



ORIGINAL RESEARCH PAPER

Management

A STUDY ON PROBLEMS IN PRODUCTION AND MARKETING OF SUGARCANE BY FARMERS IN GOBICHETTIPALAYAM TALUK

KEY WORDS: Financial problems, Labour shortage, Delay in harvest, No transparency in weighing.

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ABSTRACT

India is the second largest country in the world to cultivate sugarcane. Sugarcane is one of the cash crop. Until India is crowning as a second place all over the world that indicates only our economy. But on the hidden side sugarcane cultivators are facing lot of problem in cultivation and marketing site. On a cultivation stage problems like financial problems, labour shortage, high wage rate, water scarcity, severity of diseases, etc. and on the other process during marketing problems like delay in harvesting, delay in payment, no transparency in weighing, etc. this paper will provide brief ideas about various list of problems in sugarcane cultivation and marketing.

INTRODUCTION

Agriculture plays a vital role in the economic development of a country. The high growth rate of population, particularly in Asia, is continuously putting on Agriculture to supply adequate quantities of food grains. The daunting challenge at Present is to produce adequate food for a fast growing population. The Agriculture land has already reached the limits, but production performance is yet traditional in nature.

In a developing country like India, Agriculture is the most predominant sector of an economy. The development of Agriculture not only leads to growth of industrial sector but also for the development of territory and servicing sectors.

Thus, the development of Agriculture sector provides Innumerable helps to the country through the supply of food grains, provision of various raw materials needed by the industries, supply of cheap labour needed by industrial sectors, encouraging foreign exchange and by helping for the expansion of territory sectors. Agriculture in India has a long history dating back to ten thousand years. Today, India ranks second worldwide in farm output. Agriculture and allied sectors like forestry, logging and fishery accounted for 16.6 percent of the GDP in 2007, employed 60 percent of the total workforce and despite a steady decline of its share in the GDP, is still the largest economic sector and plays a significant role in the overall socio economic development of India.

India has many farm insurance companies that insure wheat, fruit, rice and rubber in the event of natural disasters or crop failure. One notable company that provides all of these insurance by agriculture insurance company of India and it alone insures crops of around 20 million farmers. Indian agriculture has been the sources of supply of raw materials to our leading industries like cotton, jute, textile, sugar, vanaspati and plantations. All these depend on agriculture directly. There are many other industries, which depend on agriculture in an indirect manner. Many of our small scale cottage industries like handloom, weaving, oil crushing, rice husking, etc., depend upon agriculture for their raw materials. However, in recent years, the importance of food processing industries also create of income and for generation of employment. The agriculture crops produced in India can be classified into viz., 1). Food grains and 2). Non-food grains. Food grains include rice, wheat jowar, maize, bajra pulses, etc and non-food grains include cash crops like oilseeds, sugarcane, cotton, jute, etc.,. Besides, Indian agriculture has a place of pride in the sphere of international trade. The main agriculture commodities which are exported are tea, oilcakes, fruits vegetables, spices, tobacco, cotton, coffee, coco, sugar & sugar products, hides & skins, raw wool & other varieties of animal hair, & vegetable oils, etc.

As three-fourth of Indian population depends on agriculture, the agricultural marketing occupies a dominant position in

marketing economy. Agricultural marketing is the combination of activities by which agricultural raw material and processed products are made ready for consumption in suitable form. But this is only applicable for sugarcane.

RANK	COUNTRY	PRODUCTION (1000 tonnes)
1	BRAZIL	455,291
2	INDIA	281,170
3	CHINA	100,684
4	MEXICO	50,597
5	THAILAND	47,658
6	PAKISTAN	44,666
7	COLOMBIA	39,849
8	AUSTRALIA	38,169
9	INDONESIA	30,150
10	UNITED STATES OF AMERICA	26,835

Still india is crowning second place all over the world in sugarcane production, the farmers are facing many problems while cultivating and marketing their produces. The major defects in agricultural marketing is the inability of the majority of the farmers to wait for a remunerative, price after their harvest. In order to meet their commitment and pay for their debts, the growers are forced to sell their produce at any price offered to them. This problem in agricultural marketing leads to modernization of agriculture.

This study deals with the problems faced by sugarcane cultivators while producing sugarcane. Required data has been collected from the 50 sample farmers by using interview schedule.

STATEMENT OF THE PROBLEM

The sugarcane growers are affected by the problems in production of sugarcane due to non-availability of labour, high wage rate, high transportation cost, storage cost, poor quality of fertilizers, non-availability of fertile seeds and loss due to inadequate technical know-how. Farmers are further facing a number of difficulties in marketing of the products in terms of their quantity, price fluctuation, high commission etc.,

In the study area most of the producers are selling their sugarcane mainly through village traders, commission agents and gudown, who charge high rate of commission which levels the farmers with insufficient earnings. This leads them to get loans for further cultivation.

REVIEW OF LITERATURE

Gomatee Singh (2013) made an attempt to analyse the economics of sugarcane based farming system i.e sugarcane cultivation by all the categories of farmers, cost benefit ratio from sugarcane cultivation, major products of sugarcane and their economy etc. sugarcane is one of the major cash crop of

india and most important crop of uttar pradesh, which not only support the economy of uttar Pradesh but also the major crop which is the source of income of millions of farmers, whether marginal, small, medium or large.

Nazir et al(2013) found that a majority (68 per cent) of the farmers faced moderate problems in sugarcane cultivation, while 8 per cent low and 24 per cent serious problem in sugarcane cultivation. Correlation analysis indicated that among 13 selected characteristics of the farmers, education, credit availability, input availability, extension, media contact, training exposure and knowledge had significant negative relationship with their problem faced in sugarcane cultivation and the rest age, family size, Land possession, annual family income, sugarcane cultivation area, organizational participation and innovativeness had no significant relationship with their problem faced in sugarcane cultivation. Further, it is observed that “high price of fertilizer and pesticides”, “non –availability of fertilizer and pesticide in time” and “insect and pest attack of sugarcane “ were the major three problems in sugarcane cultivation.

Clainos chidoko and ledwin wai (2011) made a study to identify and explain the economic challenges faced by sugarcane farmers. the study showed that while sugar cane industry is critical sector to the economy its productivity is going down. It was discovered that the low productivity is largely due to failure to plough out old cane, lack of equipment for operations, low prices paid for the harvested cane, high transport and haulage charges, limited training and unavailability of inputs. This is largely due to limited access to cheap finance and credit. The study recommended that farmer be given cheap finance and easily access credit using their crop as collateral security.

Arijinder Kaur and Sukhjeet Saran (2011) found that climatic constraints for sugarcane cultivation in Punjab will continue to account for disparity in cane productivity and sugar recovery in this area. The constraints regarding the sugarcane cultivation were mainly related to the payment problems, absence of any sugar mill in the sub-division the long waiting period for the disposal of cane besides harassment of the farmers by the staff of sugar mills. The long distance between sugarcane growers of the sub division and sugar mill has added to difficulties of sugarcane growers, which has led to decline in area under sugarcane.

Rao I.V.Y.Rama(2012) in his study entitled that Efficiency, yield gap and constraints analysis in irrigated vis-à-vis rain fed sugarcane in north coastal zone of Andhra Pradesh. The economics of yield gap in irrigated and rain fed sugarcane cultivation have been studied in north coastal zone of Andhra Pradesh for the period 2008-2009 by collecting data on various aspects of costs and returns. Budgeting techniques, cost concepts, benefit cost ratio(BCR), yield gap analysis and response priority index have been used for the analysis. The study has shown that the value of BCR is higher for plant crop in irrigated (1.49%) than in rain fed(1.43%) regions. The yield gap between irrigated and rain fed regions has been found to be 67.00%, in which input usage had a higher(41.86%) effect than cultural practices(25.93%). The most important constraint in sugarcane cultivation is shortage of labour during crucial operations. Therefore, irrigated sugarcane is more remunerative and yields can be sustainable if constraints are addressed and a proper package of practices is followed.

Sivanappan (2009) concluded that sugarcane cultivation with drip irrigation and fertigation the sugarcane products a number of by-products when it is crushed for sugar production purposes. All the cane produced are not crushed for getting sugar but they are used for some other purpose also viz., production of wheat sugar, used as deed, feed and

chewing purpose and get gur and Khandsari.

OBJECTIVE OF THE STUDY

It is desirable here to spell out the broad objective of the study in the light of the work done in this field. The objectives of the present study is problems faced by the farmers in production and marketing of sugarcane by farmers.

METHODOLOGY

This study was conducted in Gobichettipalayam Taluk of Erode district during the year 2017. This study is an empirical research based on survey method. The data collected for the study include both primary data and secondary data. Primary data were collected from the farmers and secondary data were collected from various journals, magazines and news papers.

SAMPLE DESIGN

For the purpose of the study sample design divided in to two stages.

STAGE I – SELECTION OF BLOCK

The present study is confined to Gobichettipalayan Taluk of Erode District. Gobichettipalayam Taluk has 2 blocks namely Gobi and Thoorkkanaicken palayam. Out of these two blocks Thoorkkanaicken palayam was purposively selected.

STAGE II – SELECTION OF FARMERS

To constitute a sample size of 50, respondents were selected by adopting convenience sampling method. The farmers were classified in to three groups namely marginal (those who have up to 5 acres), small (between 5 acres to 10 acres) and large (above 10 acres).

FRAMEWORK OF ANALYSIS

The data collected from the primary sources were analysed with the help of various statistical tools such as percentage and simple average ranking.

Problems In Production Of Sugarcane: Ranking Analysis

The farmers are facing many problems in production of sugarcane. To identify the relative importance of the problems in production of sugarcane, it has been decided to use the Simple average ranking technique. The identified problems relating to production of sugarcane are financial problems, labour shortage, high wage rate, water scarcity, severity of diseases, lack of technology, high price of inputs, poor quality of fertilizers and pesticides, climate condition, poor seeds and timely harvest. The sample farmers are called to assign the ranks to identify the most important problems for the production of sugarcane. The respondents were asked to rank the problems in the order of importance.

SUMMARY

In this study an attempt has been made to examine the problems faced by farmer in production and marketing of sugarcane.

PROBLEMS IN PRODUCTION OF SUGARCANE

To identify the problem, which is the most important one, Simple average ranking technique has been applied. It is found that high wages rate is the major problem faced by the farmers while cultivation of sugarcane, followed by the financial problems, severity of diseases, water scarcity, climate condition, poor quality of fertilizer and pesticides, timely harvest, poor seeds, lack of technology, high price of inputs, high wage rate.

PROBLEMS IN MARKETING OF SUGARCANE

To identify the problem, which is the most important one, Rank Based Quotient technique has been applied. It is found that Delay in Payment is the mojaor problem faced by the farmers while marketing of sugarcane, followed by the High Rate of Cutting charges, Delay in Harvesting, No Transparency in

Weighing, Fixed/Low Price of Product, Delay in Payment.

FINDINGS

Followings are the findings based on the study

1. It is found that High Wage Rate is an important production problem for farmers during cultivation.
2. It is cleared that High Labour Shortage is an important production problem
3. It is found that 89.65 per cent of the farmers are having Education upto School Level.
4. It is found that Delay in Payment is an major problem for farmers during marketing.

SUGGESTIONS

It is found in this study that 89.65 per cent of the farmers are having education upto school level. Farmers are unaware the applications of new and modern techniques that could be used in agriculture. Hence ,it is suggested that an arrangement should be made for training (Agricultural expo) to the farmers regarding how to apply the modern techniques of production of sugarcane.

It is found in this study that high wage rate to labour is an important production problem faced by the sugarcane cultivators. Hence, it is suggested that if the government take necessary steps to use MNREGS scheme to agriculture at subsidy rate and supply the machines at lower cost helps to reduce the above problems.

It is found in this study high labour shortage is the most important problem among the various problems faced by the sugarcane cultivators. Hence, it is suggested that farmers should educate to prepare their land to use machines for cutting the sugarcane and also can provide financial assistance to farmers at the time of cultivation.

CONCLUSION

It is concluded that high wage rate is an important production problem faced by the sugarcane cultivators, because of the change in the attitude of agricultural labours towards work in agricultural land. In marketing delay in payment makes major problem towards farmers.

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