



# A STUDY ON MARKETING PRACTICES OF TURMERIC FARMERS IN ERODE DISTRICT

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## ABSTRACT

The Government of India under the ministry of agriculture has also set up specific commodity Boards and export promotion council for monitoring and boosting the production, consumption, marketing and export of various agricultural commodities. Some of these organizations /boards are Cotton Corporation of India (CCI), Jute Corporation of India (JCI), Tea Board, Coffee Board, Spice Board, National Horticulture Board (NHB), National Agricultural Marketing Federation (NAFED), Agricultural Products Export Development Authority (APEDA), etc. The government also promotes organized marketing of agricultural commodities in the country through a network of regulated markets.

## INTRODUCTION

Turmeric (*Curcuma longa L*), the ancient and sacred spice of India known as 'Indian saffron' is an important commercial spice crop grown in India. It is used in diversified forms as a condiment, flavouring and colouring agent and as a principal ingredient in Indian culinary as curry powder. It has anti cancer and anti viral activities and hence finds use in the drug industry and cosmetic industry. The increasing demand for natural products as food additives makes turmeric as ideal produce as a food colourant.

## STATEMENT OF THE PROBLEM

Marketing of agriculture goods is more complicated than the marketing of non-agricultural goods in terms of their quantity, quality, bulky, perishability, refinement and price stabilization. The marketable surplus depends on the quantity of retention by the farmers. Further, many of the turmeric farmers do not have the facility to store their produce. So, they have to depend on hired storage facilities which are normally provided by the commission agents, co-operative societies and regulated markets. Due to their monetary requirements, they immediately sell their produce through commission agents. So, they are not able to get remunerative prices for their produce. Hence, in

this context the present research “A study on marketing practices of turmeric farmers in erode district” is carried out in the aim of find out the solution for Marketing Problems faced by the farmers of the erode district.

### OBJECTIVES OF THE STUDY

1. To study the marketing practices of turmeric farmers.
2. To offer suggestions to overcome the problems in marketing of turmeric.

### SCOPE OF THE STUDY

In view of this the present study is undertaken to analyze the marketing channels and problems in marketing of turmeric ,which will help to suggest remedial measures for improving the present cultivating system and marketing system. This study also intends to examine the growth of area, production and export of turmeric from India. This study confines only to erode district of Tamil Nadu, as this district is the first in terms of area under cultivation.

### REVIEW OF LITERATURE

**Senthil kumar, Manivannan (2011)** in their study deals with the production and marketing of turmeric and chilli in Erode District. The main objective of the study is 1. To study the socio economic factors influencing production and marketing of turmeric and chilli 2.To study the ways and means to increase the productivity and effective marketing. They concluded that India’s turmeric and chilli sector faces stiff challenges in increasing the efficiency in several of its sub-sectors: improving the technology in turmeric and chilli cultivation and processing, reforms in the marketing of turmeric and chilli and products domestically and internationally.

**Moghe, Zakiuddin, Arajpure (2012)** in their study entitled “Design and Development of Turmeric Polishing Machine” examine the polishing machine for washing turmeric to remove unwanted impurities and scales of harvested turmeric. The paper presents the new design of turmeric polishing machine which is based on designed for manufacturing, assembly and maintenance. They concluded that the designed machine is very simple in operation, efficient in polishing of harvested turmeric at a good speed of production. This machine seems very simple at same time very efficient in polishing about 50 kg of harvested turmeric at a speed about of 75 rpm for about 20 min.

### RESEARCH METHODOLOGY

#### Area of the study

The area of the study is in Erode city.

#### Sources of data

The study is based on primary data collection. The secondary data was collected from the articles, journals, newspapers and various websites.

#### Sampling design of the study

The sampling technique in this project is convenient sampling. A sample of 100 respondents was taken into account for this study.

## TOOLS FOR ANALYSIS

The following are the tools applied on the respondents given by the respondents to analyze and derive the result. 1. ANOVA 2. Chi- square analysis

### ANOVA

#### Study factors and marketing problems of turmeric growers

**Ho: The mean scores of the study factors namely occupation, cultivated area, years of experience in cultivating turmeric, types of rhizomes seeds, no.of labourers employed per day in turmeric cultivation, marketing of turmeric and types of farmers do not differ significantly based on marketing problems of turmeric growers.**

The table (1) describes the result of ANOVA in terms of demographic factors, source of variation, sum of squares, degree of freedom, mean squares, F value, table value and their significance comparing the different groups of the marketing problems of turmeric growers.

**Table 1**

#### ANOVA- Study factors and marketing problems of turmeric growers

Study factors		Sum of square	Df	Mean square	F	Table value	S/NS
Occupation	Between Groups	598.906	2	299.453	5.212	4.659	S
	Within Groups	22810.191	397	57.456			
	Total	23409.098	399				
Cultivated Area	Between Groups	859.780	2	429.890	7.569	4.659	S
	Within Groups	22549.317	397	56.799			
	Total	23409.098	399				
Years of experience in cultivating turmeric	Between Groups	341.545	2	170.772	2.939	3.018	S
	Within Groups	23067.553	397	58.105			
	Total	23409.098	399				
Types of rhizomes seeds	Between Groups	38.425	3	12.808	.217	2.627	NS
	Within Groups	23370.673	396	59.017			
	Total	23409.098	399				
	Between Groups	106.734	3	35.578			

No.of labourers employed per day	Within Groups	23302.363	396	58.844	.605	2.627	NS
	Total	23409.098	399				
Marketing of turmeric	Between Groups	198.906	3	66.302	1.131	2.627	NS
	Within Groups	23210.192	396	58.612			
	Total	23409.098	399				
Types of farmers	Between Groups	590.637	3	196.879	3.417	2.627	S
	Within Groups	22818.460	396	57.622			
	Total	23409.098	399				

Note: Significant at 5% level

It is found from the table that calculated F-test value is greater than the table value in four variables. Hence the hypothesis is rejected (significant) in four demographic variables namely, occupation, cultivated area, years of experience in turmeric cultivation, types of farmers and the hypothesis is accepted (not significant) in three demographic variables namely types of rhizomes seeds, no.of labours employed per day, and marketing of turmeric.

It is concluded that there is significant difference in the mean scores of occupation, cultivated area, years of experience in turmeric cultivation and types of farmers in respect of the marketing problems of turmeric growers.

### CHI-SQUARE TEST

#### Demographic factors and marketing of turmeric

**Ho: There is no significant relationship between demographic factors and marketing of turmeric**

Table (2) describes the results of chi-square analysis in terms of demographic factors, chi-square test value, table value and their significant relationship on marketing of turmeric.

**Table 2**

#### Chi-Square Analysis - Demographic factors and marketing of turmeric

Demographic factors	Chi-square test	Table value	S/NS
Way of getting rhizomes seeds	2.655	7.815	NS
Types of rhizomes seeds	12.829	16.919	NS
Kinds of fertilizer used for	5.928	7.815	NS

cultivation			
Amount spending for cultivation per acre	5.439	12.592	NS
Duration of harvesting	9.517	12.592	NS
Output of turmeric per acre	7.121	16.919	NS

Significant at 5% level

It is found from the above table that table value is higher than chi-square test value in all variable, hence the null hypothesis is accepted (Not Significant) in all variable.

It is concluded that way of getting rhizomes seeds, types of rhizomes seeds, kinds of fertilizer used for cultivation, amount spending for cultivation, duration of harvesting, output of turmeric per acre have not significant relationship with marketing of turmeric.

### SUGGESTIONS

1. The government can establish a separate Demand Estimation committee at state level. This will help to match the demand and supply of turmeric and thereby price fluctuation could be reduced to some extent.
2. The government should provide adequate transport facilities, storage facilities and strengthen the regulated markets.

### CONCLUSION

India is the largest producer, consumer and exporter of turmeric in the world. Indian turmeric is considered to be the best in the world market. Many of the developed countries like the USA, the UK and Japan are taking much interest in purchasing Indian turmeric due to high degree of quality consciousness. The processed forms of turmeric exported are dry turmeric, fresh turmeric, turmeric powder and oleoresin. The study has highlighted the cultivation and marketing practices of turmeric in Erode district. Erode is also known as “Turmeric City” as it is an important market center for turmeric. Efforts are needed from the government for reducing interest on agricultural loans, covering the national agricultural insurance scheme, expansion of new varieties and improving the mechanization. This will motivate the farmers’ towards cultivation and marketing of turmeric.

### REFERENCE

1. Senthil Kumar.C, Dr.Manivannan, “An analysis on production and marketing of turmeric and chilli in Erode district”, International journal of research in computer application & management, 2011, Volume 1, Issue No. 5 (July), p88-90, ISSN 2231-1009.
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