

# CONSTRAINTS IN MARKETING OF MAIZE IN TELANGANA STATE

## ABSTRACT

This study examined the key constraints faced by farmers in marketing maize, a major crop in Telangana. An opinion survey was used to identify and rank the top challenges using the Garrett's ranking technique. The primary constraints cited by farmers were an excessive number of middlemen in the market (82.65), price fluctuations (79.13), lack of support pricing during production surpluses (73.45), and high commission charges levied by market intermediaries (70.62). Farmers also reported secondary issues like delays in MSP operations and inadequate market infrastructure. Minor problems included high transportation costs (40.58), improper storage (37.26), and lack of pledge loan facilities for warehouse receipts (28.61). Overall, the study provides valuable insights into the challenges impacting maize marketing in the region.

**KEY WORDS:** Maize, Marketing, Prices, Constraints.

## INTRODUCTION:

Corn, commonly known as the "Queen of Cereals," plays a crucial role in India, standing as the third-most profitable crop after wheat and rice. With 16 million Indian farmers involved in its farming, the leading states for corn production such as Karnataka, Rajasthan, Madhya Pradesh, and Telangana play a major role in the nation's corn output (IIMR, 2023-24).

In Telangana, corn is ranked third among crops, spanning a vast area of 12.74 lakh acres. The state saw a significant increase in corn output during the 2022-23 harvest, reaching 28.65 lakh tonnes (DES, 2022-23). The top corn-producing areas in Telangana include Warangal Rural, Khammam, Nirmal, Siddipet, Kamareddy, Mahabubabad, Nizamabad, Warangal Urban, Jagityal, and Karimnagar. Over the last ten years, both the area under cultivation and corn production have seen considerable expansion in the state (TS agriculture, 2022-23).

To secure fair prices for farmers, it's essential for India to carefully plan its corn production by boosting efficiency and restructuring the value chain (IIMR, 2023-24).

## **MATERIAL AND METHODS:**

### **Garrett's Ranking Technique**

The Garrett's ranking approach was employed to evaluate the limitations in the marketing of maize. Participants, the farmers, were requested to order the potential issues they encountered, and their answers were gathered. Garrett's technique then transformed these ordered lists into numerical values. This method stands out from a simple frequency distribution by allowing the ranking of obstacles based on the importance perceived by the participants. The formula for converting rankings into percentages is outlined below.

$$\text{Percentage position} = 100 (\text{Rank of } I^{\text{th}} \text{ factor by } j^{\text{th}} \text{ individual} - 0.5) / N_j$$

Where,  $R_{ij}$  = Rank assigned to  $i^{\text{th}}$  factor (constraint) by  $j^{\text{th}}$  person

$N_j$  = Total number of factors (constraints) assigned by  $j^{\text{th}}$  person

The relative standing of each rank, as calculated by Garrett's formula, was then used to assign scores. For each factor, the sum of the scores for all individuals was calculated, and then divided by the total number of participants to determine the mean scores. These mean scores were subsequently arranged in descending order.

### **Data source:**

#### **Selection of study area and sample farmers:**

Maize, one of the major crops grown in Telangana State, covered 9.78% of the total cultivated area during 2019-20. This crop was the focus of the present study, which selected the top three districts leading in maize cultivation as the study area. Within each of these districts, the top two mandals and the top two villages with the highest maize production were purposively

chosen. A random sample of 20 farmers was interviewed from each of the 12 selected villages, across the 6 mandals and 3 districts, resulting in a total sample size of 240 farmers. Primary data was collected from these sample farmers using a structured, pre-tested interview schedule.

## **RESULTS AND DISCUSSION:**

### **Constraints faced by farmers in maize marketing**

The key constraints faced by farmers in maize marketing are highlighted in Table 1., which lists the respondents' perceived constraints and their corresponding mean (Garrett) scores. The major constraints include an excessive number of middlemen in the market (82.65), price fluctuations (79.13), lack of support pricing during production surpluses (73.45), and high commission charges levied by market intermediaries (70.62).

Farmers also faced minor problems such as high transportation costs (40.58), inadequate storage facilities (37.26), and a lack of pledge loan facilities for warehouse receipts (28.61). These findings are consistent with a previous study by Krishna *et al.* (2018), which identified crop damage from wildlife, labor shortages, high labor costs, and low prices as key constraints in maize production and marketing.

To address these challenges, Agricultural Market Committees (AMCs) should strengthen market regulations and practices to control middlemen issues and ensure farmers receive remunerative prices. Efforts should also be made to provide market information through various channels to stabilize prices. Transportation costs can be reduced by procuring farm products at the village level through cooperative societies or establishing regulated market committees.

**Table 1. Constraints opined by farmers in maize marketing**

<b>Particulars</b>	<b>Garrett score</b>	<b>Rank</b>
Frequent price fluctuations/ Low market price	79.13	<b>II</b>

Lack of support prices when there is a glut in the market	73.45	<b>III</b>
More number of middlemen	82.65	<b>I</b>
High commission charges	70.62	<b>IV</b>
Delay in Govt. procurement process through MSP	66.89	<b>V</b>
Delay in cash payment after procurement	61.67	<b>VI</b>
Lack of cooperatives in marketing societies at village level	44.75	<b>XI</b>
Lack of availability of market information at farm level	41.66	<b>XII</b>
Markets are far away from farm	51.71	<b>IX</b>
Higher market fee	47.44	<b>X</b>
Lack of amenities and facilities for farmer in the market	57.74	<b>VII</b>
Lack of proper infrastructure in market	54.95	<b>VIII</b>
High transportation cost from farm to market	40.58	<b>XIII</b>
Storage facilities are located far away from village	37.26	<b>XIV</b>
Improper storage and drying facilities at market yards	31.74	<b>XV</b>
High cost of storage	19.13	<b>XVII</b>
No pledge loan facility for the stored commodity	28.61	<b>XVI</b>

### **SUMMARY:**

Maize farmers encountered major obstacles in marketing their crop. The proliferation of intermediaries led to unstable prices and high commission fees. Compounding these issues, the lack of adequate support prices during periods of surplus production and inadequate market

infrastructure created further impediments. While transportation costs, storage problems, and the unavailability of pledge loan facilities were less severe challenges, they nonetheless posed hurdles for these farmers.

## **CONCLUSION:**

The study found that farmers face significant constraints in maize marketing. Chief among these is the widespread influence of numerous intermediaries, who cause price fluctuations and impose high commission fees. Further exacerbating these challenges are the lack of adequate support prices during production surpluses, as well as inadequate market infrastructure and support systems. Farmers also struggle with transportation expenses, storage issues, and the unavailability of pledge loan facilities.

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