

Production And Marketing Of Paddy In Tamilnadu

**Dr.N.Palanivelu, Assistant Professor in commerce, Government college of Arts and science, Peravurani, Thanjavur (DT)*

**K.Venkatesan, M.com.MPhil., Assistant Professor, Department of commerce, Appollo Arts and Science College, Chennai.*

Abstract

India is predominantly an agricultural country. Nearly 40% of the country's national income is derived from agriculture and its allied activities. Despite major emphasis on the industrial development, agriculture continues to occupy a place of pride in our economy. Agriculture is India's big economy. Although the share of agriculture in the total national income has been gradually decreasing on account of development of the secondary and tertiary sectors, contribution continues to be significant. Agriculture provides the principal means of livelihood for over 58.4% of India's population. The Objectives of the study are (i) to study the different types of Paddy cultivation in Tamilnadu; (ii) to study the marketing of Paddys in Tamilnadu and (iii) to find out the price fixation between varieties of Paddys in different types of Paddy Marketing. Interview technique was adopted for collecting data from the Paddy farmers of various geographical locations in Tamilnadu. A survey was undertaken covering 100 Paddy farmers among these study, using simple random sampling. The study concluded that around 49.42 per cent of Paddy growers sold their paddy through village traders followed by wholesalers (40.94 per cent). This indicated that marketing system of Paddy in Tamilnadu is in the hands of village traders and wholesalers. Though the price received by the growers was highest when produce was sold directly to consumer but quantity sold.

Introduction

India is predominantly an agricultural country. Nearly 40% of the country's national income is derived from agriculture and its allied activities. Despite major emphasis on the industrial development, agriculture continues to occupy a place of pride in our economy. Agriculture is India's big economy. Although the share of agriculture in the total national income has been gradually decreasing on account of development of the secondary and tertiary sectors, contribution continues to be significant. Agriculture provides the principal means of livelihood for over 58.4% of India's population. It contributes approximately one-fifth of total gross

Domestic Product. Agriculture accounts for about 10% of the total export earnings and provides raw material to a large number of industries. About 43% of the country's total geographical area is used for agricultural purposes.

Rice, wheat, and maize are the three leading food crops in the world; together they directly supply more than 50% of all calories consumed by the entire human population. Wheat is the leader in area harvested each year with 214 million ha, followed by rice with 154 million ha and maize with 140 million ha. Human consumption accounts for 85% of total production for rice, compared with 72% for wheat and 19% for maize.

Rice provides 21% of global human per capita energy and 15% of per capita protein. Although rice protein ranks high in nutritional quality among cereals, protein content is modest. Rice also provides minerals, vitamins, and fiber, although all constituents except carbohydrates are reduced by milling.

The world average consumption of rice in 1999 was 58 kg, with the highest intake in some Asian countries; Myanmar has the highest annual consumption at 211 kg/person. Rice eaters and growers constitute the bulk of the world's poor: according to the UNDP Human Development Report for 1997, approximately 70% of the world's 1.3 billion poor people live in Asia, where rice is the staple food.

.The effect of Paddy on the global economy

Rice is also the most important crop to millions of small farmers who grow it on millions of hectares throughout the region, and to the many landless workers who derive income from working on these farms. In the future, it is imperative that rice production continue to grow at least as rapidly as the population, if not faster. Rice research that develops new technologies for all farmers has a key role to play in meeting this need and contributing to global efforts directed at poverty alleviation.

Cultivation process

Land requirement

Previous crop should not be the different variety of paddy. It was if same variety, it should have passed production of certified procedure

Isolation

Adopt 3m all around the field

Pre-sowing seed management on

In dormant cultivars, break the dormancy by soaking the seeds in equal volume 0.1 N conc.HNO₃ or in 0.5% KNO₃ for a duration of 12-16 h. The seeds are to be dried to original moisture content. (or) Upgrade the seeds using specific gravity grading adopting salt water (egg flotation dissolve 1.5 kg of common salt in 1 lit of water grading) to remove ill filled and immatured seed. For rainfed rice or direct sowing harden the seeds by soaking the seeds in equal volume of 1% KCl solution for 16 h and dry back the seeds to original moisture.

Content.

Harden the seeds with 1% KCl for 16 h and dry back to original moisture content and coating with polymer @ 3 ml/kg + imidachloprid @ 2ml / kg + carbendazim @ 2 g / kg + Pseudomonas fluorescens @ 10 g/kg + Azophos @ 120g/kg. (or) Soak the seeds in 3 % cowpea sprout extract for 16 h in the seed to solution ratio of 1:1 and dry back to original moisture content. (or) Soak the seeds in 60% Pseudomonas fluorescens (80 g of powder form mixed in 100 ml of water) for 12 hrs

Method of planting

SRI method can be adopted

For saline soil

- Incorporation of green manure like daincha
- Designer seed as detailed above.
- Shallow planting @ 3-4 seedlings / hill.
- Planting of seedlings with 5 days more aged seedlings than normal planting.
- Basal application of gypsum @ 500 kg/ha.
- Foliar spray with 0.5% FeSO₄ and ZnSO₄ at tillering stage

Fertilizer recommendation

1. Short duration : NPK @ 120:40:40 kg ha⁻¹
2. Medium duration : NPK @ 150:50:60 kg ha⁻¹
3. Long duration : NPK @ 150:50:80 kg ha⁻¹

Zinc deficient soils

Apply ZnSO₄ @ 25 kg ha⁻¹

Rouging space

Leave a rouging space of 30 cm between the beds size of 150 cm

Foliar application

DAP 2% or 0.5% Nutri Gold (organic growth promotor) at boot leaf stage and at 5-10% flowering.

Spray with 3% cowpea sprout extract at vegetative and flowering stage.

Preparation of pulse sprouts extract

Cowpea seeds were soaked overnight and incubated in a wet cloth for 12 h to enable sprouting. Later, 100 g of sprouts were ground in a mixer grinder by using ice cubes of 100 ml of water to prepare extracts of 100 per cent concentration. The ground material was squeezed through cloth bag to extract the sprout extract

Objectives of the study

The following objectives have been framed for the study.

- 1) To study aims the different types of Paddy cultivation in Tamilnadu
- 2) To study the marketing of Paddys in Tamilnadu
- 3) To find out the price fixation between varieties of Paddys in different types of Paddy Marketing. .

Methodology

Sources of data

Interview technique was adopted for collecting data from the Paddy farmers of various geographical locations in Tamilnadu. A survey was undertaken covering 100 Paddy farmers among these study, using simple random sampling. In Tamilnadu various varieties of Paddys cultivated. Every Paddy 60kg bag is the main factor to fix price. The study reveals that different types of varieties, such as Short duration varieties, Medium duration varieties and long duration varieties, like IR20, CR1009, are selected in various districts in Tamilnadu.

STATISTICAL TOOLS

The study relied more on primary data than on secondary data. The collected data were scrutinized, edited and tabulated, statistical methods of analysis like, multiple regression, and ANOVA were used to analysis the data in an effective manner.

PADDY MARKETING

Agmarknet

Ministry of Agriculture has launched scheme. AGMARKNET envisages linking all important agricultural produce markets in the Country, the State Agricultural Marketing Boards

& Directorates and DMI for effective information exchange. AGMARKNET has led to a nation-wide information network for speedy collection and diffusion of market information, computerization of market related information such as market fees, market charges, etc., ensuring regularity and reliability of data and increasing the efficiency in agricultural markets.

Access to market data of previous days / weeks / months for comparison

Dynamic Market Information Service for Agri – Horti Produces through Credible and timely information plays a crucial role in agricultural marketing, particularly for perishables. Due to lack of proper market information channel and interference of middle man, the farmers have been exploited often and forced to sell their produce at lower price in their nearby market. The harvested produce can be sold at a premium price information of the nearest alternative markets is disseminated to farmers on demand and daily basis. They can make better decision to harvest the produce at right time and send their consignment to particular market where the market price is higher for his/her produce. The power of information and mobile technology is making things possible to get the required information at required time. Dynamic Market Information (DMI) Service is one such initiative to provide accurate market related information to farmers and related stakeholders on daily basis

Table 1.1

Analysis of Paddy Marketing – Short duration varieties

Types of Paddys	Paddy sold Price 3 kg Rs. q1	Middlemen sold Price 3 kg Rs. q2	Export Market price 3 kg Rs. q3	Mean Table
P1	40.00	75.00	110.00	78.33
P2	50.00	60.00	100.00	66.66
P3	30.00	40.00	90.00	53.33
P4	70.00	100.00	160.00	110.00
P5	70.00	100.00	180.00	116.66
P6	90.00	300.00	400.00	300.00
P7	80.00	130.00	160.00	120.00
P8	50.00	110.00	170.00	110.00
P9	90.00	140.00	200.00	146.66
	SED	CD(0.05)	CD(0.01)	
P	15.87	44.08	73.10	
q	08.92	19.44	27.25	
P at q	20.28	51.61	81.21	
q at p	15.45	33.67	47.21	

Source: Primary data computed

**P1: IR-64P2: ADT43 P3: CO-47, P4: ADT-48 P5: ADT-43 P6: ASD-17 P7: MDU-5
P8: ADT 47 P9: ADT-45**

q1: Farmer price, q2: Middlemen price, q3: Export market price

Low price and the lack of market information are the main problems for farmers. A large number of middlemen is involved in the process of Paddy marketing in Tamilnadu. Some money lenders also play the role of middlemen. The price received by the farmers is not attractive when compared to the price paid by the consumers as well as exporters.

Factors associated in discriminating farmers' net share:

The net share of the farmers and the price paid by the consumers varied from (Farmers sold price to Mean table price) Rs. 50.00 to Rs. 78.33 and Rs. 40.00 to 66.66, Rs. 30.00 to 53.33, and Rs. 70.00 to Rs. 110.00 Rs. 70.00 to 116.66 and Rs. Rs.200 to Rs. 300.00, Rs. 80 to 120 and Rs. 60 to Rs. 110, Rs.40 to Rs. 70 per kg. It is mainly due to that fact the middlemen dictate the price for Paddy in the absence of intervention of the government in the trade and they appropriate the margin which is unduly high. The no. of middlemen in the market channel play a crucial role in discriminating the net share of the farmers.

Table 1.2

Analysis of Paddy Marketing – Medium duration varieties

Types of Paddys	Farmers Sold Price 3 kg Rs. q1	Middlemen Sold Price 3 kg Rs. q2	Export Market price 3 kg Rs. q3	Mean Table
P1	60.00	100.00	300.00	153.33
P2	40.00	70.00	100.00	70.00
P3	15.00	30.00	50.00	31.66
P4	10.00	30.00	40.00	26.66
P5	45.00	75.00	100.00	73.33
P6	70.00	110.00	300.00	160.00
P7	20.00	30.00	50.00	33.33
P8	30.00	45.00	55.00	43.33
P9	60.00	80.00	100.00	80.00
	SED	CD(0.05)	CD (0.01)	
P	18.21	50.56	83.85	
Q	23.05	50.24	70.43	
P at q	37.35	86.68	127.85	
q at p	39.93	87.01	121.99	

Source: Primary Data Computed

**P1: IR 20, P2: IR 36 P3: ADT 38P4: CO 43 P5: CO46 P6: TRY 1P7: TPS 3P8: ADT 39 P9:
MDU 4**

q1: Farmers price, q2: Middlemen price, q3: Export market price

From the above table we can infer the huge investment invested by the farmers for operating the IR20 farming is done for and the farmers are marked. Different types of cultures of production are employed for the exploitation of variety of Paddys.

Farmers market their yield at varied prices. Some Paddys IR20 farmers get Rs. 60 and mean average Rs. 153.33 and for comfits farmers get a price Rs. 70 and mean average Rs.160 more different between farmers get a price and mean average price for the reason of exporters and middleman established transport facilities and cold storage facilities. So, stocking the Paddys and packing etc. availing in the marketers only in Middlemen. Maintenance of modern well equipped storage facilities are very high when compared traditional sectors. Many farmers are formed get money from private financial sectors like money lenders, commission agents and middleman, some private financiers every Paddy marketing day to day to lending point to collect Paddys against loan. The price fixation is directed by the financiers. So, the farmers are at a loss in every day marketing the Paddys.

Analysis of hybrid Paddy Marketing:

Hybrid Paddy Marketing play a dominant role in the Paddy market. From economic point of view the cost of Paddy is high when compared to traditional Paddys. Hybrid Paddy has 200 per cent market potential for exports. Both traditional and nontraditional sector farmers exploit the resources.

Table 5.3 : Analysis of long duration Paddy Marketing

Types of Paddys	Farmers Sold Price per kg Rs. q1	Middlemen Sold Price per kg Rs. q2	Export Market price per kg q3	Mean Table
P1	80.00	160.00	210.00	150.00
P2	60.00	120.00	180.00	120.00
P3	50.00	110.00	180.00	113.33
P4	120.00	200.00	300.00	206.66
P5	70.00	100.00	170.00	113.33
P6	40.00	70.00	140.00	83.33
P7	80.00	140.00	200.00	140.00
P8	70.00	100.00	140.00	103.33
P9	50.00	110.00	180.00	113.33
	SED	CD (0.05)	CD (0.01)	
P	6.72	18.68	30.97	
Q	7.93	17.28	24.23	
P at q	13.08	30.57	45.32	
q at p	13.74	29.94	41.98	

Source: Primary Data Computed

P1: Ponmani, P2: BPT 5204P3: ADT 38P4: ADT44P5: PY4 P6 :BhavaniP7: ASD19 P8:

ADT 39 P9: IR50 q1: Farmers priceq2: Middlemen priceq3: Export market price

From the above table the mean average indicates the price received by the farmers is very low compared to mean average price. Even in Paddy marketing yielding the Paddys after processing stocking the Paddy differentiate with size and quality and stacking and packing technology is performed by exporters and if the process is performed by the famers by him, they will be able to earn better price.

Price Spread in Marketing of Paddy

The price spread refers to difference between the price paid by the consumer and the price received by the producer for an equivalent quantity of farm produce. This spread consists of

marketing cost and market margins of the intermediaries, which ultimately determine the overall effectiveness of market system. The price-spread studies can be helped in studying the efficiency of the marketing system. The channel-wise price spread in marketing of Paddy was worked out and the information of the same is presented. It is revealed that, per farm nuts price paid by the consumer in local markets of Thanjavur district was more or less same. But the variation was seen in price received by Paddy growers in different channels. This was because of variation in market margin and cost of marketing in different channels.

Results and Discussion

It is observed From [Table-1-1] that the total production of Paddy at overall level was 15.87, 44.08, 77.10 between farmers, Middlemen, and export price. Nuts out of which 15.87 per cent of produce was sold in farmer's market and 44.08 per cent in Middlemen price and Export price revealed 73.10.

It was observed that, in the process of marketing of Paddys, village traders, farmer cum village traders, commission agents/wholesalers, and retailers were important intermediaries. Further in the marketing of Paddy following three different marketing channels were observed in study area. Channel-I: Producer-Consumer (Direct sale) Channel-II: Producer-Village trader-Retailer-Consumer Channel-III: Producer-Wholesaler-Retailer-Consumer Channel IV: Producer-Village trader- Wholesaler- Retailer- Consumer It is observed from that, maximum number of growers sold their nuts through Channel II. Whereas number of Paddy growers operated through Channel I, Channel III and Channel IV were 16.67 per cent, 36.67 per cent and 8.89 per cent respectively. The analysis revealed that, on the basis of Details of Market Intermediaries Cost of Marketing of Paddy The marketing cost incurred by various agencies in different channels on harvesting, assembling, and transport, packaging grading and other miscellaneous is computed and given in Cost of marketing of Paddy..

Conclusion

The study concluded that around 49.42 per cent of Paddy growers sold their nuts through village traders followed by wholesalers (40.94 per cent). This indicated that marketing system of Paddy in Tamilnadu is in the hands of village traders and wholesalers. Though the price received by the growers was highest when produce was sold directly to consumer but quantity sold.

The Producers share in consumer's rupee was the highest in however maximum quantity was passed through middlemen. Middlemen were the dominant role player in Paddy marketing. When compared to earnings of money between Paddy farmers and Middlemen, every buying and selling of Paddys, Paddy farmers are very low margin compared to Middlemen. The export price is very high, maximum beneficiaries only that Middlemen. When eradicate the middlemen role in Paddy marketing all the Paddy farmers get more earnings.

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