty five percent within the production\ cost of paddy.

Therefore it's needed grant from the government.

- Financial help could also be extended to satisfy the varied needs of the growers to organize field for cultivation, like planting, maturing, irrigation and alternative similar cultural operations.
- Government could take steps to stop malpractice like defective weights and measures, exploitation manipulation of value caused by the agents, brokers then on. Therefore the government saves the farmers from the clutches of the unscrupulous components.

- Most of the farmers square measure unaware of the regulated market. Thus packaging could also be created to aware the farmers regarding the existence and also the functioning of regulated market within the area.
- Government could take steps to line up huge warehouses and process units for storage and process of the paddy.
- Water is that the life blood of each plant. The insufficiency of water is found during this study area during the summer season that hampers the assembly of paddy. Therefore Government could introduce favorable schemes and extend loans to the paddy cultivators for creating by removal well or bore well in this area.

CONCLUSION:

As the paddy is most significant crops and occupies sensible share variety in India's and Karnataka's production it's minimum responsibility by the govt to seem into the issues faced whereas promoting paddy. The government will scale back the cost by providing subsidies in correct transportation and proper storage facilities, the market committees has got to strictly monitor the operations like weighing, grading, sales and payments. The government has got to ensure all the data concerning agricultural promoting ought to have updated in agricultural websites and high value fluctuations will be reduced by having correct management over offer.

In the present study, the farmers impact on high labour price for cultivation of paddy and lack of labour offer that the Government of Karnataka should take immediate action of labour offer through on Rajiv Gandhi national employability scheme.. The main suggestions created by the respondent paddy growers for minimizing (overcoming) the technological gap, Development of irrigation network with government aid, provision of quality seeds with technical ability and coaching on major practices to improved farmers..

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