

## COMMUNICATION AND MARKETING CONSTRAINS OF PADDY GROWERS IN THANJAVUR DISTRICT OF TAMIL NADU

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### Abstract

Agriculture plays a pivotal role in Indian economy and provides employment opportunities to more than half of the population. It is the way of life and not the business of life for most of the farmers. Agriculture mainly depends upon Nature, Labour Intensive, Small Size Holdings, Traditional Methods of Production and Dominance of food crops in cultivation. In this regard paddy is the most important cereal crop not only in India but around the world. The study was conducted on the communication and marketing constraints faced by the paddy growers in Thanjavur District. The district has fourteen blocks and out of fourteen blocks Orathanadu block was particularly selected for the present study. The total number of respondents were selected based on the proportionate random sampling technique and a sample size of three hundred respondents was selected. The results revealed that there are fifteen constraints experienced by the farmers. Non – availability of storage facility (85.00 per cent), High moisture content of paddy (84.00 per cent), High cost of labour (80.33 per cent), Shortage of man power in DPC'S (77.33 per cent), Delay in Procurement (75.00 per cent), Delay in payment (70.33 per cent), Lack of transport facility (66.33 per cent), Inadequate minimum support price (62.00 per cent), Lack of current information related to market price of paddy (60.66 per cent), Unsuitable open storage location point and poor LDBP covers (55.66 per cent), Inadequate quantity and quality of gunny bags to pack and store the paddy (53.66 per cent), Weak link in paddy movement chain from DPC'S to main godown (53.00 per cent), Lack of skill in acquiring, processing and evaluating information on paddy cultivation (43.33 per cent), Minimum contact with extension officers (30.66 per cent) and Lack of motivation of farmers in attending relevant training programmes (30.00 per cent) are constraints expressed by the paddy growers.

Key Words: Marketing, Communication, DPC'S, Procurement, Payment, Constraints

### Introduction

Agriculture plays the pivotal role in Indian Economy and provides employment opportunities to more than half of the population. It is the way of life and not the business of life for most of the farmers in India. Agriculture mainly depends upon Nature, Labour Intensive, Small Size Holdings, Traditional Methods of Production and Dominance of food crops in cultivation. In this regard paddy is the most important cereal crop not only in India but around the world. Paddy is high in calorie and provides more than one fifth of the calories consumed worldwide, Asia alone more than 2000 million people obtain 60-70 per cent of their calories from rice and its products (FAO, 2004). India ranks second in paddy production around the world and Tamilnadu ranks third among the states in India. In India rice is the

most important cereal food crop, which occupies about 24 per cent of gross cropped area of the country. It contributes 42 per cent of total food grain production and 45 per cent of total cereal production of the country. Rice production in India has increased during last 60 years by about 3.5 times from 250.3 lakh tonnes during the first 5-year plan period to 857.3 lakh tonnes during the tenth plan period. The average productivity of rice in India, at present, is 2.2 tonnes/ha, which is far below the global average of 2.7 tonnes/ha (Neha Lakra *et al.*, 2017) Rice is the staple food of the South Indian people especially the people of Tamilnadu. Lakhs of acres of land are under cultivation for raising this need-based crop, despite the shift in the rural population from villages and small towns to highly urbanised cities including the Metropolis- Chennai. In Tamil Nadu paddy is highly procured in the delta regions and it was cultivated three seasons in a year ie. Kuruvai, Samba and Thaladi. The major food crop of South India especially Tamilnadu was paddy and continues to remain so even in the current day context. With the river Cauvery flowing through the plains of Tamilnadu, paddy remains to be the dominant food crop in Tamilnadu and more so in the district of Thanjavur. In spite of the dwindling Farming Community in the state of Tamilnadu, more particularly the composite Thanjavur District (now broken into Mailaduthurai, Nagapattinam, Thiruvarur and Thanjavur districts for the sake of ease of administration) popularly called as the granary of Tamilnadu, still happens to be the major source of paddy crop in the state of Tamilnadu. The agrarian to tamil nadu economy was almost 11.9 per cent of GDP. Above 32.7 per cent Indian labour force had been associated with Rural Area (Karthick *et al.*, 2020). Orathanadu block of thanjavur District is the high potential block. Communication and Marketing is much more important for raising a crop as both deals with the processing and earning money. Communication is the process of transferring the information from one person to the other. It plays a vital role in collecting, analysing, processing and evaluating the information of agricultural related news. Marketing is the process of selling the produce and it is determined by two factors namely supply and demand. If the supply is more, price will automatically tend to fall or decrease. If the supply is inadequate, price will tend to increase. In paddy cultivation the farmers are supported by giving minimum support price by the government. Production levels and market supply-demand dynamics will usually cause unforeseen price swings. The issues in storage of harvested produce and its transportation, furthermore makes it a favourable shift to buyers' market (Prasidha 2021). Constraints in communication and marketing of the produce is faced by every farmer. Constraints are the inevitable part in the paddy cultivation. This paper focuses on the constraints experienced by the farmers in communication and marketing of paddy.

### **Research Methodology**

The research study was conducted in Thanjavur district of Tamilnadu. The district has fourteen blocks and out of fourteen blocks one block was purposively selected for the study. Orathanadu block is the high potential block in paddy production in Thanjavur district. The research study was centered to analyse the communication and marketing constraint of paddy growers.

A well-structured, pre – tested interview schedule was used to gather the data from the respondents. Proportionate random sampling technique was used to select the respondents of sample size 300. For each question the scores are allotted and the scores obtained by the respondents are summed up. The respondents are categorized into low, medium and high by

using cumulative frequency. Further, the percentage analysis was worked out for the constraints in communication and marketing of paddy growers.

## RESULTS AND DISCUSSION

TABLE 1. CONSTRAINTS FACED BY PADDY FARMERS IN COMMUNICATION AND MARKETING

S.No	Constraints faced by paddy farmers	Number	Per Cent	Rank
1	Lack of motivation of farmers in attending relevant training programmes	90	30.00	15
2	Lack of skill in acquiring, processing and evaluating information on paddy cultivation.	130	43.33	13
3	Minimum contact with extension officers	92	30.66	14
4	Higher Moisture content of Paddy	252	84.00	2
5	High cost of labour	241	80.33	3
6	Delay in procurement	225	75.00	5
7	Delay in payment	211	70.33	6
8	Inadequate minimum support price	186	62.00	8
9	Non – availability of storage facility	255	85.00	1
10	Lack of transport facility	199	66.33	7
11	Lack of current information related to market price of paddy	182	60.66	9
12	Shortage of man power in DPC'S	232	77.33	4
13	Inadequate quantity and quality of gunny bags to pack and store the paddy	161	53.66	11
14	Unsuitable open storage location point and poor LDBP covers	167	55.66	10
15	Weak link in Paddy Movement chain from DPC to Main Godown	159	53.00	12

From Table 1 it is understood that majority of the farmers reported that Non – Availability of Storage Facility (85.00 per cent) as their first and foremost major constraint. During the monsoon season, the total produce is either damaged or destroyed due to insufficient infrastructure facilities. Thus, the farmers are suffering a lot after harvesting the crop. Because they cannot store all the produce in their home. This is line with findings of Uma Maheshwari (2020)

High moisture content of paddy (84.00 per cent) is the second constraint. The respondents reported that DPC'S are expected to procure the paddy at fixed level of 17% moisture content but in some cases this percentage is on the increasing side. This might be due continuous rainfall, shortage of protected godowns, lack of logistic policy to the paddy from DPC to the main godown which indirectly leads to stalk in the DPC'S

High cost of labour (80.33 per cent) is the third constraint as expressed by the respondents. The respondents felt that increase in wages of farm labours leads to higher cost of production. And also, this might be due to shifting of people from rural to urban areas

which creates non – availability of labourers. In the recent years, people are getting high wages in industrial and other sectors. This is in line with findings of Janusia (2017)

Shortage of man power in DPC'S (77.33 per cent) is the fourth constraint reported by the farmers. This might be due to the reason that there is no enough man power allotted in the DPC centres and in some cases the farmers have to help the persons in charge for the procurement process.

Delay in Procurement (75.00 per cent) is the fifth constraint expressed by the farmers. The procurement of the produce is not done on time because of the lack of pre – planning, lack of sufficient labours and weak movement chain from DPC'S to main godown which indirectly leads to stalk in the DPC'S.

Delay in payment (70.33 per cent) as the sixth constraint expressed by the respondents. The reason for this constraint might be due time-consuming procedures in processing the payment system and the also the farmers are in immediate needs and concerned in getting their money as soon as possible in order to satisfy their day – to – day needs. Similar finding was reported by Jenila Stephency (2018)

Lack of transport facility (66.33 per cent) is the seventh constraint by the respondents. The transportation of paddy produce from field to DPC'S is a tedious process for the farmers. It creates an additional burden for the farmers. Moreover, they like to sell it at doorstep in needful times. Similar finding was reported by Vignesh (2022)

Inadequate minimum support price (62.00 per cent) was the eighth constraint expressed by the farmers. Minimum Support Price (MSP) fixed by the government is not adequate to meet the cost of production and reasonable margin to the paddy growers.

Lack of current information related to market price of paddy (60.66 per cent) has been reported as the ninth constraint by the respondents. The government can create awareness about the market price through television, radio and other means. So, this will ensure transparency in price and the farmers will have clear knowledge about the Minimum Support Price (MSP) of each season.

Unsuitable open storage location point and poor LDBP covers (55.66 per cent) was the tenth constraint experienced by the farmers. The open storage point is not suitable in storage of paddy in monsoon season because of wind and rainfall. The covers were not up to the quality to withstand the environmental conditions and those poor-quality covers leads the way for wastage of paddy.

Inadequate quantity and quality of gunny bags to pack and store the paddy (53.66 per cent) was the eleventh constraint experienced by the respondents. The quantity of gunny bags is provided by the fair price shops run by the co – operative societies based upon the incoming of paddy. The procurement varies from season to season. And also, the quality of the gunny bags changes after every usage. This might be the reason for inadequate quantity and quality of gunnies to pack and store the paddy.

Weak link in paddy movement chain from DPC'S to main godown (53.00 per cent) was the twelfth constraint expressed by the farmers. The chain has weak actions after the procurement of paddy. Comparatively during monsoon season the chain link is very slow in transportation of the produce and therefore it leads to the wastage of grains in rain.

Lack of skill in acquiring, processing and evaluating information on paddy cultivation (43.33 per cent) was a constraint expressed by the respondents. The farmers with

poor knowledge in accessing the information finds it difficult to complete the process of paddy cultivation. Minimum contact with extension officers (30.66 per cent) was a minor constraint found from the paddy farmers. The frequency of visits from the farmers side is less and also by the extension officers as well. This might be due to the poor interest from the farmers in getting the new ideas and trying it out.

Lack of motivation of farmers in attending relevant training programmes (30.00 per cent) was the last minor constraint from the respondents. This might be due to the reason that farmers are traditional in their way of farming and showing no interest in trying new techniques in paddy cultivation as well as marketing.

## Conclusion

It can be concluded that majority of the respondents expressed Non – availability of storage facility, High moisture content of paddy, High cost of labour, Shortage of Man Power in DPC'S, Delay in Procurement , Delay in payment , Lack of transport facility, Lack of inadequate minimum support price, Lack of current information related to market price of paddy, Unsuitable open storage location point and poor LDBP covers, Inadequate quantity and quality of gunny bags to pack and store the paddy, Weak link in paddy movement chain from DPC'S to main godown as the major constraint faced by them. Followed by Lack of skill in acquiring, processing and evaluating information on paddy cultivation, Minimum contact with extension officers, Lack of motivation of farmers in attending relevant training programmes are the minor constraints expressed by the paddy growers. Constraints are inevitable in the process of communication and marketing of any agricultural produce but the government and the farmers have to take necessary steps to overcome the constraints in the long run.

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