



A STUDY ON THE PROBLEMS AND PROSPECTS OF FINGER MILLET GROWING FARMERS AND IT'S IMPACT ON THE CONSUMPTION OF FINGER MILLET IN THE KOLAR DISTRICT OF KARNATAKA STATE.

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Abstract

In India 1/3rd the population is depending upon the agriculture sector. India is the major producer of millets in the world. Among the major millet crops growing in India, finger millet crop is growing in more agricultural land. Finger millet has more iron content, protein, carbohydrates, dietary fiber and minerals. Today farmers in India are facing natural calamities which affect the growing and cultivation of crops. So in this study researcher throws light on the problems faced by the ragi growing farmers in the selected sample area and also challenges faced by the said farmers. To achieve the objectives researcher used primary source with well-defined questionnaires from 120 respondents of the Kolar District. In addition to this researcher collected details from Research articles, publications and news paper. To analyse the data researcher used the percentage and Ranking method with the help of the MS Excel software packages. The study is conducted through surveys, collected many information regarding, analysis made for the responses given by the respondents. It also concludes that improvement over farmer's association and government intervention is also necessary for solving the marketing problems faced by the finger millet producers.

Key words: Finger millet, Market, Government, Problems, Farmers, Products.

1. Introduction

In Tretayouga, the importance of finger millet is described clearly by the writer of RAMAYANA Shri Valmiki Maharshi. The great social reformer and poet KANAKA DASA has quoted in his Novel RAMADHYANA SHARITE about the importance of finger millet. As per this novel, at the time of arrival of SRI RAMA along with SEETHA and others, from Lanka after defeating of Ravana in the forest a food programme is arranged by all the Rama bhakthas. In that situation question raised which food grain is more important based on the social classes in the society. Finally it is concluded that Ragi is the poor persons food grain and rice is the rich persons food grain. Ragi has more important than rice. So like this since Tretayouga the finger millet has got more importance in the society.

The finger millet is African native and probably originated in the highlands of Uganda and Ethiopia, where farmers have grown for thousands of years. India it becomes staple food upon which most of the 75% of the population in the Southern Karnataka state are depend. Even though the finger millet has more nutrition and healthy benefits compared to other food grains, it is considered as poor persons food grain.

2. Conceptual framework

2.1 Consumer : Consumer is a person who ultimately uses the goods for his own purpose after buying from the retailer. His satisfaction is very important as he is the source of business. So to reach this goal good marketing strategies are required to be implemented by the business organisations.

2.2 Market:-It is a place facilitates the buying of goods or services or both for consideration. It may be a physical place or virtual place.

2.3. Marketing: It the process of functions relating to the product promotion, selling, buying, advertising, warehousing, consumer satisfaction.

3. Participants in the Market

3.1 Buyer:- He/she is a person who gets goods /services from the manufacturer or whole seller to resell to the consumers or retailers.

3.2 Seller:- He/She is a person or individual who supplies goods/services to the buyer or consumer for consumption in the market.

3.3 Agents: These persons also called as middle persons who create relationship among the buyers and sellers in the market.

4. About Kolar District

In Karnataka, Kolar is a district famous for the production of Milk, and Mango. In addition to this the finger millet crop is growing as the main crop depending upon the monsoon rain. It is the center for the district Administration. This district is situated in the Southern region of Karnataka. It 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. In this district major languages used are Kannada as the administrative language and Telugu and Tamil also used by the people as practice. (Source: <https://kolar.nic.in/en/>) .

5. Review of literature

Bellundagi Veerabhadrapa (2016) States that the finger millet production area in the Karnataka. The study is based on the time series data on area, production and productivity from 1984–85 to 2014–15.

Geetha M Yankanchi and Majula N(2016) Observed that the role of women entrepreneurs in the Chickaballapur district of Talagavara village.It throws light on the marketing ling for the various finger millet value added products.

Rachel A. Opole(2019) States that still there are more opportunities to enhance the marketing and consumption of ragi value added products if advanced technology developments are used in the cultivation and marketing process of finger millet.

Mgonja , M A and Lenné et.al.,(2007) Throws light on the growing and marketing position of finger millet in the East Afrca .In this area the produce of finger millet supply is more than the demand and the finger millet is largely neglected by National and Internatioal research organisations in Saharan Africa.

Raj K. Adhikari(2012) This study describes the economics of finger millet production and marketing in peri urban area of Pokhara valley of Nepal in 2006 AD.

6. Research Gap

In this study it is observed that the literature review and other details about the problems and prospects of the finger millet growing farmers and it's effect on the consumption it is found the following gaps.

6.1 Time Gap: It is found that since past 10 years no importance is given for the health security of the people. Now the UNO has declared the 2023 as the year of Millets ,the studies are going on to create awareness about the uses of Millets.

6.2 Geographical Gap: This type of study was happened in somewhere else in India or in any other country but in the study area no such research study has happened.

6.3 Respondents Gap: In the earlier research studies the respondents are Consumers or business persons ,but in this study the respondents are Ragi growing farmers and the users of the ragi value added products .

7. Significance of study

1]This study throws light on the problems faced by the ragi crop growing farmers .So they try to make strategy to overcome these problems with the help of the Government or with the help of the cooperation among themselves.

2]The main purpose of this study is to create awareness among the people about the usefulness of the finger millet in respect of the health and nutrition.

3] This study helps to all the stakeholders of the finger millet value added products and also it is input for the future Researchers ,Students, Scholars and Academicians.

8. Objectives

-To know the problems faced by the farmers in respect of the cultivation and marketing of finger millet and related products in the Kolar District.

-To know that the problems and prospects of the ragi growing farmers has influence on the consumer behaviour towards the finger millet value added products.

-To study the issues and challenges faced by the ragi growing farmers.

9. Scope of Study

The study is carried on in respect of finger millet growing farmers problems and prospects and it's impact on the consumption of the finger millet value added products in the Kolar District .

10. Research Methodology

For collection and analysis of the data mainly sampling method is used and the said data is arranged in tabular form to make easy interpretation. The statistical tools like simple percentage analysis and rank correlation analysis are used for interpretation of the said data.

11. Research Design

Table 11.1-Research design details.

Sl.No.	Particulars	
1	Area of Study	Kolar District
2	Population of the study	All finger millet growing farmers and consumers of finger millet value added products.
3	Sampling Unit	Cultivators of Finger millet crops
4	Sample Size	120 respondents in the 10 villages of the Seethi Grama Panchayath of Kolar District.
5	Data collection	Primary data and Secondary data

6	Data collection source	Structured questionnaires, Personal Interview, Field visit, Observation, Research articles, Journals ,Websites.
7	Data Analysis Techniques	Percentage method and Ranking technique
8	Data analysis tools	MS Excel Software package

12. Data Analysis and Interpretation

Formula used for Analysis of data:

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

Table:12.1- SHOWS THE RESPONDENTS WITH RESPECT TO THEIR GENDER

Name of the village	Total respondents under study	Male	Female
Marjenahalli	12	6	6
Hullankallu	12	8	4
Holerahalli	12	10	2
Matapura	12	10	2
Seethi	12	11	1
Seethi Hosuru	12	6	6
Veerapura	12	9	3
Tippenahalli	12	10	2
Chenjimala	12	12	0
Dinnuru	12	8	4
TOTAL	120	90	30

[Source:Primary data]

The interpretation of the above table reveals that the gender position of the respondents in the selected sample area is 75% male and 25% are female.

Table 12.2 -Shows the total number of population existing in the selected sample area under study.

Name of the village	Male	Female	Total
Marjenahalli	181	184	370
Hullankallu	284	257	541
Holerahalli	253	267	520
Matapura	93	101	194
Seethi	151	162	313
Seethi Hosuru	383	373	756
Veerapura	186	149	335
Tippenahalli	528	501	1029
Chenjimala	564	570	1134
Dinnuru	20	55	75

[Source: Seethi Grama Panchayath Annual Report-2023]

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.

Table:12.3- table shows the behaviour of people towards finger millet

Sl.No.	Nature of activitiy	Number of respondents	% of respondents towards total
1	Growers of finger millet	90	75
2	Sellers of the produce of finger millet	10	8
3	Direct Consumers	120	100

[Source: Primary Data]

By interpretation of the above table ,it shows that among the selected respondents 75% are the finger millet growers regularly depending upon the monsoon rain, whereas 8 % are the sellers of the produce of finger millet and almost all the respondents are the consumers of the finger millet in one or other way .

Table :12.4- shows the different causes to grow the finger millet crop in the Kolar District.

Sl.No.	Reasons	% to respondents	total
1	Easy Maintenance	29	85
2	Lack of water	22	90
3	Lack of Labour force	17	50
4	Profitability	16	10
5	Permanent Income	120	100

[Source: Primary Data]

The interpretation is that among the selected respondents 85 percent are growing finger millet crop in the study area due to easy maintenance,90 percent of the respondents are growing because of scarcity of water availability in the Kolar district, 50 percent of the respondents are growing finger millet because of non-availability of labour force,10

percent of the respondents are growing finger millet to earn profit and most of the respondents are growing finger millet for daily food system and also for the permanent income. So it is concluded that most of the respondents are growing finger millet crop due to easy maintenance as it requires less water than other crops.

13. Limitations of study

The followings are the limitations of the study.

- 1.This study was limited to the Kolar district of Karnataka State.
- 2.This study is totally based on the sample selected in the Kolar District.
- 3.The result of the analysis is totally depending on the information given by the respondents in the selected sample area.

14. Conclusion

The UNO has declared 2023 as the year of Millets to create awareness about the nutrition and health benefits of the millets across the world. As per the study there are so many problems faced by the ragi growing farmers in the Kolar district at the stage of cultivating and marketing. Farmers need to use modern technology at the growing stage and at the processing stage. It is also necessary to improve or create the favorable marketing structure for the finger millet in both rural and urban areas. The government role is also important to solve the problems faced by the farmers at the cultivation stage and consumers at the utilisation stage by creating good infrastructure facilities for marketing the millet value added products in the market.

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