



## **Study On Cultivation And Marketing Problems Of Turmeric Growers In Erode District Regulated Market Kongu Region In Tamilnadu**

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### **Abstract**

This study aims to identify and analyze the Cultivation and marketing problems faced by turmeric growers in the Erode district regulated market. The research focuses on understanding the challenges related to Cultivation practices, market access, price fluctuations, post-harvest issues, market information, and institutional support. Through a combination of qualitative and quantitative research methods, including surveys, interviews, and data analysis, the study provides valuable insights into the specific issues hampering the growth and profitability of turmeric growers in the regulated market. The findings of this study can inform policymakers, industry stakeholders, and turmeric growers themselves about the key areas that require attention and intervention to enhance the overall performance of the turmeric sector in the Erode district regulated market.

**Keywords:** Turmeric, Cultivation problems, marketing problems, market access, price fluctuations, market information, profitability.

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## INTRODUCTION OF STUDY

Turmeric is an important cash crop in the Erode district of Tamil Nadu, India, and contributes significantly to the income of many smallholder farmers in the region. However, turmeric growers in the area face a variety of Cultivation and marketing challenges that affect their livelihoods and limit the potential of the crop. Turmeric is an important spice crop in India, which is widely used in cooking, cosmetics, medicines, and religious rituals. Erode district in Tamil Nadu is one of the major turmeric-growing regions in India, and the Perundurai turmeric market is an important hub for the trading of turmeric. However, turmeric growers in the district face several Cultivation and marketing problems, which affect their income and livelihood. The study found that turmeric growers in the Erode district face several Cultivation problems that affect their crop yield and quality. The major Cultivation problems identified include inadequate irrigation facilities, poor soil fertility, pest and disease infestations, and lack of access to modern technologies and practices. The growers relied on borewell water, faced pest and disease problems, which resulted in lower yields and poor quality turmeric. The study also found that most of the growers still followed traditional farming practices, such as

manual weeding, which is labor-intensive and time-consuming.

## OBJECTIVES OF STUDY

- To study about the Cultivation and marketing problems of turmeric growers in Erode District.
- To identify the major Cultivation problems faced by turmeric growers in Erode district.
- To know the selling turmeric problems through regulated markets perundurai.
- To assess the Cultivation challenges, marketing challenges, conditions of sample turmeric growers.
- To examine the such as farmers, traders, middlemen, and government agencies in the region.

## RESEARCH METHODOLOGY

Research methodology is a collective term for the structured process of conducting research. There are many different methodologies used in various types of research and the term is usually considered to include research design, data gathering, and data analysis.

## STATISTICAL TOOLS

- Chi-square Analysis
- Correlation
- Simple Percentage

## CHI-SQUARE ANALYSIS

**TABLE – 4.2.1 AGE AND SUFFICIENT AVAILABILITY OF LABOUR DURING PEAK SEASON**

(Two-way classification)

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.987 <sup>a</sup>	9	.352
Likelihood Ratio	11.168	9	.264
Linear-by-Linear Association	1.084	1	.298
N of Valid Cases	115		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is .53.

**Null Hypothesis Ho:** There is no significant difference between age and sufficient availability of labour during peak season.

**Alternative Hypothesis H1:** There is a significant difference between age and sufficient availability of labour during peak season.

**Significance level:** 5%

accept the alternative hypothesis. There is significance difference between age and sufficient availability of labour during peak season.

**Interpretation:**

Since the table value is  $0.352 < 0.05$ , So we rejected accepted the null hypothesis and we

**CORRELATION**

The table shows that the difference between annual income and lack of competition among traders

X	Y	$X^2$	$Y^2$	XY
25	27	625	729	675
46	51	2116	2601	2346
26	34	676	1156	884
18	3	324	9	54
$\Sigma x = 115$	$\Sigma y = 115$	$\Sigma x^2 = 3741$	$\Sigma y^2 = 4495$	$\Sigma xy = 3959$

$$r = \frac{\Sigma xy}{\sqrt{(\Sigma x^2)(\Sigma y^2)}}$$

$$= \frac{3959}{\sqrt{(3741)(4495)}}$$

$$= \frac{3959}{\sqrt{16815795}}$$

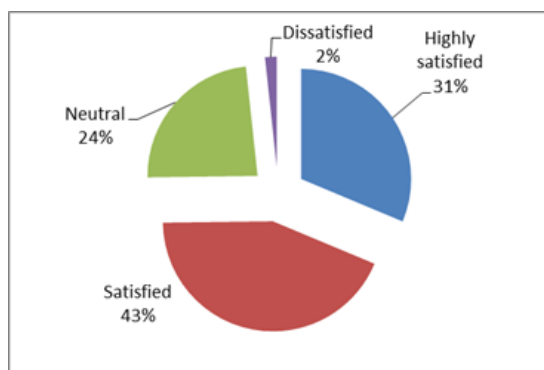
$$= \frac{3959}{4100.70} \quad r = 0.965$$

**Result:**

This is positive correlation. There are difference between annual income and lack of competition among traders.

**PERCENTAGE ANALYSIS IS THE AVAILABILITY OF WATER FOR IRRIGATION ADEQUATE**

Particulars	No of Respondents	Percentage
Highly satisfied	36	31.3
Satisfied	50	43.5
Neutral	27	23.5
Dissatisfied	2	1.7
TOTAL	115	100



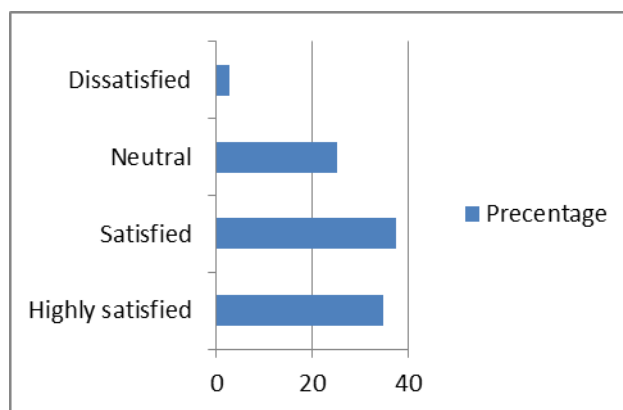
### INTERPRETATION

The above table shows that the among the 115 sample respondents, availability of water irrigation adequate are most of the respondents are like 31% of Highly satisfied

and 43.% of Satisfied and 24% of Neutral and 2% of issatisfied. Most of the 34% respondents are like satisfied with the water irrigaton adequate.

### AVAILABILITY AND COST OF INPUTS SUCH AS SEEDS, FERTILIZER, AND PESTICIDES FOR TURMERIC CULTIVATION

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Highly satisfied	40	34.8
Satisfied	43	37.4
Neutral	29	25.2
Dissatisfied	3	2.6
<b>TOTAL</b>	<b>115</b>	<b>100</b>



### INTERPRETATION

The above table shows that the among the 115 sample respondents, Level of satisfaction in credit facilities, Most of the respondents are like 37.5% of highly satisfied, 43.3% of satisfied, 16.7% of neutral, 2.3% of dissatisfied. Most of the respondents are like Highly satisfied towards level of satisfaction in credit facilities.

### CORRELATION

➤ This is positive correlation. There are difference between annual income and lack of competition among traders.

### FINDINGS, SUGGESTIONS AND CONCLUSION

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### PERCENTAGE ANALYSIS

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## SUGGESTIONS

**Improve farming practices:** Provide training and education to farmers on modern farming techniques, including improved seed selection, irrigation methods, pest and disease management, and soil fertility management. This can help enhance productivity and quality of turmeric.

**Promote organic farming:** Encourage farmers to adopt organic farming practices for turmeric Cultivation. Organic turmeric has a higher market demand and can fetch premium prices. Provide support in terms of training, certification, and access to organic farming inputs.

**Strengthen farmer cooperatives:** Facilitate the formation and strengthening of farmer cooperatives or producer groups. This can enable collective marketing, bulk purchasing of inputs, and negotiation power with buyers, leading to better prices and market access for turmeric growers.

**Enhance post-harvest infrastructure:** Improve storage, processing, and packaging facilities for turmeric. This can help reduce post-harvest losses, improve product quality, and extend the shelf life of turmeric, leading to better marketability.

**Access to credit and financial services:** Improve access to credit and financial services for turmeric farmers, particularly small-scale growers. This can help them invest in improved farming practices, purchase quality inputs, and manage cash flow during the Cultivation and marketing cycle.

**Government support and policy interventions:** Advocate for government support and policy interventions to address the specific challenges faced by turmeric growers. This can include subsidies for inputs, insurance schemes, infrastructure development, and marketing support.

**Market linkages and value chain integration:** Facilitate linkages between turmeric growers, processors, exporters, and domestic markets. Promote collaboration and partnerships along the turmeric value chain to ensure a more seamless flow of produce and better market access for farmers.

## CONCLUSION

Turmeric growers in the Erode district

regulated market face various Cultivation challenges such as pests and diseases, soil fertility issues, irrigation problems, and climate-related factors. It is crucial to address these challenges through improved farming practices, access to quality planting material, and the adoption of modern technologies. Limited market outlets and inadequate infrastructure pose significant barriers to market access for turmeric growers. Direct market linkages, improved transportation networks, and the development of market infrastructure can enhance market access and reduce dependence on intermediaries. Turmeric prices in the regulated market exhibit volatility due to various factors. Transparent pricing mechanisms, price discovery systems, and measures to stabilize prices can mitigate the negative impact of price fluctuations and provide more predictable income for turmeric growers. High post-harvest losses, improper handling, and storage practices affect the quality and market value of turmeric. It is crucial to invest in post-harvest infrastructure, improve drying techniques, and educate growers on proper handling and storage practices to minimize losses and enhance marketability.

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