

Strategy to improve the Marketing Behaviour of Turmeric Farmers in Kadapa District of Andhra Pradesh

ABSTRACT

The present investigation was carried out purposively in Kadapa district of Andhra Pradesh as it is having highest area under turmeric cultivation. The main objective of the study was to develop a suitable strategy to improve the marketing behavior of turmeric farmers. *Ex post facto* research design was followed for the study. Two mandals of Kadapa district namely Mydukur and Duvvur were purposively selected based on the highest area under turmeric cultivation and data was collected from a randomly drawn sample of 90 respondents by well-structured interview schedule. Keeping in view of the profile of turmeric farmers, marketing behaviour of turmeric farmers, relationship between the profile and marketing behaviour of turmeric farmers, problems encountered by the turmeric farmers in marketing of produce and their suggestions to overcome the problems and a suitable strategy has been developed with interventions for the marketing department, state department of agriculture, research and extension functionaries and farmers based on the results of the study for improving the marketing behaviour of turmeric farmers in Kadapa district of Andhra Pradesh.

KEYWORDS: *Strategy, Marketing behaviour, Turmeric, Farmers.*

1. INTRODUCTION

Turmeric (*Curcuma longa* L.) the ancient and sacred spice of India known as 'Yellow gold' is an important commercial spice crop grown in India. It is also known as the 'Golden Spice of life' and is one of the most essential spices used as an important ingredient in culinary all over the world. India is the largest producer, consumer and exporter of turmeric in the world contributing 78 per cent of the global production and 60 per cent of world export. Turmeric occupies a distinct position in Indian spices market as well as in the international market. India leads in the turmeric production in the world with an area of 2.57 lakh ha and with production of 9.46 lakh tonnes and productivity of 3.7 MT/ha and it accounts for about 14 per cent of total spices produced in India. India exports 1.39 lakh tonnes of turmeric worth Rs. 1786.00 crores (Spices board of India, 2019). In Andhra Pradesh, the area under turmeric crop was 17,800 hectares with a production of 80,100 metric tonnes and productivity of 4.16 MT/ha. Kadapa district is well known for turmeric production and turmeric market in Rayalaseema region of Andhra Pradesh. In Kadapa, turmeric was cultivated in an area of 4,315 hectares with a total production of 51,780 tonnes (Season and Crop Report, 2019). The turmeric farmers face major risk particularly in the marketing as they lose their bargaining strength and get exploited as entire produce will emanate to market at a time. Monthly data on minimum prices of turmeric in Kadapa regulated market yard show a highly erratic behaviour. The study undertaken comprises of analyzing the profile of turmeric farmers, marketing behaviour of turmeric farmers, relationship between the profile and marketing behaviour of turmeric farmers, problems encountered by the turmeric

farmers in marketing of produce and their suggestions to overcome the problems and to develop a suitable strategy to improve the marketing behaviour of turmeric farmers.

2. MATERIAL AND METHODS

Kadapa district of Andhra Pradesh was purposively selected for the study as it had maximum area under turmeric cultivation in Rayalaseema region. *Ex post facto* research design of social research was followed for carrying out the study. Two mandals out of 51 mandals of Kadapa district namely Mydukur and Duvvur were purposively selected based on the highest area under turmeric cultivation. Out of these, three villages from each of the selected mandal were selected by following simple random sampling procedure, thus making a total of 6 villages. From each selected village, 15 respondents were selected by following simple random sampling procedure, thus making a total of 90 respondents. The present investigation was carried based on the profile of turmeric farmers, marketing behaviour of turmeric farmers, relationship between the profile and marketing behaviour of turmeric farmers, problems encountered by the turmeric farmers in marketing of produce and their suggestions to overcome the problems and a suitable strategy has been developed to improve the marketing behaviour of turmeric farmers.

3. RESULTS AND DISCUSSION

Suitable Strategy for Improving the Marketing Behaviour of Turmeric Farmers in Kadapa District of Andhra Pradesh

The strategy was developed with the following interventions based on the results of the study for improving the marketing behaviour of turmeric farmers in Kadapa district of Andhra Pradesh.

The following interventions are presented based on the findings of the study.

A. Interventions for the Marketing Department

1. Establishment of sufficient number of turmeric market yards with all the essential infrastructural facilities.
2. Sufficient number of storage and pack houses may be constructed at the mandal level to store the turmeric produce.
3. Arrangements should be made in the market yards to fix the grading and standardization facilities.
4. The marketing department should bestow special attention to make all the marketing committees functional.
5. The marketing department should aim at establishing more number of regulated markets.
6. The weights and measures used for weighing the turmeric produce in the market yard should be standardized.
7. Setting up of grading and packing centers at panchayat level in order that, farmers can grade their produce and also pack their produce for export purpose.
8. Establishment of village level procurement centers.

B. Interventions for the State Department of Agriculture

1. State Department of Agriculture can plan for conducting the demonstrations to pass on market related techniques to the turmeric farmers.
2. Organizing result oriented training programs on turmeric production and post-harvest management aspects to the farmers.
3. Arranging rural kiosks for providing scientific recommendations to the turmeric farmers and also to provide day to day market related information to the farmers.
4. State Department of Agriculture should concentrate on transmitting the information through mass media. Engaging social media and mass media for provision of latest market information. Social media is also considered to be the most credible source of information now-a-days and can reach the un-reached.
5. The State Department of Agriculture can also guide the farmers about the importance of grading and standardization of turmeric produce to get remunerative price.
6. State Department of Agriculture should encourage the farmers to form into associations, federations (or) cooperatives to enable them to obtain fair prices for their produce and skill better income by value addition in turmeric.
7. State Department of Agriculture can arrange easier and cheaper transport facilities to carry the produce from production centers to the procurement centers.
8. As most of the farmers had medium extension contact this has to be increased to high level by increased efforts from the officials and staff of different line departments related to agriculture. The extension functionaries need to make frequent contacts and motivate the farmers towards the benefits of regulated markets and cooperative societies.
9. Conducting capacity building programs to farmers on online marketing systems to facilitate the smooth marketing of their produce and it will empower farmers to trade online independently without middlemen to get better prices.

C. Interventions for the Farmers

1. Farmers should come forward to form into groups and sale their produce through cooperative marketing system. Mobilizing the farmers to form into groups so as to gain increased access to markets and increased bargaining power.
2. The farmers should have full-fledged knowledge on market demands, price fluctuations, import and export trends, demand and supply etc.
3. Farmers are advised to focus most of their interactions with their fellow farmers, progressive farmers and village leaders on the matters related to marketing of the produce, they also get benefited by knowing the market related information from various input agencies.
4. Farmers are encouraged to participate in more and more organizational meetings with the help of voluntary organizations to get required information about marketing aspects.
5. Farmers should improve their literacy to sell their produce through online marketing apps without any middlemen. It also gives access to market wise price information.

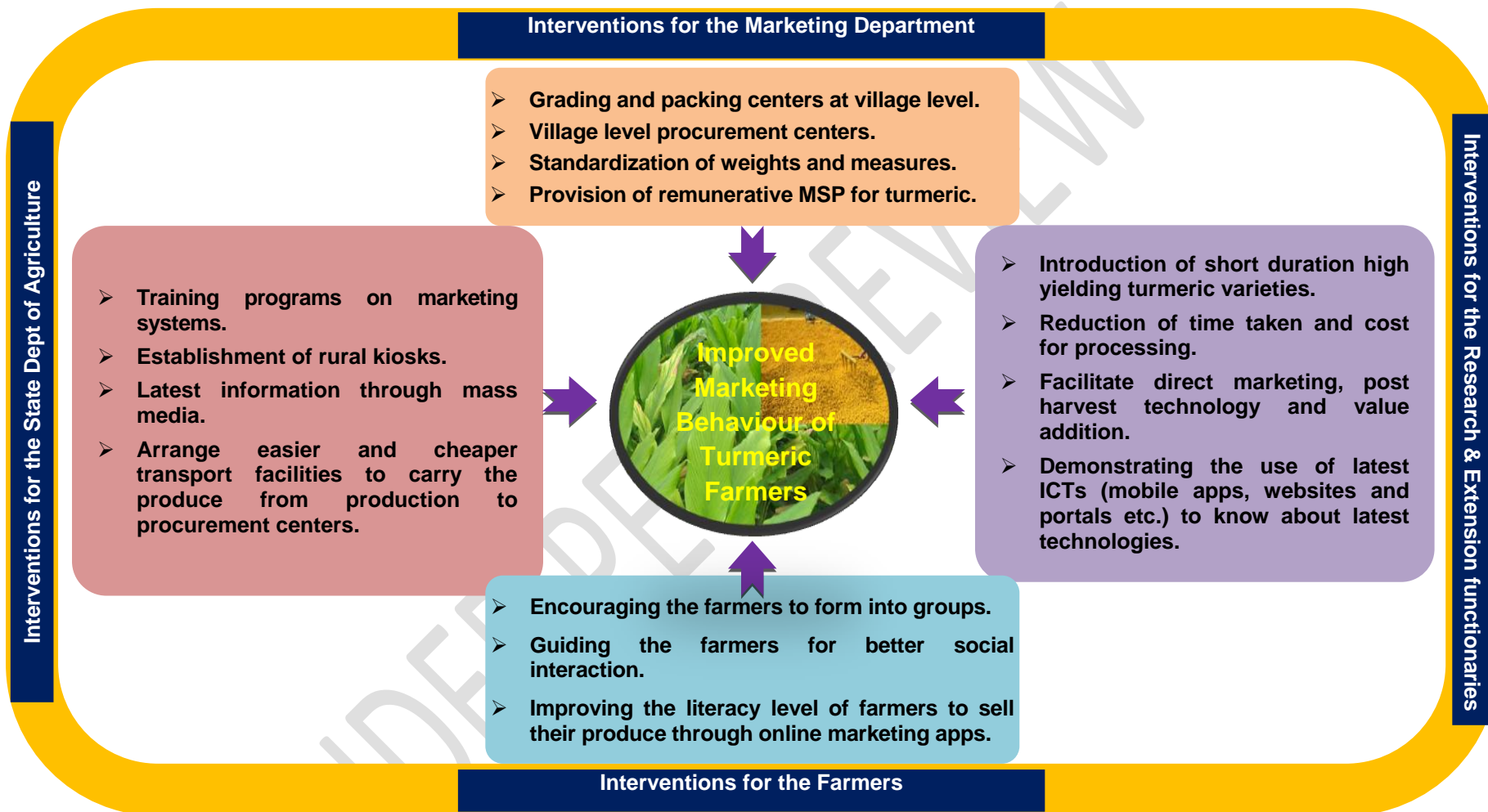


Fig 1: Suitable strategy for improving the marketing behaviour of turmeric farmers in Kadapa district of Andhra Pradesh.

D. Interventions for the Research and Extension functionaries

1. The research system should further concentrate on development of short duration high yielding varieties which meet the current market demands.
2. Reduction of time taken and cost for processing.
3. The research system has to take further efforts to standardize various agronomical practices, control measures of pest and diseases to produce the turmeric crop which can satisfy the national and international quality standards and strengthening of market led extension efforts.
4. Establishment of Agricultural Marketing Information Cell at KVK premises for provision of daily market updates to farmers through mKisan portal.
5. To make all the marketing committees functional.
6. Sensitization on online marketing information system.
7. Facilitate direct marketing, post harvest technology and value addition.
8. Demonstrating the use of latest ICTs (mobile apps, websites and portals etc.) to know about latest technologies, market information.
9. A good market mix to reach the premium market export needs to be developed.

CONCLUSION

It can be concluded that the **Marketing Behaviour** of a farmer is influenced by numerous factors like time of sale, place of sale, marketing channels used and market prices. Agricultural marketing needs to be conducted within a supportive policy, legal, institutional, macroeconomic, infrastructural and bureaucratic environment. The growth of regulated markets could have a significant impact on marketing channels for agriculture and allied sectors. Nevertheless, **"spot" markets** will continue to be important for many years, necessitating attention to infrastructure improvement such as for retail and wholesale markets.

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