

A study on marketing of chillies in Thoothukudi district of Tamil Nadu

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ABSTRACT

India is the largest producer and consumer of chillies in the world. In Tamil Nadu, Thoothukudi district occupied the major area and production. Efficient marketing of chillies plays an important role in increasing the production. Forty sample farmers were selected at random from Kovilpatti block of Thoothukudi district. The data were collected by personal interview method during the year 2011-12. Price spread, Acharya and Shepherd's marketing efficiency index were worked out. The results of the study revealed that all the sample farmers stored chillies in gunny bags. Three marketing channels were identified for chillies. The maximum producers share in consumer rupee (71.05%) was found in channel I. The Shepherd's index and Acharya marketing efficiency index also indicated that channel I was the efficient one. The major sources of market information were traders, neighbours, and friends. It was learnt that the farmers' decision on cropping pattern, time of sale and place of sale were influenced by the market information. Intermediaries' margin, low price, high marketing cost and forced sale were found as the important constraints in marketing of chillies.

KEY WORDS : Chillies, Price spread, Marketing efficiency index

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