

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

ABSTRACT

The present study was carried out purposively in Kadapa district of Andhra Pradesh as it is having the maximum area under turmeric cultivation. The main objective of the study was to develop a suitable strategy to improve the marketing behavior of turmeric farmers. The study followed *Ex post facto* research design. The purposive sampling technique was administered and two mandals namely Mydukur and Duvvur were selected on the basis of maximum area under the turmeric cultivation. Data was collected from 90 respondents by following a randomly drawn sample technique with the help of a well-structured interview schedule. The study undertaken comprises of analyzing the profile, marketing behaviour and relationship between the profile and marketing behaviour of turmeric farmers. Apart from this, the study was also concerned with the problems encountered in the marketing of produce and their suggestions to overcome these problems by developing a suitable strategy that helps in improving the marketing behaviour of turmeric farmers. The major findings of the study revealed that, the marketing behaviour of a farmer is influenced by various different factors viz., time of sale, location of sale, marketing channels used, and market prices. The government interventions through the provision of direct marketing/linkages with their marketing firms are highly useful to enhance the marketing behaviour of the farmers. Apart from this, making aware of market prices across the nation through e-sources (mobile apps) by the government may also be helpful to improve the marketing ability of turmeric farmers. Further, it is essential to create awareness regarding the market potential of a produce by field-level marketing professionals under the guidance of the Directorate of Agricultural Marketing can be helpful for afflicting the marketing ability of the farmers.

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

1. INTRODUCTION

Turmeric (*Curcuma longa* L.) is a primeval and holy spice of India and is popularly known as 'Yellow gold'. Turmeric is an imperative spice crop of our nation and considered as 'Golden Spice of life'. India is the leading producer, consumer, and exporter of turmeric in the world with a global share of 78 percent and 60 percent of production and export respectively. It occupies a distinct place in the national as well as international spice market. It has been estimated that in India turmeric is cultivated nearly 2.57 lakh ha with a production of 9.46 lakh tonnes (shares 14 percent of total spice production) and average national productivity of 3.7 Mt ha⁻¹. According to the Spice Board of India's report 2019, nearly 1.39 lakh tonnes of turmeric with an economic worth of Rs. 1786.00 crores were exported during 2018-19. Andhra Pradesh is one of the leading producers of turmeric with an area of about 17,800 hectares and producing 80,100 metric tonnes with average productivity of 4.16 Mt ha⁻¹. Among various districts of Rayalaseema zone of Andhra Pradesh, Kadapa district is well known for turmeric production as well as its marketing. In Kadapa, turmeric is cultivated in 4,315 hectares of area with a total production of 51,780 tonnes (Season and Crop Report, 2019). Among various constraints in

turmeric farming, marketing is the major one and the turmeric farmers lose their bargaining strength and get exploited as whole produce will emanate to market at a time. Monthly data on minimum prices of turmeric in Kadapa regulated market yard shows highly erratic behavior. In this backdrop, it has been increasingly felt that providing market extension services would be an option to mitigate the aforesaid problems. Market extension services should be provided to guide the farmers about the enterprise and the varieties suitable to the area based on the market demand. Besides these, the marketing behavior of the turmeric farmer is considered as one of the vital aspects which play a significant role in achieving the remunerative price. The study undertaken comprises of analyzing the profile, marketing behaviour and relationship between the profile and marketing behaviour of turmeric farmers. Apart from this, the study also concerned with the problems encountered in the marketing of produce and their suggestions to overcome these problems by developing a suitable strategy that helps in improving the marketing behaviour of turmeric farmers.

2. MATERIAL AND METHODS

The present investigation was carried out in the Kadapa district of Andhra Pradesh and was purposively selected for the study as it had a maximum area under turmeric cultivation in the Rayalaseema region. *Ex post facto* research design was followed for the study. Out of 51 mandals of the Kadapa district, two mandals namely Mydukur and Duvvur were purposively selected on the basis of the maximum area under turmeric cultivation. From each mandal, three villages, and from each village 15 respondents were selected by using a simple random sampling procedure which make a total of 6 villages and 90 respondents respectively. The study highlighted the various strategies to improve the marketing behaviour of turmeric farmers by considering the profile, their marketing behavior and the relationship between the profile and marketing behaviour. Apart from that problems encountered by the turmeric farmers in marketing of produce and their suggestions to overcome these problems were also recorded.

3. RESULTS AND DISCUSSION

Based on the findings of the study, a strategy has been developed with the following interventions in order to improve the marketing behaviour of turmeric farmers.

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 required infrastructural facilities.
2. Construction of a considerable number of storage as well as packaging units at mandal level to facilitate proper storage of turmeric produce.
3. Ensure proper grading and standardization facilities in the market yards.
4. The marketing department must have an inspection to ensure the appropriate functioning of marketing committees.
5. Adequate number of regulated markets should be established by the marketing department.
6. Fix standards to control malpractices that generally arise during weighing and measuring of turmeric produce.
7. Setting up of grading and packaging units at panchayat level so that farmers may grade as well as pack their produce for export purpose.

8. Establishment of village level procurement centers.

B. Interventions for the State Department of Agriculture

1. Create awareness among the turmeric farmers related to new marketing techniques by conducting the trainings and demonstrations.
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. Engaging social media and mass media for provision of the 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. Promote the significance of grading and standardization among the farmers to get remunerative prices for their turmeric produce.
6. Encourage the turmeric farmers to form into organizations or associations in order to get fair prices for their produce.
7. Provision of easier and less expensive transportation to deliver the produce from the production farms to the procurement areas.
8. 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. Mobilize the turmeric farmers to form into groups so as to gain increased access to markets and increased bargaining power.
2. The farmers must have aware of market price fluctuations, import and export trends, market demand and supply etc.
3. Farmers need to interact with the progressive farmers to know about current market related information.
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.

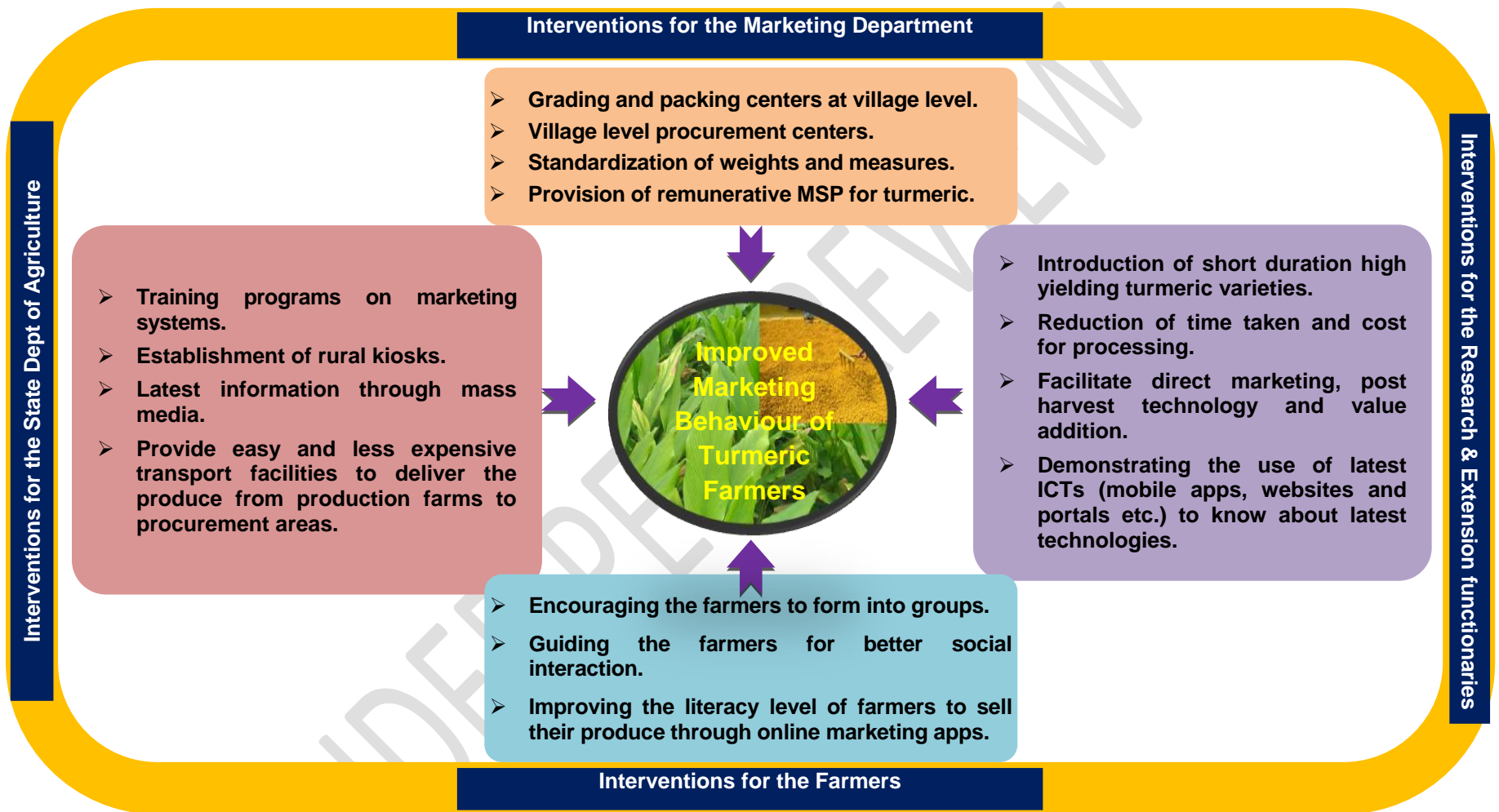


Fig 1: Suitable strategy for improving the marketing behaviour of turmeric farmers in Kadapa district of Andhra Pradesh.

D. Interventions for the Research and Extension functionaries

1. The research system should further concentrate on the 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 agronomic practices, pests and disease management techniques to produce good quality turmeric and to strengthen the efforts of market-led extension.
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, and market information.
9. A good market mix to reach the premium market export needs to be developed.

CONCLUSION

It is clear from the study that, the **behaviour** of a farmer regarding the marketing of turmeric has been influenced by numerous factors namely time of sale, location 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.

Consent

As per international standard or university standard, respondents' written consent has been collected and preserved by the author(s).

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