

Marketing of rice in Tamil Nadu

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ABSTRACT

The main aim of this research is to find out the marketing of rice in selected villages of Cuddalore district. 200 farmers were selected from the selected villages in Cuddalore district on the basis of stratified random sampling. The data were treated statistically using One way ANOVA, t-test and correlation.

Key words : Rice marketing, Marketing problems

Marketing is as critical to better performance in Agriculture as farming itself. Therefore, market reforms ought to be an integral part of any policy for agricultural development. Although a considerable progress has been achieved in technological improvements in agriculture by the use of high yielding variety seeds and chemical fertilizers, and by the adoption of plant protection measures, the rate of growth in farming in India has not attained the expected levels. This has been largely attributed to the fact that enough attention has not been devoted to the facilities and services which must be available to the farmers if agriculture is to develop.

Agricultural marketing includes marketing functions, agencies, channels, efficiency and costs, price spread and market integration, producer's surplus, Government Policy and research, training and statistics. The marketing of agricultural commodities is different from the marketing of manufactured commodities because of the special characteristics of the agricultural sector.

They include perishability of the product, seasonality of production, bulkiness of products, variation in quality of products, irregular supply, small size and scattered production, processing etc., which may vary for different products. Among the different food grains cultivated in India, paddy is the staple food for most of the South Indians. So, this study was taken up to have an insight into the problems of paddy marketing among the farmers with landholdings of different sizes and suggest certain

marketing strategies for improvement.

Paddy has been at the centre of our national life. Historically, paddy was the crop around which our economic life revolved. It was the inspiration for much of our cultural life as well. Yet several problems are faced by the paddy farmers. We have not been able to resolve the fundamental problems relating to the production and marketing of our staple crop.

We have been at a loss to tackle the problems relating to paddy production at the technological, cultural, production or marketing levels. No doubt one of the key underlying reasons for this is that for some time, agriculture has been put on the back burner on the mistaken view that industry alone offers us the path to rapid economic growth.

Consequently our agricultural growth has been at the rate of one half of our overall economic growth rate. Even more telling is the fact that paddy production has been virtually stagnant over the last one and a half decades. Annual production of paddy has fluctuated around 2.7 million metric tons and average yields virtually stagnant around three and a half metric tons per hectare. The variations in yields have been mostly due to weather conditions, especially rainfall. The extent cultivated expands or contracts owing to rainfall conditions and paddy production fluctuates accordingly. Fortunately we have had good weather in the last few years and paddy production has been reasonably good. However, of late the marketing problem has surfaced. The paddy farmer is unable to sell his crop at an adequately remunerative price.

Weak marketing of agricultural produce has been one of the intractable problems of the economy. Scant attention has been paid to this aspect of agricultural policy for quite a long time. The belief that increased production is the paramount need has in fact led to a number of market failures affecting the production of several food

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