

Issues and Challenges in Marketing of Raagi Products in Kolar Districts

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Abstracts

India is an agricultural country and one third depends on the agricultural sectors directly or indirectly. Finger millet is considered one of the most nutritious cereals. Finger millet contains about 5–8% protein, 1–2% ether extractives, 65–75% carbohydrates, 15–20% dietary fibre and 2.5–3.5% minerals. Of all the cereals and millets, finger millet has the highest amount of calcium (344mg %) and potassium (408mg%). The cereal has low fat content (1.3%) and contains mainly unsaturated fat. 100 grams of Finger millet has roughly on an average of 336 KCal of energy in them. In this study researcher make attempts to determine whether Raagi producers are aware of the Raagi market. And also researcher tries to have a better understanding of the Raagi producers' marketing strategies. And also researcher Study the marketing issues and challenges that Raagi producers face. To accomplish this objectives researcher gather the data from the primary source with well-structured questionnaires from 120 respondents of Kolar districts. And also researcher gathered the data from various publications and Research articles. To analyse the data researcher used the percentage and Ranking method with help of the MS Excel software packages. Its found that The study results about majority of producers are willing to extent their Raagi cultivation but there is also a drawback such as unexpected losses, lack of price fluctuations. The study was conduct through surveys, collected many information's regarding my study and analysis where made for the responses given by the respondents. It also conclude that improvement over farmers association and government intervention is also important for solving the marketing problems faced by Raagi producers.

Keywords : Raagi, Marketing problem, Channels of distribution, Price fluctuation, Farmers Association.

1. Introduction

Raagi is one of the few special species that currently support the food supplies in India. This African native is probably originated in the highlands of Uganda and Ethiopia, where farmers have been growing Raagi for thousands of years. In parts of eastern and southern Africa as well as in India, it becomes staple food upon which millions depend. For all its importance, however, Raagi is grossly neglected scientifically and internationally as compared to research lavished on wheat, rice and maize. Most of the world has never heard of Raagi and even many countries that grow Raagi have left it languish in the limbo of a “poor person’s crop”.

Processing Of Raagi

The kernels of Raagi are smaller in size compared to majority of cereals and are of brick red in colour. The colour of the Raagi is confined to the seed coat only as its endosperm is milky white similar to any other cereals. The endosperm of the Raagi is floury structure in nature to which the seed coat is rigidly attached, and because of this peculiar morphological feature decortication or peeling the seed coat causes crumbling or fragmentation of the endosperm matter into flour (Smitha et al 2008). In view of this, the Raagi is invariably pulverized into flour and used for food preparation. Malleshi & Hadmani (1993) have reported that Plate or disc mills (attrition mill) are generally used in the industries for pulverizing of finger millet. Before pulverizing, the millets are cleaned using series of mechanical cleaners to remove foreign and unwanted materials from the grain mass. Saxena & Rao (1997) have stated that in case of wheat, the nature of pulverisers used to prepare the flour is known to influence the physicochemical properties and accordingly, wheat is pulverized in different kinds of mills depending upon the end use of the flour. This kind of information on quality parameters of Raagi flour is desirable to identify suitable end uses for the Raagiflour. Hence, the performance of machineries used for Raagi processing needs to be studied, so that the information generated would be useful to the millet processing industries to minimize the post-harvest losses and to get quality flour. According to the study made at UAS, Bengaluru, the post-harvest losses of Raagi is estimated as 3.9 per cent (Anon 1994). In this study researcher make attempts to determine whether Raagi producers are aware of the Raagi market. And also researcher tries to have a better understanding of the Raagi producers' marketing strategies. And also researcher Study the marketing issues and challenges that Raagi producers face.

2. Conceptual framework

2.1 Market :

A market is a place where parties can gather to facilitate the exchange of goods and services. The parties involved are usually buyers and sellers. The market may be physical like a retail outlet, where people meet face-to-face, or virtual like an online market, where there is no direct physical contact between buyers and sellers.

2.2 Participants in Market

- **Buyers/Customer :** A buyer/Customer is a person who works for a large store deciding what goods will be bought from manufacturers to be sold in the store.
- **Sellers:** A seller is any individual or entity that offers any product, service, or Marketable asset for purchase.
- **Consumer:** Any individual who purchases products or services for his personal use and not for manufacturing or resale is called a consumer.

- **Commission Agents:** a Commission Agent. Commission agents--also known as commercial agents--work as middlemen between vendors and buyers.
- **Marketing:** the action or business of promoting and selling products or services, including market research and advertising.
- **Marketing function:** Marketing functions are Promotion. Promotion fosters brand awareness while educating target audiences on a brand's products or services. Selling. Product management. Pricing. Marketing information. Management. Financing. Distribution.
- **Challenges in Agriculture product Marketing :**
Followings are the Challenges faced by the Agriculture products vendors

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	Inelastic demand

3. Brief Profile of Kolar Districts

Kolar is a district in the Indian state of Karnataka. Kolar is the district's administrative centre. Kolar district is the state's eastern edge district, and it is located in the state's southern section. The district is bordered on the west by the Bangalore Rural district, on the north by the Chikballapur district, on the east by the Andhra Pradesh district of Chittoor, and on the south by the Tamil Nadu districts of Krishnagiri and Vellore. Kolar was once known as Kolahala, Kavalla, and Kolala. During the Middle Ages, Kolar was known as Kolahalapura, but it was eventually shortened to Kolar. (Source: <https://kolar.nic.in/en/>)

4. Review of literature

- **Bellundagi Veerabhadrapa (2016)** this study entitled “Growth dynamics and forecasting of Raagi(Ragi) production in Karnataka” productivity and forecasting of area and production of Raagicrop in the state and India. The study is based on the time series data on area, production and productivity from 1984–85 to 2014–15. The study period was divided into two sub-periods coincides with the introduction Targeted Public Distribution System (TPDS) in 1997–98 i.e., period I (1984–85 to 1997–98) and period II (1999–00 to 2014–15).
- **Geetha M Yankanchi and Majula N(2016)** This study entitled “Entrepreneurship development among farm women through Raagiprocessing and value addition: A case study in Karnataka” The present study was undertaken on value addition and market linkage to the various products of Raagiwhich have a commercial feasibility and to enhance the income of the farm families. With this intension the women members of farm family of Talagawara village, Chintamani taluk were extensively

trained on processing, preparation of value added products, packing, branding and various possible avenues for market linkages. After acquaint with these aspects, the farm women under the leadership of Mrs. Roopa Rajendra with technical guidance of Krishi Vigyan Kendra established a small scale processing and value addition unit and registration was done for marketing of Raagivalue added products under Food Safety and Standards Authority of India – 2006.

- **Rachel A. Opole(2019)**The study entitled “Opportunities for enhancing production, utilization and marketing of Raagi in Africa” this study found that opportunities now exist for enhanced technology development, which may increase production, product development, value addition, marketing and consumption of finger millet. Capitalizing on these opportunities could ensure that finger millet, as a “novel” crop, increases food and nutrition security in Africa and around the world.
- **Mgonja , M A and Lenné et.al.,(2007)** This study entitled “Raagi blast management in East Africa Creating opportunities for improving production and utilization of finger millet” accordingly this article Finger millet, native to East Africa, is entwined in the local culture and traditions. However, in spite of its importance to the livelihoods of millions of small-holder farmers in East Africa, its valuable nutritional and processing properties, the growing demand exceeding supply, and its regional and international trade potential, Raagi has largely been neglected by national and international research organizations and major donors to agricultural research in sub-Saharan Africa.
- **Raj K. Adhikari(2012)** This study entitled “Economics of Raagi(*Eleusine coracana* G.) Production and marketing in peri urban area of Pokhara Valley of Nepal this study attempts economics of Raagi production and marketing in peri urban area of Pokhara valley of Nepal in 2006 AD. The sampling frame was 154 and 193 producers selected from Kalabang and Begnas study sites respectively. Sampling intensity of 30% was used to randomly select the population sample size which gave 47 for Kalabang and 58 for Begnas. Household survey was carried out to collect the primary information from the selected Raagi producers and traders by using the pre-tested interview schedules.

5. Research Gap

After analyzing the various studies and literature about Marketing problems with Raagi crops in different area it's found that the following gap with this study

- **Time Gap:** Its Found that after (2020) Covid-19 pandemic there were no study found on the Raagi crops in the field of commerce and Department.
- **Geographical Gap:** through this study it's also found that earlier some studies are happened but not in the same study area.
- **Respondents Gap:** Earlier studies are conducted by considering respondents as Marketer but in this study researcher consider the cultivator as respondents from the study area.

6. Significance of study

1. This study helps to former to take decision on their crops marketing decision and fixing the prices.
2. This study helps to Marketer to set the appropriate strategy for their business.
3. This study helps to government to chalk out the plans and policy towards the Raagi crops.
4. This study will be input for the future Academicians, Scholars, and Researchers.
5. This study helps to various stakeholders of the Raagi products who are directly or indirectly getting the benefits from Raagi crops.

7. Objectives of the study

Followings are the objectives of the study

- To determine whether Raagi producers are aware of the Raagi market.
- To have a better understanding of the Raagi producers' marketing strategies.
- To Study the marketing issues and challenges that Raagi producers face.

8. Scope of Study

The current study intends to review and analyse existing marketing techniques, as well as the issues and problems faced by Raagi product growers, as well as investigate the distribution routes for Raagi goods in the study region. It solely applies to the marketing of Raagi goods and excludes any activity concerning Raagi products' cultivation. The research was carried out from the perspective of the Raagi product growers and marketer functionaries.

9. Research Methodology

The data collected from the samples have systematically applied and presented in tables under various headings in the following pages. They were also arranged in such a way that a detailed analysis can be made so as to present suitable interpretations for the same. The statistical tools namely simple percentage analysis and rank correlation analysis are used for interpretation of data.

Research Design

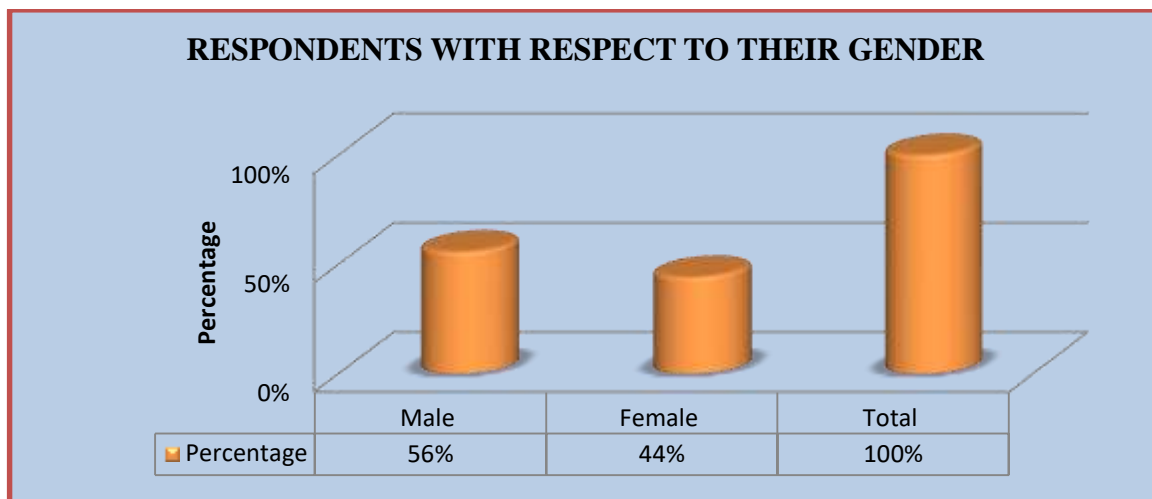
S.No	Particulars	Details
1	Area of Study	Kolar District
2	Population of the Study	All Cultivators of seeds and cereals
3	Sampling Unit	Cultivator of Raagi crops
4	Sample Size	120 respondents in Kolar district
5	Data Collection	Primary data, and secondary data
6	Data Collection Source :	Well-structured questionnaires, Personal Interview, field visit, observation.
	Primary data Secondary Data	Research Article, Journal, websites
7	Data Analysis techniques	Percentage method and Ranking technique
8.	Data Analysis tools	MS Excel Software package

10. Data Analysis and Discussion

Formula for used for Analysis data:

$$\text{Percentage} = \frac{\text{Number of respondents to each element}}{\text{Total Number of the Resopondents selected}} \times 100$$

CHART No: 1 SHOWS THE RESPONDENTS WITH RESPECT TO THEIR GENDER

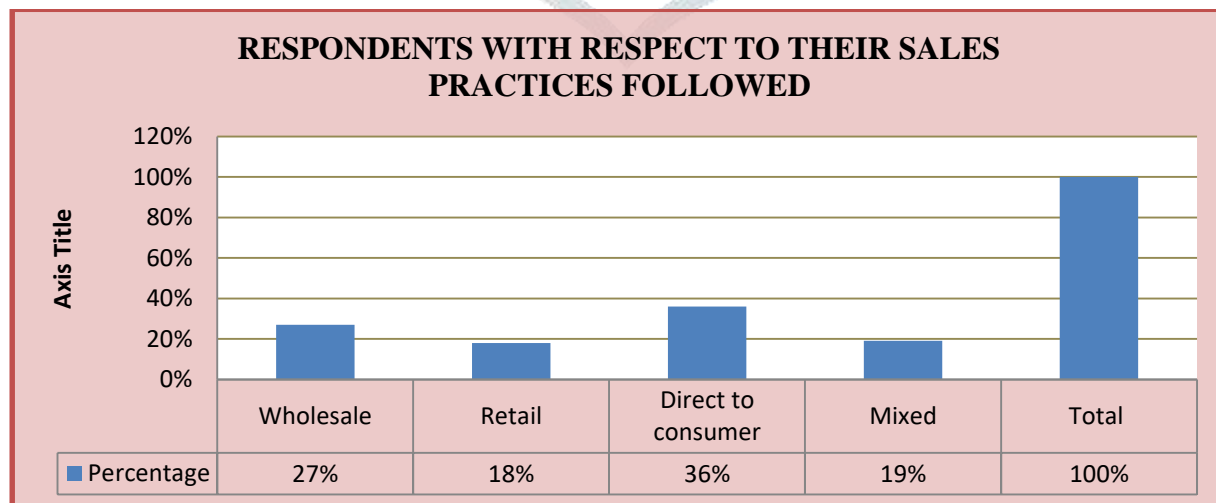


(Source: Primary Data)

INTREPREATION:

The above chart no 1 depicts result of gender profile of selected respondents in the study area for accomplishing the said objectives. Among the selected respondents 56% of the respondents are male and 44% of the respondents are Female. Majority of the respondents are Male.

CHART No: 2 SHOWS THE RESPONDENTS WITH RESPECT TO THEIR SALES PRACTICES FOLLOWED

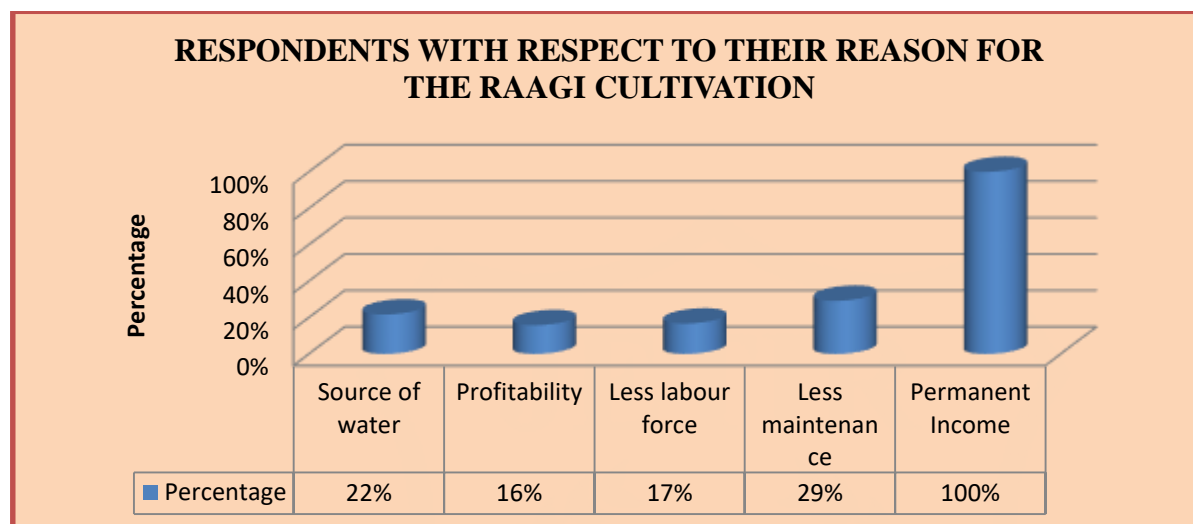


(Source: Primary Data)

INTREPREATION:

The above chart no 2 depicts respondents with respect to their sales practices followed among 120 selected respondents of 27% respondents are the wholesalers, 18% of the respondents are the Retail Marketers, 36% percentage of Respondents are the Direct Consumers, 19% of the respondents are the Mixed in nature. Majority of the respondents are the Consumers who are continually consume the Raga products.

CHART SHOWS THE RESPONDENTS WITH RESPECT TO THEIR REASON FOR THE RAAGI CULTIVATION

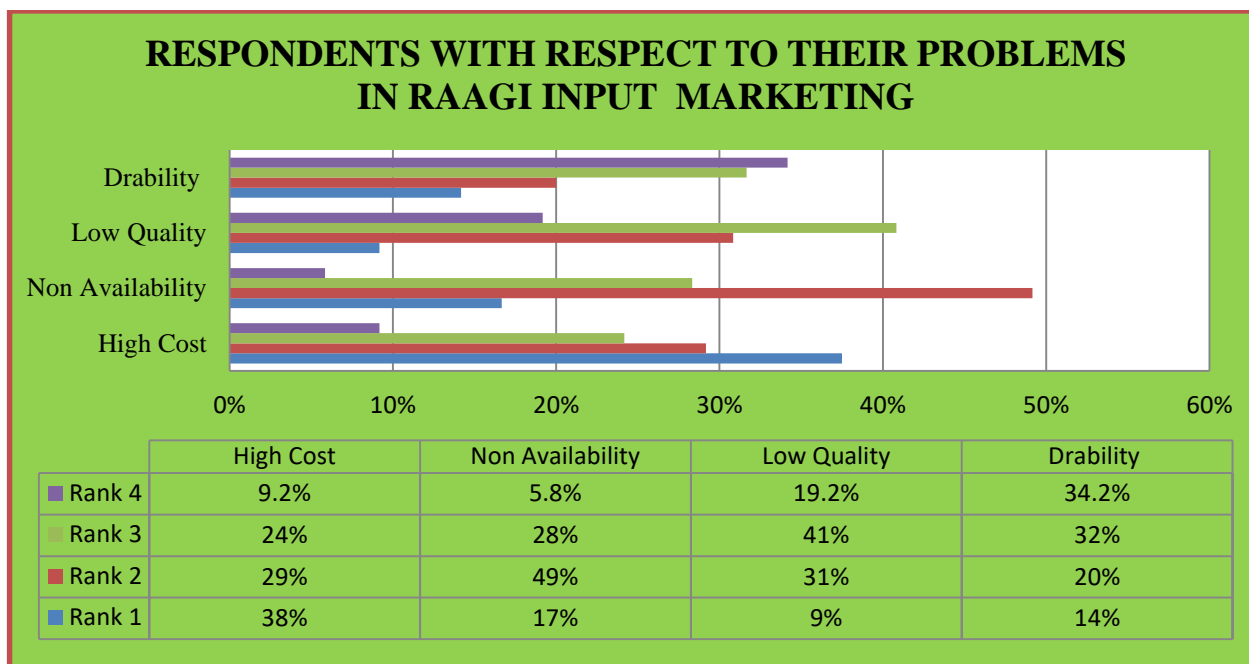


(Source: Primary Data)

INTREPREATION:

The above chart no 3 depicts respondents with respect to their reason for the Raagi cultivation. Among the selected respondents of 120 majority of the respondents (29%) are cultivating the Raagi crops in the study area due the less maintenance. And 22% of the respondents are cultivating the Raagi crops due to the source of water and 17% of the respondents are the cultivating the due to the less labour force. Hence its concluded that Majority of the respondents are cultivating the Raagi crops due the less maintenance compering to the other Vegetable products.

CHART NO 4 SHOWS THE RESPONDENTS WITH RESPECT TO THEIR PROBLEMS IN RAAGI INPUT MARKETING



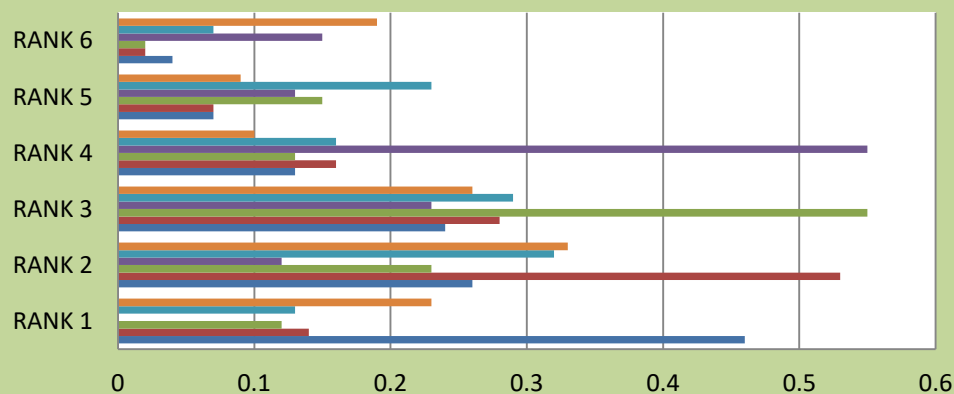
(Source: Primary Data) (Note : Rank High to Low)

INTREPREATION:

The above chart no 4 depicts respondents opinion with respect to their problems in Raagi input marketing 38% of the respondents ranked 1 regarding the High cost of the Raagi inputs and 49% of the respondents are ranked 2 regarding the non-availability of the Raagi products, and 41% of the respondents are the ranked 3 regarding the low quality of the raagi inputs finally 34.2% of the respondents are expressed their opinion about the Raagi inputs are not durability.

RESPONDENTS WITH RESPECT TO THEIR PROBLEMS IN MARKETING OF RAAGI

RESPONDENTS WITH RESPECT TO THEIR PROBLEMS IN MARKETING OF RAAGI



	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5	RANK 6
Forced sales	0.23	0.33	0.26	0.1	0.09	0.19
Ineffective Institutional organization	0.13	0.32	0.29	0.16	0.23	0.07
Less facilities for Raagi processing	0	0.12	0.23	0.55	0.13	0.15
Absence of standardization and grading	0.12	0.23	0.55	0.13	0.15	0.02
Increased cost of marketing	0.14	0.53	0.28	0.16	0.07	0.02
Absence of stabilized price	0.46	0.26	0.24	0.13	0.07	0.04

(Source: Primary Data) (Note: Rank High to Low)

INTREPREATION:

The above chart no 5 depicts Respondents With Respect To Their Problems In Marketing Of Raagi 33% of the respondents are the ranked 2 for the Forced sales, and 9% of the respondents are the ranked 5 for the forced sale of Raagi as Problems in Marketing. Out of 120 respondents 32% of the respondents are expresses their opinion that there are ineffective intuitional organizations for Raagi product in study area. Hardly 7% of the respondents are expressed regarding this. About the less facilities of Raagi processing 55% of the respondents positive opinion ranked 4 and 23% of the respondents ranked the 3 its interesting that 0% of the respondents are ranked about this attributes. Regarding the Absence of the standardization and grading 55% of the respondents express the positive opinion hardly 2% of the respondents ranked 6. As per the above chart 53% of the respondents express their opinion in 2nd rank towards the increased cost of marketing. Regarding the Absence of stabilized price 46% of the respondents are ranked positively hardly 4% of the respondents given the negative opinion on the Absence of stabilize price attribute.

1. Limitations of study

The followings are the limitations of the study.

- This study was limited to Kolar districts.
- The present study is based only on the sample selected.
- The result of the analysis is fully depending on the information given by the respondents.

2. Conclusion

The study is based on the Issues and Challenges of marketing Raagi product faced by Raagi producers. The study results about majority of producers are willing to extent their Raagi cultivation but there is also a drawback such as unexpected losses, lack of price fluctuations. The study was conduct through surveys, collected many information's regarding my study and analysis where made for the responses given by the respondents. It also conclude that improvement over farmers association and government intervention is also important for solving the marketing problems faced by Raagi producers.

3. References

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