



ORIGINAL RESEARCH PAPER

Commerce

A STUDY ON PRODUCTION AND MARKETING PROBLEMS OF SMALL SCALE SALT PAN PRODUCERS IN TAMIL NADU

KEY WORDS: Salt Workers, Small Scale, Production, Tones, and Salt Consumption.

Mr.S. MURUGAN

Research Scholar, Sethupathy Arts College, Ramanathapuram,

Dr.K. MUTHALAGU

Assistant Professor, Department of Commerce, Sethupathy Arts College, Ramanathapuram.

ABSTRACT

In India, the growth and achievement of salt industry over the last 60 years has been spectacular. Tamil Nadu occupies the second place in the salt production among the different states in India. In Tamil Nadu total area allotted for salt production was about 8.06 lakhs acres. Around 16,500 salt workers are involved in the production of salt. The present study is an attempt to understand the production and marketing health problems of small scale salt pan producers in Tamil Nadu and the study is based on both primary and secondary data. The research has selected 580 salt producers on basis of simple random sampling method. The major findings of the study are: there are three major salt producer district namely Tuticorin, Ramanathapuram and Nagapattinam and accounting for about 85 percent of the state's salt production. An estimated 30,000 acres of land is used for salt production in the three districts, it has providing economic for large numbers of people along the coast. In this research study concluded that, the salt workers were not found to be different from a similar group of workers to salt produce workers. Hence this study highlights the need for developing provision for prevention of health problems of workers in the study area of Tamil Nadu.

Introduction

The main sources of salt in India are sea brine, lake brine, sub-soil brine and Rock salt deposits. Sea water is an inexhaustible source of salt. Salt production along the coast is limited by weather and soil conditions. Salt manufacturing in India has a very long history. In the present day context, edible salt is branded are priced higher as compared to the salt of the small scale salt producers who does not have any established brands. Similarly, the level of fortification is not up to the desired level in most of the salt products that originate from the small scale manufactures segment.

Review of Literature

Durairaj, & Murugan & (2016), in this research paper they reveals that the large number of salt workers exposed to salt and facing occupational health problems like prevalence of ophthalmic symptoms, dermatological symptoms like headache, giddiness, breathlessness, muscular and joint pains. The ophthalmic problems were most common, probably due to irritation by direct sunlight and its glare caused by salt crystals to brine as well as irritation, traumatic ulcers, dermatitis, muscular and joint pains, headache and giddiness were other more common symptoms to salt workers. There is a need for developing a mechanism for prevention of these problems to them

Muthalagu, Murugan & Durairaj, (2016), in this research paper they reveals that the large number of salt workers exposed to salt and facing health problems etc. The salt production in Tuticorin, Ramanathapuram and Nagapattinam is by the traditional method of evaporation of brine (water with high concentration of salt) filled in the salt pans. The working condition of workers is not modern equipments being used for production. In connection that the salt production, meanwhile the salt workers are involving production they are affected various salt workers health related issues.

Murugan, (2015), in this research paper they reveals that the large number of salt workers exposed to salt and facing health problems like headache, giddiness, breathlessness, muscular and joint pains. The health problems of salt workers were most common, probably due to irritation by direct sunlight and its glare caused by salt crystals to brine as well as irritation, headache and giddiness were other more common symptoms to salt workers. There is a need for developing a mechanism for prevention of these problems to them.

Statement of the Problem

The Comparatively the large number of salt workers exposed and facing occupational health problems like prevalence of ophthalmic symptoms, dermatological symptoms like headache, giddiness,

breathlessness, muscular and joint pains. It will also attempts to a step towards analyzing the farm mechanization to salt production and existing marketing practices of salt marketers in Tamil Nadu. These unique physical features of the state will influence the researcher to undergo the current research entitled **"A STUDY ON PRODUCTION AND MARKETING PROBLEMS OF SMALL SCALE SALT PAN PRODUCERS IN TAMIL NADU"** for current research.

Objectives of the Study

1. To Study the profile of small scale pan producers in Tamil Nadu.
2. To find out the health problems of salt producers in the study areas.

Methodology and Design of the Study

The present study is based on both primary data and secondary data. The sources of secondary data has to be collected from the various publications of report of ministry of Agriculture and ministry of commerce, books, periodical, magazines, and published records of the Govt and web site sources. For the purpose of collecting primary data with regard to the problems small scale salt pan producer in Tamil Nadu, the researcher has carefully design separate interview schedule and the same will be administered to the sample respondents living in different parts of selected area of Tamil Nadu. The researcher has selected 580 producers based on simple random sampling method.

Scope of the Study

The present study is highlighting the problems of salt workers with the view to analysis the performance of workers health, salt distribution and related physical function. The study has covered the following area such as Tuticorin, Nagapattinam and Ramanathapuram Districts because salt former area is known for lowest salt production in Tamil Nadu.

Analysis and Interpretation

India is the third largest salt producing country in the world after china and USA. The growth and achievement of salt industry over the last 60 years has been spectacular. Now India has achieved self sufficiency in the production of salt even for the level of exporting surplus salt to many countries. The main sources of salt in India are sea brine, lake brine, sub-soil brine and Rock salt deposits. Sea water is an inexhaustible source of salt. Salt production along the coast is limited by weather and soil conditions

DISTRICT -WISE CLASSIFICATION OF THE RESPONDENTS

The Districts play a major role in Production of salt, because of availability of raw materials and usages.

Table No.1
District-wise Classification of Respondents

Sl. No	District	No. of. Respondents	Percentage (%)
1	Ramanathapuram	231	38.6
2	Tuticorin	227	38.0
3	Nagapattinam	140	23.4
Total		598	100

Source: Primary Data

Table no.1 shows that most of the respondents (38.6 Percentage) are belonging to Ramanathapuram district and 38.0 Percentage of the respondents are Tuticorin district and remaining 23.4 Percentage of the Respondents are Nagapattinam district.

It is inferred from the table that most of the respondents are Ramanathapuram district. Because, Ramanathapuram district is mostly are engaged in salt production business and the like. Thereby, they have the opportunity to get into contact with various salt producer groups.

HEALTH PROBLEMS FACED BY THE SMALL SCALE SALT PRODUCERS - MULTIPLE REGRESSIONS

Salt has now grown to such dimensions and importance that it has become the largest industry in the world. The salt industry is the third highest foreign exchange earner in India. This remarkable growth is not due to any particular phenomenon but only the result of evolutionary process.

Table No.2
Problem Faced by the Small Scale Salt Pan Producers

1	Dependent variable	Health Related Problems
2	Independent variables	Eye problem (X1) Fungal infection (X2) Back pain (X3) Allergic (X4) Toxin metanosis (X5)
3	Method	Enter method
4	Multiple R	0.912
5	R square value	0.894
6	Adjusted R square value	0.899
7	F value	3.094
8	P value	<0.001*

Source: Primary Data.

This upcoming industry needs to focus on many dimensions such as promoting the industry, developing newness in the industry and improving the industry. But still the salt industry faced many challenges and issues the foreign salt industry faced in India such as Lack of proper infrastructure, Lack of worker resources, Service levels, Lack of adequate marketing and promotion, Taxation, Security and so on.

Variables	Un-standardized Co efficient (B)	Standard Error (B)	Standardized Co-efficient (B)	T Value	P Value
(Constant)	0.727	0.850		0.834	0.452
X1	0.070	0.028	-0.227	2.504	0.014**
X2	0.151	0.052	0.269	3.436	0.002**
X3	0.385	0.122	0.276	3.811	0.004**
X4	0.142	0.079	-0.171	1.792	0.009**
X5	0.565	0.032	0.176	2.731	0.001**

Source: Primary Data.

Table No.2 elucidates that there are four independent variables and one dependent variable rotated in multiple regression analysis. The problems faced by the foreign tourists are many. From the table 5.40 the F value 3.094 is found to be significant at one percent level. Hence the null hypothesis is rejected and the values that are estimated are not a mere theoretical construct.

From the analysis, it is identified that the salt producer facing sever health related problems like eye problem, back pain problems, fungal infection in the study areas.

Summary and Conclusion

Working environmental conditions of salt industry exposes the producers to direct contact with inhalable salt dust; salt crystals give direct impact on brine, physical stress, direct bright sunlight and glare due to sunlight reflected by salt crystals and brine surface. However, the extreme weather and hard labour conditions in the salt workers cause lot of health issues among the salt producers. There must be need for modernization and well trained mechanization of salt works and use of personal protective equipments to overcome occupational health problems of salt producers. In this research study concluded that, the salt producers were not found to be different from a similar group of producers to salt produce workers. Hence, this study highlights the need for developing provision for prevention of health problems of workers in the study area of Tamil Nadu.

REFERENCES

1. Prof. Murugan.S (2015), "A Study on Production and Marketing of salt with reference to Problems and prospects in Tamil Nadu", Guru nanak journal of multidisciplinary research, volume-3 pp no.30-36,ISSN:2277-1409.
2. Dr.D.Durairaj & Prof. Murugan.S (2016), "A Study on Health Hazards of Salt workers in Tamilnadu Coastal areas" Int. J. Pharm. Sci. Rev. Res., 40(2), September – October 2016; Article No. 29, Pages: 137-141, ISSN 0976-044X.
3. Dr.K.Muthalagu, Prof. Murugan.S & Dr.D.Durairaj (2016), "OPINION AN OCCUPATIONAL HEALTH PROBLEMS AMONG SALT WORKERS AT SALTPAN IN TAMILNAD" Int. J. Pharm. Sci. Rev. Res., 41(2), November - December 2016; Article No. 55, Pages: 302-305 ISSN 0976 – 044X.
4. National Institute of Health and Family Welfare. National programme for control and treatment of occupational diseases. NIHFV;2009.
5. A Misra, P Chowbey, BM Makkar, NK Vikram, JS Wasir, D Chadha, et al. Consensus statement for diagnosis of obesity, abdominal obesity and the metabolic syndrome for Asian Indians and recommendations for physical activity, medical and surgical management. JAPI. 2009;57:163–70.
6. Annual report 2003-04. National Institute of Occupational Health (ICMR), Ahmedabad. Occupational Health Hazards among Salt Workers in Remote Salt Sites in Rann of Kutch.
7. Ministry of Labour and Employment, Government of India. National policy on Safety, health and Environment at Workplace.