

# To study improve marketing functions to get maximum prices for Agriculture Product

L. PADMA

Associate Professor, Sai-Sudhir PG College, Hyderabad, Telangana, India.

**ABSTRACT** - India is endowed with a rich diversity and excellent collection of spices having original quality. The centre of origin of two major spices, viz., Black Pepper and Cardamom are the richest species of India. The country has infrastructure for research and development of spices like Indian Cardamom Research Institute (Spices Board), Indian Institute of Spices Research, Directorate of Arecanut and Spices Development, State Agricultural Universities etc. Value addition in spice industry is well developed in the country. The organic spices market is also showing desirable annual growth rate. There is an expanding global organic market for it.

The cultivation area in India is less in geographical area, but the quality and standard of the product gets of global standard. The quality cardamom has high demand by global nations as for as marketing is concerned. The state of Tamil Nadu has plenty of cultivators were sold their goods in local markets but they may not aware of export and import process. The exports of cardamom are mainly done through middlemen who work on a commission basis and have disabled farmers from enjoying the upper hand in pricing and also problems of transport. There is no policy support to expand production, provide credit facilities to farmers and support the emergence of local stockiest.

**Keywords:** cardamom, cultivation, marketing problems

## I. INTRODUCTION

India is endowed with a rich diversity and excellent collection of spices having original quality. The centre of origin of two major spices, viz., Black Pepper and Cardamom are the Western Ghats of India. The country has excellent infrastructure for research and development of spices like Indian Cardamom Research Institute (Spices Board), Indian Institute of Spices Research, Directorate of Arecanut and Spices Development, State Agricultural Universities etc. Value addition in spice industry is well developed in the country. The organic spices market is also showing desirable annual growth rate. There is an expanding global organic market for it. Alternative systems of medicine are gaining importance in the western world. India has a rich tradition of Ayurveda. Many of the spices are having medicinal properties. They are mainly used in Ayurvedic medicines. Researches efforts are being put into validate the medicinal, therapeutic and nutritional properties of Indian spices in the modern medicine.

The last four decades, India is the largest manufacturer of Cardamom and give maximum contribution in export of cardamom and thereafter, Guatemala pushed her to the second position. Cardamom cultivation is concentrated on the Western Ghats in the country; and the Western Ghats are also known as “Cardamom Hills”. Cardamom is the richest species cultivated, traded as a bulk and graded produce. Cardamom is graded by using sieve and fetches

different prices based on their size, colour and freshness, command varied prices. The 7-mm and above grade with fancy green colour commands a premium over other grades. Cardamom finds its place in every kitchen in the world. Cardamom is used to prepare tea, coffee, snacks, sweet dishes, rice preparations and soft drinks almost all sweet product food items of the world. Guatemala produces around 25,000 MT yearly, the largest in the world, accounting for almost 66% of the total global production.

The consumers were aware of highly quality products and services. In choices of food product they prefer high quality cardamom products for their consumption. Hence the world demand for spices is now on the increase. India is the home to a number of spices. It may be said that there is no Indian cuisine without the addition of one or more spices. In recent years stiff competition has emerged between the spice producing countries. Developed countries have now put strict quality specifications on the import of spices. Though superior in quality, Indian spices are quoted at high prices in international markets because of the high cost of production and low productivity. India's prime position in the production and export of black pepper and cardamom has now been usurped by Vietnam and Guatemala respectively. However trade liberalization has posed unprecedented challenges to Indian spices in terms of price volatility. It is widely reported that after the trade liberalization the domestic prices of major Indian spices have come down drastically. In the midst of high

international and the domestic price volatility, farmers are left with no other option than to ride the wave of price instability.

## II. REVIEW OF LITERATURE

Duniya (2018) identifying the reasons for choosing the particular crops, to know the advantages of mixed cropping, to identify the problems faced by the mixed cropping farmers. Data were collected from the farmers are cultivating both Pepper and Cardamom from Idukki District. Sample size was confined as 65 farmers. The main problems which are faced from the area of marketing system are that the retailer or the shop keeper does not offer the full price for the products. It was suggested that the Government should take necessary steps and give training and proper guidance to the farmers.

Shahul Hameedu (2014) analyses the key players in the supply chain of cardamom. Interview of key chain operators help to categories the supply chain participant and their role in marketing of the product. Analysis of cost of production of cardamom, showed the price margin enjoyed by each participants in supply chain. SWOT analyses also help to identify the strength, weaknesses, opportunities and threats of cardamom cultivation in Kerala. Cardamom cultivation has greater influence in the development of the people, as it provides employment opportunities. Plantations are also attracted by the tourists and it gives earning to the growers..

Gnanamurugan ed.al (2013) studied the problems faced by farmers in the cultivation and marketing of cardamom in Kerala and Tamil Nadu. There are 373 farmers are selected as sample for the present study. A small portion of growers in Kerala suggested spot payment at auction and elimination of commission at auction. Nearly 38% of the small growers and 50% of the large growers of Karnataka asked for improvement in marketing facilities. A small fraction of the growers suggested the need for publicity for the use of Cardamom.

### OBJECTIVES OF THE STUDY

1. To identify the nature and level of cultivators of cardamom and to study their socio economic conditions, in Tamil Nadu
2. To know the challenges faced by farmers in the marketing of cardamom in Tamil Nadu.
3. To give suggestions to improve marketing functions to get maximum prices of cardamom in Tamil Nadu

## III. RESEARCH METHODOLOGY

The present study is descriptive by nature. The researcher has used both the primary and secondary data. The primary data were collected from the cardamom growers in Kerala and Tamil Nadu using interview schedule method. The collected primary data were used to coined significantly in

the questions and drawn the attention of the growers with answers. Secondary data were collected from the spices board; spices research station at Tamilnadu and the related articles and sites. The sample is confined as 50 farmers which are selected based on the convenience sampling from the major cultivation areas like Bodinayakanur, Kumily, Thekkady, Kumbum.

## IV. ANALYSIS AND INTERPRETATIONS

### The Trade Problems of Cardamom

Problems	Mean	Rank
a) Poor selling prices	4.556	1
b) Volatile prices	3.896	2
c) Seasonal supply	3.187	3
d) Illegal imports	2.734	4
e) Problems in auction	2.254	5

Source: Primary data

According to the perception of traders, the first major trade problem of cardamom is the poor selling prices and consequent low margin of profit. The second major trade problem is the volatile prices, to which they have assigned second rank. The other trade problems cited are illegal imports seasonal supply and problems in auction.

### PERCEPTIONS OF TRADERS ON THE CULTIVATION PROBLEMS OF CARDAMOM

Problems	Mean	Rank
a) Droughts affecting plantations	2.889	3
b) Excess supply	1.111	5
c) High cost of production	3.778	2
d) Incessant rains & gusty winds	2.333	4
e) cultivation unprofitable	4.889	1

Source: Primary data

The above table reveals that first rank assigned to the cultivation of cardamom being unprofitable as the main cultivation problem of cardamom, and second rank assigned to high cost of production as another cultivation problem. Other cultivation problems cited by the respondents were droughts affecting plantations, incessant rains and gusty winds and excess supply.

## PERCEPTIONS OF SPICES TRADERS ON THE LABOUR PROBLEMS OF CARDAMOM CULTIVATION

According to spices cultivators the most important problem affecting cardamom plantations in Tamilnadu is the scarcity of agricultural labour. But, according to the respondents from the northern and central regions, the second major problem is migration of agricultural workers to other occupations; whereas the respondents from the southern region stated that the second major problem is low labour productivity. The other problems cited were low wage rates in cardamom plantations, outdated plantation laws, labour unrest and indiscipline.

### V. SUGGESTIONS

The farmers should aware of marketing functions in order to get maximum retail price for the cardamom.

The researcher suggested the farmers should adopt new innovative method of cultivation and using of fertilizers, pesticides etc.

Government should take initiatives to reduce deforestation to prevent the impact of climate changes. Most of the times climate changes affects the production and cultivation process of cardamom.

Government should take necessary steps to grant financial assistance to the cardamom growers for their cultivation.

The researcher suggested the farmers are using facility of warehouses and predict market prices for better prices of their product.

7. Cardamom Growers must be educated about the financial loss involved in borrowing from non-institutional agencies like money lenders.

8. Farmers are deprived of reasonable price for their produce mainly on the ground of quality being low.

In order to tackle this problem, they should be educated to the farmers about the necessity of maintaining utmost quality of the products by the Board. Further, the Board should make arrangements for proper grading of farmers' produce at farm level and issue certificates for the respective grade by introducing suitable traceability system

### VI. CONCLUSION

India is agricultural based economic country; but there are no possibilities to prevent problems faced by the farmers, especially Cardamom is highly demand product. Compare to other countries in Asia, so many developments are happen in field of agricultural. In our country farmers facing many challenges like follow traditional way of cultivation, lack of marketing knowledge, poor transportation, low cultivation land, and so on. The government takes necessary steps in order to reduces

problems of cardamom growers to improve the standard of living of the cardamom farmers.

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