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A STUDY ON PROBLEM FACED BY VEGETABLE PRODUCING FARMERS IN NILIGIRI - DISTRICT**DR. S. NAMASIVAYAM****HEAD****DEPARTMENT OF COMMERCE IN BUSINESS PROCESS SERVICES****DR. NGP ARTS & SCIENCE COLLEGE****COIMBATORE****K. ARTHI****M. Phil. RESEARCH SCHOLAR****DEPARTMENT OF COMMERCE****DR. NGP ARTS & SCIENCE COLLEGE****COIMBATORE****ABSTRACT**

Agriculture may be defined as an integrated system of techniques to control the growth and harvesting of animal and vegetables. It is an uncomplicated endeavor comprising of technical and practical processes that helps in the maintenance of the ecological balance and protects human resources; and most importantly it is a viable food production system. Human beings started practicing farming/cultivation some 10,000 years ago. Since then, agriculture as a practice and as a process has undergone substantial changes which have had consequential impact on human progress and lifestyle. The present study is intended to study the socio economic of characteristics of vegetable producing farmer's. It also given importance to know the satisfaction regarding the farmers and the problems faced by the vegetable producing farmers by which they can improve the vegetable growing and motivated their self farming.

KEYWORDS

problems, government subsidies, forms of agriculture, fertilizers.

INTRODUCTION

Indian agricultural economy under the impact of green revolution witnessed sharp increase in production and productivity, leading to higher income. Further, the percolation of the green revolution to the lowest level particularly in Punjab State led to structural transformation all around. Big strides in raising the production and productivity of cereal crops particularly of wheat and paddy were taken leading to increased adoption of biochemical and mechanical technologies. Remunerative returns under the assured price policy were also instrumental in concentration of the area under wheat and paddy at the cost of other traditional crops. Paddy and wheat yield in Punjab have reached the point where only a marginal increase in level of production per acre is possible. Serious repercussions are being felt in form of resource depletion, soil degradation, nutrient deficiency, and fallen ground water table the intensive paddy-wheat rotation has led to multiplication of insects/pests and diseases and intensive use of energy are some of the other consequences of paddy-wheat rotation faced by the agricultural sector. Heavy doses of fertilizers and chemicals are further causing environmental degradation.

PROBLEMS FACED BY FARMERS

For farmers, the potential problems associated with contract farming include:

- increased risk;
- unsuitable technology and crop incompatibility;
- manipulation of quotas and quality specifications;
- corruption;
- domination by monopolies; and
- Indebtedness and overreliance on advances.

STATEMENT OF THE PROBLEM

The farmers who produces crops, struggle a lot of bring them up. They plough and till his land, seed the plants, water resources, clean them and pack the produce ready to be taken to the market for sale. Even at the time of producing the crops and at the time of selling them, the farmers face a lot of hurdles and obstacles such as interference of brokers and middlemen, lack of insurance facility, lack of finance, high cost of inputs and problems of storage and transportation. In the market, the farmers are cheated by the brokers as they sell their produces by weighting the produce fault scales and so on. Thus the farmers face the problems from the initial stage till the marketing.

SCOPE OF THE STUDY

The present study is intended to study the socio economic of characteristics of vegetable producing farmer's. It also given importance to know the satisfaction regarding the farmers and the problems faced by the vegetable producing farmers by which they can improve the vegetable growing and motivated their self farming.

OBJECTIVES OF THE STUDY

- To know the socio-economic profile of the vegetable producing famers.
- To know the problems faced by the vegetables producing farmers in niligiri district.
- To know the growers level of satisfaction.
- To know the government schemes for increasing productivity.
- To offer suitable suggestion for the improvement of vegetables producing.

REVIEW OF LITERATURE

Saxena et al. (1999) while evaluating the physical distribution efficiency of vegetables in the hills of Uttar Pradesh found that marketing cost increased with the introduction of wholesaler cum commission agents in the marketing channel. The study also revealed that share of the producer increased with the high priced vegetables. The perish ability of the produce had direct relationship with the cost of marketing and inverse relationship with share of the producers in consumer's rupee.

Sankhyan et al. (1973) found that in the case of all fertilizers except two, the price spreads in the case of private dealers were larger than those in the case of co-operatives. Thus, the distribution costs were higher in the case of private dealers as compared to the co-operatives. This was primarily due to the shortage of fertilizers which enabled the private dealers to charge higher than the controlled prices and retain bigger margins.

Sinha and Verma (1973) attempted to study the input supply conditions and marketing mechanisms in Saharsa district of Bihar. The study revealed that the three major nutrients viz., Nitrogen, Phosphorus and Potash were distributed at Saharsa through public and private sectors, which was recently monopolized by co-operatives. There was no standard performance by co-operatives and were not able to meet the demand at the required time. Those selling on credit involved complicated procedures. Hence, they suggested checking unhealthy competition from private traders. The Federation of co-operatives should join the private sector in management of indigenous procedures. There was a need for opening of agricultural input shops in the rural areas at close distances

Rajagopalan et al. (1973) examined the efficiency of retailing fertilizers in Coimbatore district. The study revealed that the marketing system was not efficient as increased satisfaction could be derived at increasing cost due to non availability of desired types of fertilizers in

Time. The farmer's preference was not technically sound and hence he was not optimizing. Hence, they suggested more intensive extension education strategies to be devised for educated farmers. The timeliness of supply influenced cost. Optimization over time and space had become increasingly crucial for distribution.

Yaledhalli (1991) had studied the agency-wise marketing of fertilizers in Karnataka and found that the agencies operating in the state are KAIC, MARKFED and private. The private agency had the lion shares in marketing of fertilizers. He found that the distribution of retail outlets in the districts was also dominated by private agencies.

RESEARCH METHODOLOGY

Methodology is one of the main aspects of any research. Methodology is defined as, "The procedures by which researchers go about their work of describing, explaining and predicting the phenomena," The study of Methodology emphasizes, the understanding of social, scientific inquiry by means of describing analysis and evaluating various methods specifying their assumption and identifying their strength and weakness, suggesting new applications.

METHODS OF DATA COLLECTION

A research plan can involve collection of both primary and secondary data. The primary data is information collected or generated by the researcher for the purpose of the project through observation, questionnaire and interview, secondary data refers to the information collected for some earlier research work and which is relevant and applicable to the study the researcher has presently undertaken. Both primary and secondary data have been used for the study.

SAMPLING TECHNIQUE

Convenience sampling technique was adopted. In this method, the researcher had selected those units of the population in the sample, which appear convenient to him or the management of the organization where he was conducting research. Total samples taken for the study was 250.

TOOLS FOR DATA COLLECTION

The data collected through questionnaires were analyzed using simple percentage method, chi-square method, co-efficient of correlation and ranking method.

LIMITATIONS OF THE STUDY

- The study is restricted to Niligiri only. Hence we are not able to generalize
- The study is mainly based on the data given by the vegetables producing farmers in Niligiri.
- The study aims at farmer's satisfaction aspects and problems faced by them.
- The sample size of the study is less.

TABLE 1: DEMOGRAPHIC FACTORS OF RESPONDENTS

S. NO.	FACTORS	DESCRIPTION	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Age	Upto 30 Years	32	13
		30-40 Years	100	42
		Above 40 Years	108	45
2	Monthly Income	Upto 5000	24	10
		5000-10000	66	28
		10000-15000	90	38
		Above 15000	60	25
3	Acres of Land	2 Acres	78	33
		2-5 Acres	118	49
		5-10 Acres	30	13
		Above 10 Acres	14	6
4	Type of Land	Lease	30	13
		Own	210	88
5	Type of Soil	Alluvial Soil	150	63
		Black Soil	90	38
		Red Soil	0	0
		Laterite Soil	0	0
6	Types of Vegetables	Potato	60	25
		Cabbage	76	32
		Carrot	54	23
		Beetroot	50	21
7	Kinds of Fertilizers	Organic	52	22
		Chemical	46	19
		Both (A) And (B)	122	51
		Others	20	8
8	Period of Cultivation	2 Months	32	13
		3 Months	110	46
		4 Months	86	36
		Above 4 Months	12	5

Ho: There is no significant relationship between acres of land and production level

TABLE 2: ASSOCIATION RELATIONSHIP BETWEEN ACRES OF LAND AND PRODUCTION LEVEL

Calculated value (cv)	Degree of freedom (v)	Level of significance	Table value
5.33	3	5	7.81473

INTERPRETATION

The table 2 indicates that calculated value (5.33) is less than the table value (7.81) at 5% level of significance. Therefore, framed null hypothesis is accepted. Hence there is no significant relationship between acres of land and production level

Ho: There is no significant relationship between type of land and cost of land maintenance

TABLE 3: ASSOCIATION RELATIONSHIP BETWEEN TYPE OF LAND AND COST OF LAND MAINTENANCE

Calculated value (cv)	Degree of freedom (v)	Level of significance	Table value
2.44	1	5	3.84146

INTERPRETATION

The table 3 indicates that calculated value (2.44) is less than the table value (3.84) at 5% level of significance. Therefore, framed null hypothesis is accepted. Hence there is no significant relationship between type of land and cost of land maintenance.

H1: There is a significant relationship between fertilizer and availability of fertilizer

TABLE 4: ASSOCIATION RELATIONSHIP BETWEEN FERTILIZER AND AVAILABILITY OF FERTILIZER

Calculated value (cv)	Degree of freedom (v)	Level of significance	Table value
8.58	3	5	7.81473

INTERPRETATION

The table 4 indicates that calculated value (8.58) is less than the table value (7.81) at 5% level of significance. Therefore, framed null hypothesis is rejected. Hence there is a significant relationship between fertilizer and availability of fertilizer.

TABLE: 5 RANKING THE PROBLEMS FACED BY VEGETABLE PRODUCING FARMERS

S.No.	FACTORS	TOTAL	MEAN	RANK
1	Climate Problem	1497	6.24	9
2	Financial Problem	1073	4.47	12
3	Lack of transportation	1643	6.85	2
4	Price Flexuation	1639	6.83	3
5	Lack of labor	1451	6.05	11
6	High cost of production	1828	7.62	1
7	High labor cost	1495	6.23	10
8	Lack of cold storage facility	1529	6.37	8
9	Lack of market information	1543	6.43	7
10	Intermediaries or middlemen	1600	6.67	4
11	Poor quality of seeds	1585	6.60	5
12	Higher commission charge	1545	6.44	6

INTERPRETATION

The above ranking analysis shows that high cost of production (Rank 1) is the most problem faced by respondents from cultivating vegetables. Its followed by after Lack of transportation (2), Price Flexuation (3), Intermediaries or middlemen (4), Poor quality of seeds (5), Higher commission charge (6), Lack of market information (7), Lack of cold storage facility (8), Climate Problem (9), High labor cost(10), Lack of labor(11), Financial Problem(12).

The major of respondents stated that high cost of production is the common problem faced. Financial Problem is the least common problem.

FINDINGS**CHI-SQUARE**

- There is no significant relationship between acres of land and production level
- There is no significant relationship between type of land and cost of land maintained
- There is significant relationship between fertilizer and availability of fertilizer

CORRELATION

- relationship between cost of land maintenance and cost of production is positive
- relationship between cost of production and production level is positive

SUGGESTIONS

In order to alleviate the various problems faced by the farmers in cultivating the vegetables, the following suggestions are provided by the researcher:

1. The Government should take instantaneous initiatives in the field of production, and marketing activities can be carried out under the supervision of the appropriate agencies. A regulated market, to some extent, can do the needful to redress the grievances of the producers. Installation of cold storage facilities can play an important role to store the surplus produce in the glut period and to supply the surplus in the lean season. Well connected network transport facilities should be developed for an efficient marketing system.
2. The vegetable producers should be encouraged with right and timely supply of inputs and facilitate credit for better performance in the yield of commodity.
3. Public weighing machines should be installed in each market to ensure the correct weighing for the vegetable sales in the market. In order to provide accurate weighing, electronic weighing equipment should be installed at all market places.

CONCLUSION

Though India is the second largest producer of fruits and vegetables in the world, but our country has been facing the situation of glut and scarcity in respect of many crops. This is because of the non-existence of efficient marketing infrastructure and proper storage facilities for the regulated supply management of the vegetables, scarcity of agricultural inputs, lack of proper training and knowledge about new developments in cultivation methods and technological developments. The study clearly reveals that the increase in the number of middlemen and higher market charges were the major problems faced by the vegetable farmers and the financial position of these farmers was not very sound. Therefore, they were unable to make proper investments for the farming of vegetables. Therefore, the government should take appropriate steps to strengthen these farmers' markets. These markets have to provide new business opportunities for the vegetable sellers. It would help the farmers to sell their produce easily to the consumers directly so that they can save the middlemen commission and hence, are able to improve their financial position.

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