



INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	TWO DECADES OF STUDYING CHARISMA: THE LEADERSHIP DIMENSION SAJEET PRADHAN & DR. RABINDRA KUMAR PRADHAN	1
2.	AN INVESTIGATION ON PREFERRED CHOICE OF MEDIA AMONG INTERNATIONAL STUDENTS IN MALAYSIA SARAVANAN RAMAN & SUBHASENI CHINNIAH	5
3.	AWARENESS ABOUT CONSUMER RIGHTS IN INDIA IN THE GLOBALIZED BUSINESS ENVIRONMENT - AN EMPIRICAL INVESTIGATION OF ANDHRA PRADESH STATE DR. K. JAYACHANDRA REDDY, DR. D. HIMACHALAM & DR. N. PRAVEEN KUMAR REDDY	10
4.	MOBILE SERVICE PROVIDER – A STUDY WITH SPECIAL REFERENCE TO NAWARAS LLC DR. M. KRISHNA MURTHY & S. VARALAKSHMI	16
5.	THE PRELIMINARY STUDY OF BUSINESS CHALLENGING AS INTERMEDIARY IN ASSOCIATION OF GRAB MARKET OPPORTUNITIES AND BUSINESS INDEPENDENT: MALAYSIA CREATIVE INDUSTRY MUHAMMAD ABI SOFIAN ABDUL HALIM, DR. MOHD SHALADDIN MUDA & DR. WAN ABD AZIZ WAN MOHD AMIN	22
6.	THE ROLE OF INDEPENDENT DIRECTORS IN CORPORATE GOVERNANCE - A CRITICAL EVALUATION MOHD. AKBAR ALI KHAN & A. KOTISHWAR	27
7.	A STUDY ON CUSTOMER SATISFACTION AND LOYALTY TOWARDS AIRCEL PRE AND POST PAID CUSTOMERS IN TAMILNADU WITH SPECIAL REFERENCE TO TIRUCHIRAPPALLI CITY DR. K. SIVAKUMAR	35
8.	INFLUENCE OF DEMOGRAPHY ON STORE PATRONAGE BEHAVIOUR OF CHENNAI SHOPPERS T. THIRUVENKADAM & DR. N. PANCHANATHAM	39
9.	MOBILE PHONE PURCHASE GETS ON SPEED DIAL – CAPTURING THE FACTORS AFFECTING THE USAGE OF MOBILE PHONE AMID GENERATION X AND Y S. MAHALAKSHMI & DR. K. JAWAHAR RANI	43
10.	LATENT TALENTS - A STUDY ON TALENT MANAGEMENT IN GLOBAL SCENARIO DR. K. V. RAMANA MURTHY & DR. VANISREE TALLURI	48
11.	STRESS COPING STRATEGIES: AN EXPERIENTIAL EXPLORATION OF BANK EXECUTIVES DR. PARVEZ ABDULLA, DR. A. M. SHAH & AFAQ ALAM KHAN	55
12.	DETERMINANTS OF EMPLOYEES MOTIVATION IN 21ST CENTURY ERA: AN EMPIRICAL STUDY DR. D. S. CHAUBEY, SHIVANI JOSHI & VIKASH TRIVEDI	64
13.	EMERGING ROLE OF TECHNOLOGY IN RETAIL SECTOR N. SANTOSH RANGANATH, DR. T. KAMA RAJU & P. TRINADHA RAO	71
14.	WHITHER DERIVATIVES IN INDIA? DR. T. SATYNARAYANA CHARY & B. RAJ KUMAR	76
15.	HISTORICAL PERSPECTIVE OF URBAN COOPERATIVE BANKS IN INDIA E. GNANASEKARAN & DR. M. ANBALAGAN	83
16.	AN ANALYSIS ON PRODUCTION AND MARKETING OF TURMERIC AND CHILLI IN ERODE DISTRICT C. SENTHIL KUMAR & DR. L. MANIVANNAN	88
17.	WIRELESS SENSOR NETWORK OPTIMIZATION AND HIGH ACCURACY IN NETWORKING TESTBED DR. BANTA SINGH JANGRA, YOGESH KUMAR, KUNTAL SAROHA & SHEELA SHARMA	91
18.	PROSPECTS FOR EXPORT OF AYURVEDIC PRODUCTS TO RUSSIA DR. RAJENDRA KUMAR JAIN	95
19.	WHERE ARE CURRENT PERFORMANCE MEASUREMENT FRAMEWORKS LEADING COMPANIES TO: FROM ACADEMIC AND PRACTITIONER PERSPECTIVES DR. RAKHI GUPTA, DIVYA GUPTA CHOUDHRY & DR. S. N. P. GUPTA	98
20.	A COMPARATIVE STUDY OF CELLULAR SERVICE PROVIDER OPERATING IN THE SPORT CITY OF PUNJAB, JALANDHAR VIPAN BANSAL & BINDU BANSAL	102
21.	IMPACT OF SERVICE QUALITY ON SATISFACTION IN HEALTHCARE DR. SHANTHI RANGASAMY	111
22.	ATTRITION VS. MANAGEMENT OF TALENTS: AN ELUSIVE DELUSION - A STUDY ON INDIAN WORKING WOMEN IN BPO AND ITES INDUSTRY JHILAM RUDRA DE	116
23.	FDI SCENARIO IN INDIA AND ITS GROWTH LINKAGES DR. VIRENDER PAL	122
24.	SERVICE QUALITY IN PRIVATE BANKS: AN ASSESSMENT BASED ON SERVQUAL MEASURES DR. ANITA PATRA	126
25.	A NOVEL ALGORITHM FOR IMAGE CONTRAST ENHANCEMENT USING HISTOGRAM EQUALIZATION KAMAL DHILLON & BINDU GOYAL	130
	REQUEST FOR FEEDBACK	136

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

PATRON

SH. RAM BHAJAN AGGARWAL

Ex. State Minister for Home & Tourism, Government of Haryana
Vice-President, Dadri Education Society, Charkhi Dadri
President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Dean (Academics), Tecnia Institute of Advanced Studies, Delhi

CO-EDITOR

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

EDITORIAL ADVISORY BOARD

DR. AMBIKA ZUTSHI

Faculty, School of Management & Marketing, Deakin University, Australia

DR. VIVEK NATRAJAN

Faculty, Lomar University, U.S.A.

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatarpati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Head, Department of Computer Applications, Institute of Management Studies, Noida, U.P.

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

DR. SHIVAKUMAR DEENE

Asst. Professor, Government F. G. College Chitguppa, Bidar, Karnataka

DR. BHAVET

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

DR. ASHOK KUMAR

Head, Department of Electronics, D. A. V. College (Lahore), Ambala City

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

SAKET BHARDWAJ

Lecturer, Haryana Engineering College, Jagadhri

TECHNICAL ADVISORS

AMITA

Faculty, E.C.C., Safidon, Jind

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Business Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses, infoijrcm@gmail.com or info@ijrcm.org.in.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Computer/IT/Finance/Marketing/HRM/General Management/other, please specify).

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for possible publication in your journal.

I hereby affirm that the contents of this manuscript are original. Furthermore it has neither been published elsewhere in any language fully or partly, nor is it under review for publication anywhere.

I affirm that all author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if our/my manuscript is accepted, I/We agree to comply with the formalities as given on the website of journal & you are free to publish our contribution to any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

2. **INTRODUCTION:** Manuscript must be in British English prepared on a standard A4 size paper setting. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of the every page.
3. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
4. **AUTHOR NAME(S) & AFFILIATIONS:** The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in italic & 11-point Calibri Font. It must be centered underneath the title.
5. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para.
6. **KEYWORDS:** Abstract must be followed by list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should be in a 8 point Calibri Font, single spaced and justified.
10. **FIGURES & TABLES:** These should be simple, centered, separately numbered & self explained, and titles must be above the tables/figures. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. It must be single spaced, and at the end of the manuscript. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio," Ohio State University.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITE

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on July 05, 2011 <http://epw.in/user/viewabstract.jsp>

AN ANALYSIS ON PRODUCTION AND MARKETING OF TURMERIC AND CHILLI IN ERODE DISTRICT

C. SENTHIL KUMAR

ASST. PROFESSOR (SL)

DEPARTMENT OF MBA

VELALAR COLLEGE OF ENGINEERING & TECHNOLOGY

ERODE – 12

DR. L. MANIVANNAN

ASSOCIATE PROFESSOR & COMPANY COMMANDER

ERODE ARTS COLLEGE

ERODE – 9

ABSTRACT

The study deals with the Production and marketing of Turmeric and Chilli in Erode district. The Turmeric and Chilli growers suffering with problems on various aspects like monsoon failures, lacks of technology, storage problem, problems with private vendors and intermediaries. To study the factors influencing production and marketing of Turmeric and Chilli. Descriptive research is used for the study and sampling is done based on simple stratified random sampling. The data required for study is collected through questionnaire. The collected data is analytical by Chi-square test. Based on analysis and interpretation of the data, the findings, suggestions and conclusions are given for their improvement.

KEYWORDS

Turmeric, Chilli, Erode, Production, Marketing.

INTRODUCTION

India is famous for its spices (Turmeric and Chilli) that are widely used in industries like pharmaceutical, perfumery and cosmetics. Indian spices are one of the major suppliers of Turmeric and Chilli to a large number of countries. The Indian Turmeric and Chilli market has shown remarkable growth in Turmeric and Chilli exports. Indian Turmeric and Chilli producers are making substantial efforts to improve the quality of Turmeric and Chilli backed up by technological advancement in order to tap the international market.

STATEMENT OF THE PROBLEM

The Turmeric and Chilli growers suffering with problems on various aspects like monsoon failures, lacks of technology, storage problem, problems with private vendors and intermediaries. Generally the Turmeric and Chilli growers are cultivating varieties of Turmeric and Chilli depending on the soil conditions. Due to poor literacy, they are very weak in marketing their products. The majority of Turmeric and Chilli growers depend only on intermediaries to sell out their products.

OBJECTIVES

1. To study the socio economic factors influencing production and marketing of Turmeric and Chilli.
2. To study the ways and means to increase the productivity and effective marketing.

REVIEW OF LITERATURE

1. Sriraman and Balasubramanian (1969) in this report examined the production and marketing of Turmeric and Chilli in madras state in comparison with other states. Further they analysed the price behaviour of Turmeric and Chilli in the whole sale and retail markets of the state. They also evaluated the performance of imports and exports of Turmeric and Chilli. The report covered all the aspects of production and marketing including of marketing and processing.
2. Dr. I. Satya Sundaram (2000) Says that India Produces 63 varieties of Spices on Two million hectares with value exceeding Rs.42000 million (two million tonnes a year). However, only a small quantity is exported as the bulk of the produce is meant for domestic consumption our domestic market for spices is big total estimated production in 1997-98 was at 3.0 million tonnes with an annual growth rate of 10 percent and with limited scope for area expansion (2,359 million hectare). The world trade in spices by 2001 is projected to be 6,25,000 tonnes value at 83 billion. But, quantity wise. This is only 15.56 percent of the Indian production envisaged (4.018 million tonnes).

TABLE NO. 1: EDUCATION OF THE RESPONDENTS AND QUANTITY OF TURMERIC AND CHILLI PRODUCED

S.No	Education	No. of Respondent	%	Average	Range		S.D
					Min	Max	
1.	Illiterate	416	41.6%	1854.79	234	6986	1152.35
2.	S.S.L.C	249	24.9%	1771.06	231	6343	1032.69
3.	H.S.C	160	16.0%	1716.17	234	3754	830.16
4.	Graduate	175	17.5%	1598.71	123	5853	943.00
	Total	1000	100.0%				

It could be seen from the above table that the quantity of Turmeric and Chilli produced by illiterate respondents ranged between 234 and 6986 Kgs with an average of 1854.79 Kgs. The respondents who have acquired upto S.S.L.C level of education have produced the Turmeric and Chilli ranged between 231 and 6343 Kgs with an average of 1771.60 Kgs. The quantity of Turmeric and Chilli produced by the respondents, who have studied up to higher secondary level of education 234 and 3754 Kgs, with an average of 1716.17 Kgs. On the other hand the graduate category of respondents has produced the Turmeric and Chilli ranged between 123 and 5853 Kgs with an average of 1598.71 Kgs. From the analysis it is inferred that illiterate agriculturalist have produced maximum quantity of Turmeric and Chilli than the school level educated and collegiate level educated respondents.

With a view to find the degree of association between educational qualification of the respondents and quantity of Turmeric and Chilli produced, a two way table was prepared and presented below.

TABLE NO. 2: EDUCATION AND QUANTITY OF TURMERIC AND CHILLI PRODUCED (TWO-WAY TABLE)

S.No	Education	Quantity of Turmeric and Chilli Production			Total
		Low	Medium	High	
1.	Illiterate	185(38.86)	176(42.61)	55(49.54)	416
2.	S.S.L.C	120(25.21)	102(24.49)	27(24.32)	249
3.	H.S.C	70(14.71)	77(18.64)	13(11.71)	160
4.	Graduate	101(21.22)	58(14.09)	16(14.43)	175
	Total	476	413	111	1000

It is learned from the above table that the percentage of high quantity of Turmeric and Chilli produced was the highest of (49.54%) among the respondents illiterate category and the same was the lowest (11.71%) among the respondents have been higher secondary level of education. The percentage of medium level quantity of Turmeric and Chilli produced was the highest (42.61%) among the respondents illiterate category and the same was the lowest (14.06%) among the respondents have been collegiate level education. On the other hand, the percentage of low quantity of Turmeric and Chilli produced was the highest (38.86%) among the respondents of illiterate category and same was the lowest (14.71%) among the respondents have been higher secondary level of education.

In order to find the relationship between respondents educational qualification and the quantity of Turmeric and Chilli produced by them, a Chi-Square test was employed and the result is shown in the following table.

H₀ : There is no significant relationship between educational qualification of the respondents and quantity of Turmeric and Chilli produced.

H₁ : There is a significant relationship between educational qualification of the respondents and quantity of Turmeric and Chilli produced.

TABLE NO. 3: EDUCATION AND QUANTITY OF TURMERIC AND CHILLI PRODUCED (TWO-WAY TABLE)

Factor	Calculated Chi-Square value	Table Value	Table Value	Remarks
Education	13.447	12.592	6	Significant at 5% level

It is identified from the above table that the calculated Chi-Square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis, "respondents educational qualification and the quantity of Turmeric and Chilli produced" are associated, holds good. From this analysis it is concluded that there is a close relationship between respondents educational qualification and quantity of Turmeric and Chilli produced.

TABLE NO. 4: AREA OF LAND ALLOCATED FOR TURMERIC AND CHILLI CULTIVATION AND QUANTITY OF TURMERIC AND CHILLI PRODUCED

S.No	Land allocation	No. of Respondent	%	Average	Range		S.D
					Min	Max	
1.	Below 2.5-acres	773	77.3%	1342.21	123	4743	516.60
2.	2.5-5 acres	186	18.6%	2849.46	567	5676	605.24
3.	Above 5 acres	41	4.1%	4863.90	1634	6986	1264.91
	Total	1000	100.0%				

The above table reveals that the quantity of Turmeric and Chilli produced by the respondents who have allocated below 2.5 acres of land between 123 and 4743 Kg with an average of 1342.21 Kgs. Similarly the respondents who have allocated 2.5 to 5 acres land have produced the Turmeric and Chilli ranged between 567 and 5676 Kgs with an average of 2849.46 Kgs. On the other hand the respondents who have allocated above 5 acres of land of Turmeric and Chilli cultivation have produced the Turmeric and Chilli ranges between 1634 and 6986 Kgs with an average of 4839.90 Kgs. From the analysis, it is concluded that, the respondents who have allocated above 5 acres of land for cultivation of Turmeric and Chilli have produced maximum quantity of Turmeric and Chilli in the study area.

With a view to find the degree of association between area of land allocated for Turmeric and Chilli cultivation and quantity of Turmeric and Chilli produced, a two-way table was prepared and is shown in the following table.

TABLE NO. 5: AREA OF LAND ALLOCATED FOR TURMERIC AND CHILLI CULTIVATION AND QUANTITY OF TURMERIC AND CHILLI PRODUCED (TWO-WAY TABLE)

S. No	Land allocation	Quantity of Turmeric and Chilli Production			Total
		Low	Medium	High	
1.	Below 2.5 acres	469(98.53)	293(70.94)	11(9.91)	773
2.	2.5-5 acres	7(1.47)	118(28.57)	61(54.95)	186
3.	Above 5 acres		2(0.49)	39(35.14)	41
	Total	476	413	111	1000

It is highlighted from the above table that the percentage of high volume of Turmeric and Chilli produced was the highest (54.95%) among the respondents cultivating 2.5 to 5 acres and the same was the lowest (9.91%) among the respondents who have allocated below 2.5 acres for Turmeric and Chilli cultivation. The percentage of medium quantity of Turmeric and Chilli produced was the highest (70.94%) among the respondents who have allocated below 2.5 acres for Turmeric and Chilli cultivation and same was the lowest (0.49%) among the respondents who have allocated above 5 acres of land for Turmeric and Chilli cultivation. On the other hand, the percentage of low quantity of Turmeric and Chilli produced was the highest (98.53%) among the respondents who have allocated below 2.5 acres of land for Turmeric and Chilli cultivation and the same was the lowest among the respondents who have allocated above 5 acres of land.

In order to find the relationship between area of land allocated for Turmeric and Chilli cultivation and the quantity of Turmeric and Chilli produced, a Chi-Square test was used and the result of the test is shown in the following table.

H₀ : There is no significant relationship between area of land allocated for Turmeric and Chilli cultivation and quantity of Turmeric and Chilli produced.

H₁ : There is a significant relationship between area of land allocated for Turmeric and Chilli cultivation and quantity of Turmeric and Chilli produced.

TABLE NO. 6: AREA OF LAND ALLOCATED FOR TURMERIC AND CHILLI CULTIVATION AND QUANTITY OF TURMERIC AND CHILLI PRODUCED (CHI-SQUARE TEST)

Factor	Calculated Chi-Square value	Table Value	Table Value	Remarks
Land allocated	564.614	13.277	4	Significant at 1% level

It is noted from the above table that the calculated Chi-Square value is much greater than the table value and the result is significant at 1% level. Hence, the hypothesis "area of land allocated for Turmeric and Chilli cultivation and quantity of Turmeric and Chilli produced" are associated, holds good. From the analysis, it is inferred that, there is a close relationship between area of land allocated for Turmeric and Chilli cultivation and quantity of Turmeric and Chilli produced.

FINDINGS

1. Education wise analysis highlights that illiterate agriculturist have produced maximum quantity of Turmeric and Chilli than the school level and collegiate level education.

2. While analyzing the area of land allocated for Turmeric and Chilli cultivation, it is found that the respondents who have allocated above five acres of land for cultivation of Turmeric and Chilli have produced maximum quantity in the study area. The chi-square test also shows the relationship between area of land allocated exclusively for Turmeric and Chilli cultivation and quantity of Turmeric and Chilli produced.

SUGGESTIONS

1. A sound policy framework for the development of Turmeric and Chilli sector has to focus on two basic objectives (a) to enhance economic efficiency and reduce unit costs; (b) to promote social equity, by making products available to poorer sections at affordable prices. It has to utilize tools available by science and technology for enhancing farm yields and increasing processing efficiency. It should secure greater involvement of the private sector voluntary agencies NGOs in providing services to the farmer, the processor and to the trader. The import tariff policy should strike a sound balance between the promotion of efficient domestic production and the advantage of inexpensive imports. The interests of consumers in terms of reasonable price and quality, cannot be overlooked. In brief, the interests of the farmer, the processor, the trader, the consumer and the exchequer have to be delicately balanced to maximize satisfaction and to minimize costs to all stakeholders as a whole.
2. The basic fact of Indian agriculture is that more than three fourths of Indian farmers cultivate two hectares or less, with only one third of their land receiving irrigation and they are mostly risk averse at such margin of subsistence. An energetic farm support policy is called for if the production of any specific crops like Turmeric and Chilli has to be promoted with a judicious mixture of technology extension, input supply and price support for the output.

CONCLUSION

India's Turmeric and Chilli sector faces stiff challenges in increasing the efficiency in several of its sub-sectors: improving the technology in Turmeric and Chilli cultivation and processing, reforms in the marketing of Turmeric and Chilli and products domestically and internationally.

BIBLIOGRAPHY

- Sriraman K. and Balasubramaniam S. (1969) "Reports of the Production and Marketing of Turmeric and Chilli in Madras state". Madras University.
- Barkeley Hill, An introduction to Economics for students of Agriculture, (Oxford: Perguman Press, 1980)
- Donald, S.Tull, Del. I. Hawakins, "Marketing Research – Measurement and Methods", Sixth Edition, Asole. K. Ghosh, Prentice Hall of India.
- Rechard .J. Levin, Statistics for Management, (New Delhi: Printice hall of India Private Ltd., 1986)
- Dr. I. Satya Sundaram, "Spices Striving Hard to lead globally", Facts for you, February 2000, Vol.20., No:5, P.13

WEBSITES

- www.commodityindia.com
- www.agri.tn.gov.in

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. **infoijrcm@gmail.com** or **info@ijrcm.org.in** for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail **infoijrcm@gmail.com**.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator