



A Study on Marketing of Turmeric Through Regulated Markets in Dharmapuri District

Dr.A.VenkatachalamAssociate Professor of Commerce G.T.N.Arts College
Dindigul – 624 005.**G.Muthukumar**Assistant Prof of Commerce G.T.N.Arts College
Dindigul – 624 005.**ABSTRACT**

Turmeric is a tropical perennial plant, native to India and Indonesia and is cultivated throughout the tropics around the world. It is known as the 'Golden Spice of life' and is one of the most essential spices used as an important ingredient in culinary all over the world. It is an important commercial spice grown in India. Indian Turmeric is considered best in the world. In this article, an attempt is made to study the various problems faced by the growers to market their produce through Regulated Markets.

It is inferred from the table that 75.56 per cent of the growers, belated payment is the chief problem in utilizing Regulated Markets. The second rank in the list of various problems faced by the growers is non-availability of market gunnies. It works out to 51.67 per cent of the growers. It can be observed that none of the growers carried their stocks back to their home in the absence of expected prices but preferred to dispose of the produce at the prevailing prices in the market.

The remedy lies in recognizing the fact that a lot of the growers can be improved not by just introducing certain provisions for the regulation of market for the agricultural produce, but making available the essential marketing facilities. It is only by substituting the services which are now being done by the traders and commission agents, the Regulated Markets can make their presence felt in the area of their operations. It is to be hoped that if all the suggestions are carried out, the Regulated Market may become the instruments of development for the economic welfare of the majority of growers.

KEYWORDS

Regulated Markets, Turmeric Growers, Traders Collusion, Absence of Commission, Commission Agents.

Introduction

Turmeric is a tropical perennial plant, native to India and Indonesia and is cultivated throughout the tropics around the world. It is known as the 'Golden Spice of life' and is one of the most essential spices used as an important ingredient in culinary all over the world. It is an important commercial spice grown in India. Indian Turmeric is considered best in the world.

Turmeric is grown only in 6% of the total area under spices and condiments in India and India is the largest producer and exporter of turmeric in the world and accounts for 78% of world's total production. Further, Turmeric is second largest foreign exchange earner among Indian spices. India consumes nearly 80% of turmeric.

The main turmeric producing states in India are Andhra Pradesh, Tamilnadu, Orissa, Karnataka, West Bengal, Gujarat and Kerala. Maximum area under turmeric cultivation is in Andhra Pradesh (71.61 thousand ha), where production is very high i.e., 371.64 thousand tones. Then comes Tamilnadu followed by Orissa and West Bengal. In case of production major share is taken by Andhra Pradesh accounted to 31.11% of total turmeric production in India, followed by Tamilnadu. In Tamilnadu, Turmeric is cultivated in about 67246 ha with production of about 368411 tons with average productivity of 5.48 t/ha. Major turmeric growing districts are Dharmapuri, Erode and Salem.

Statement of the Problem

Traditionally turmeric cultivations were developed only by small growers. The turmeric cultivation in Tamilnadu does generate more employment opportunities-especially among the people in rural areas. Right from the stage of nursery formation to the harvesting stage, a lot of manual labour is required. Introduction of machines in turmeric cultivation is almost impossible due to its peculiar nature and hence a turmeric grower has to rely mainly upon human labour for

preparation of land, mulching, weeding, manuring, spraying of pesticides and harvesting. The grower faces many problems in marketing, such as quality maintenance, packaging, storing, transport, time and price fixing. High price fixing boosts the income of the grower, but in marketing he does not have a chance to fix the price of his products. The merchants and middlemen are responsible for it. In this article, an attempt is made to study the various problems faced by the growers to market their produce through Regulated Markets.

Objectives of the Study

- To know the reasons for selling the turmeric through regulated markets
- To study the various problems faced by the turmeric growers in regulated markets
- To examine the different methods adopted by the growers when reasonable prices are not paid

Sampling Design

As census method is not feasible, the researcher has proposed to follow sampling. It is decided to select 180 turmeric growers who have visited to regulated markets for selling their produce. This selection was made on a convenient sampling method. The primary data are collected by the interviewing the growers with the help of the interview schedule.

Analysis and Interpretation

The sample respondents of turmeric growers sold their produce through Regulated Market themselves, mainly in the hope of getting better prices. In Regulated Markets, the produce of each grower is arranged in separate lots with an identify number for each. The grower can present his produce for sale in one lot or more according to the grades. The traders visit the market yard before the time stipulated for declaration of sales, and go round examining each put up for sale. They are provided with bid slips in which they note the lot number and the price they offer. The slips are then deposited in a

locked box. The slips in the box are taken out at the appointed time and compared by the market officials. The maximum price offered for each lot is called out and the grower's consent is also obtained for that price. If agreed by the grower, the lot is declared as sold to the trader who has offered the highest price. The survey brings out the main reasons for the preference of selling the produce through Regulated Markets. The following table shows the rank and percentage of the reasons for selling the produce through Regulated Markets.

Reasons for the Preference of Selling the Produce through Regulated Markets

Sl. No	Reasons	No. of Growers supporting the reason	Percentage	Rank
1	Absence of Commission	151	83.89	II
2	Absence of Middlemen	104	57.78	VI
3	Correct Weighment	163	90.56	I
4	Immediate Payment	139	77.22	III
5	Remunerative Price	122	67.78	IV
6	Government Agency	94	52.22	VII
7	Market Facilities	110	61.11	V
8	Time Savings	86	47.78	VIII

Source : Primary Data, Note : Multiple Answers Considered

The Regulated Markets provide accurate weight and measurement for weighing the agricultural produce. It is the main reason for the growers-for selling their produce through Regulated Markets. This reason stands out and takes the first rank among reasons for preference. Further, it is reported that cheating in weighing by private agencies is the reason for this preference to Regulated Markets. Another important reason is the absence of commission. This view is supported by 83.89 per cent of the respondents. It is because of the fact that growers need not pay even single paise to the Market Committee.

Immediate payment by the traders for the sale of produce takes the third rank in the list and it works out to 77.22 per cent. It is reported to be a real benefit enjoyed by the growers over the sales through the agencies other than Regulated Markets in which the payment is deferred. Remunerative price is the outcome of closed bid system followed by the Regulated Markets for selling the agricultural produce. It induces the growers to prefer the Regulated Markets. It takes the fourth rank in the list. The Regulated Markets provide better market facilities like transaction shed, drying floor, cart shed etc. to the growers. It is also one of the reasons for selling the produce through Regulated Markets according to 61.11 per cent of the growers. It is reported that 52.22 per cent of growers have preference to Regulated Markets because they are run by the Government agency. Lastly, the 'time savings' is a reason as reported by 47.78 per cent of the growers. They also reported that the sale is executed within a day in the case of Regulated Markets but it took two or three days or sometimes a week in the case of other agencies.

It is an attempt to find out the various problems faced by the growers while marketing their agricultural produce through Regulated Markets. Such problems are identified and presented in the following table.

Problems Faced by the Growers in Regulated Markets

S. No	Problems	No. of Growers	Percentage	Rank
1.	Lack of competition among traders	41	22.78	IV
2.	Delay in disposal	88	48.89	III
3.	Belated payment	136	75.56	I
4.	Non-availability of market gunnies	93	51.67	II
5.	Inadequate transport facilities	16	8.89	VII

6.	Traders collusion	32	17.78	V
7.	Weighmens' corruption	23	12.78	VI
8.	Ill treatment by market officials	8	4.44	VIII

Source: Primary data

Note: Multiple Answers Considered

It is inferred from the table that 75.56 per cent of the growers, belated payment is the chief problem in utilizing Regulated Markets. It is reported that the growers are forced to wait till very late in the evening to receive payment. As a result most of them are afraid to return home or even stay in the town with their position. The second rank in the list of various problems faced by the growers is non-availability of market gunnies. It works out to 51.67 per cent of the growers.

It is reported that only limited number of gunnies are available in the markets and it is not sufficient to meet the requirements especially in the peak season. Delay in disposal of the produce is reported to be a problem by 48.89 per cent of the growers. As reported by 22.78 per cent of the growers lack of competition among traders is the fourth problem in utilizing Regulated Markets. Traders collusion is reported to be a problem by 17.78 per cent of the growers. They reported that present system gives an opportunity to the traders to quote low price in consultation with each other. The sixth in the rank is concerned with weighmen corruption. According to 12.78 per cent growers the weighmen demanded tips for weighing the produce in time and without spillage. Inadequate transport facilities in rural area are reported to be a problem in utilizing Regulated Markets by 8.89 per cent of the growers. Lastly, 4.44 per cent of the growers reported that the ill treatment of market officials is a problem in utilizing the Regulated Markets.

Different methods are adopted by the growers when reasonable prices are not paid for their produce. The different methods adopted by the growers are listed and presented in the following table.

Different Methods Adopted by the Growers when Reasonable Prices are not Paid

Sl.No	Methods adopted	No. of Growers	Percentage to the total
1	Sell the produce at the existing price	110	61.11
2	Take the produce home	---	---
3	Keep the produce in the godown of the regulated markets	43	23.89
4	Take the produce to commission agents	27	15.00

Source: Primary data

It is reported that 61.11 per cent of the growers sell the produce at existing price, 23.89 per cent keep the stocks in the godown of Regulated Markets and 15 per cent take the produce to commission agents. It can be observed that none of the growers carried their stocks back to their home in the absence of expected prices but preferred to dispose of the produce at the prevailing prices in the market.

The present survey also brings out the area in which the requirements of the growers are yet to be fulfilled by the Regulated Markets. The suggestions offered by the growers are listed out and presented in the following table.

Suggestions offered by the growers

S.No	Suggestions	No. of growers	Percentage
1	Lending of gunnies	84	46.67
2	Provision of inputs at subsidized prices	126	70.00
3	Bank and Post office	43	23.89
4	Processing service	77	42.78
5	Growers association	63	35.00

6	Fixing the minimum price	113	62.78
7	Quick sales and immediate payment	147	81.67
8	Sanitary facilities	96	53.33
9	Provision of transport	98	54.44

Source: Primary data

Note: Multiple answers considered

It is an essential one to satisfy the needs of the growers. It will enable the growers to utilize regulated market more and more for marketing their agricultural produce.

Conclusion

The remedy lies in recognizing the fact that a lot of the growers can be improved not by just introducing certain provisions for the regulation of market for the agricultural produce, but making available the essential marketing facilities such as assembling, grading, transport and credit to be needy growers through the Regulated Markets. It is only by substituting the services which are now being done by the traders and commission agents, the Regulated Markets can make their presence felt in the area of their operations. It is to be hoped that if all the suggestions are carried out, the Regulated Market may become the instruments of development for the economic welfare of the majority of growers.