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ABSTRACT

Byadgi is known for its dry chili market. According to folk 200 years ago chili cultivation has started in Byadgi. Presently this is the second largest chili trading market in the country. It has awarded with local Geographical Indication (GI) tag in the year 2010 for varieties of chili. There is a scope to study the impact of the chili market. This study throws the light on the impact of chili market on the local traders, farmers, and the public through exploratory design using semi-structured questioner and interview methods. This paper discussed the overall chili industry influences on people lifestyle, employment, and health. Information collected directly from farmers, traders and workers through discussion.

KEYWORDS

Byadgi, effects of chili market.

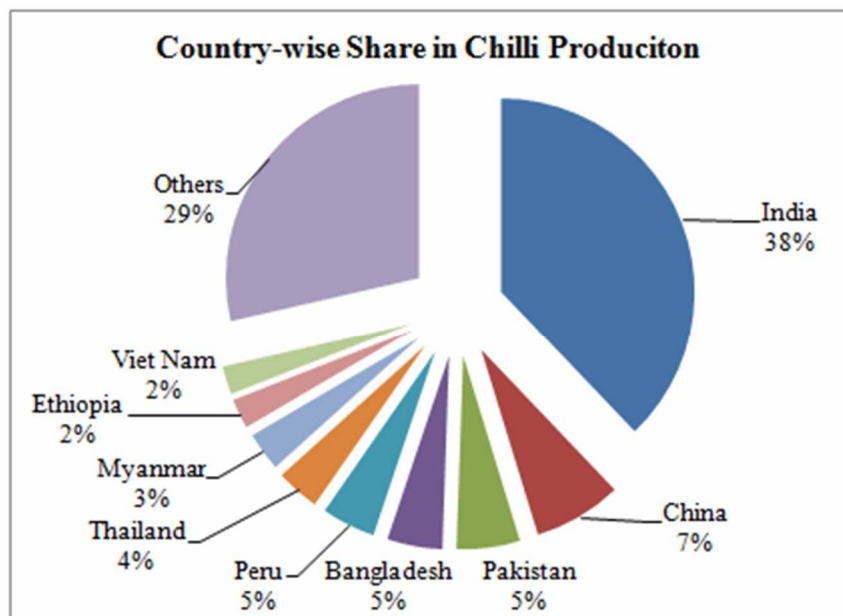
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1. INTRODUCTION

Chilli is originated from America in 7500 BC. Capsicum word is derived from the Greek word ‘Kampsimo’ meaning is “to bite”. Chilli is a fruit of plant ‘Capsicum annum and capsicum friends’. It has some common varieties like bell peppers, hot pepper, cayenne pepper, and sweet pepper, etc. in the world more than 200 countries produce this product because of its color and pungency. The world area for production chili during 2009-10 was 767200 hectares and 1202900 tons. Chilli is a source of vitamin A,C, and E so it scientifically recognized application in the treatment of asthma, arthritis blood clots, cluster, headaches and it also used in cosmetics preparation.

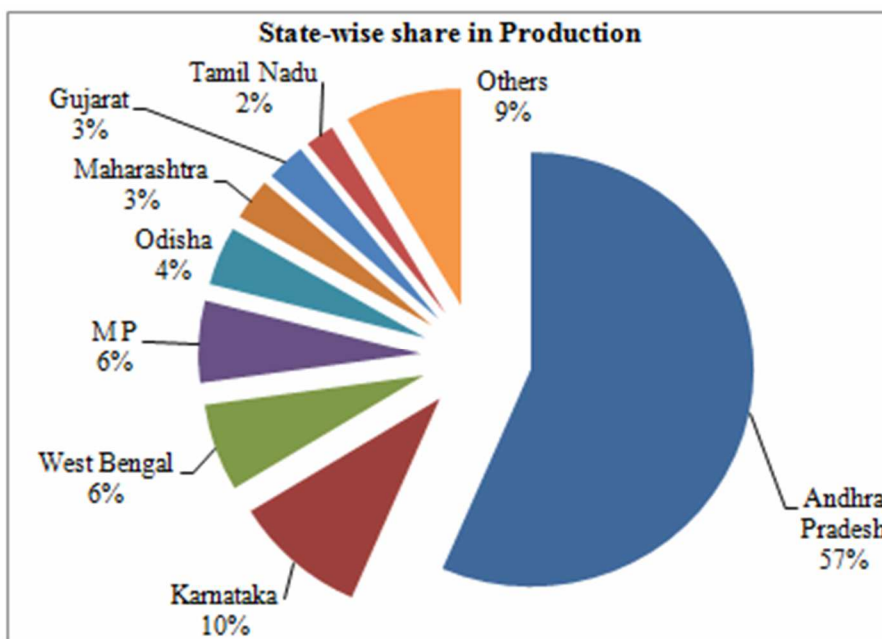
GRAPH 1: COUNTRY WISE SHARE IN CHILI PRODUCTION



Source: FAOSTAT

Chilli enters India in the year 1585 by Portuguese and it spread rapidly in the whole country because of a suitable climate for cultivation. India is the world leader in chili production followed by China and Pakistan. Chilli is a universal spice. India is cultivating it in all the state and union territories of the country. Andhra Pradesh is the largest producer in India contributing 57 percent of total production followed by Karnataka, Maharashtra, and Tamilnadu. The export of chili from India stood at 204000 tons valued at Rs.129172.8 lakhs during 2009-10 and Malaysia (26%) is the largest importer of chili from India (Stephan 2012) Assam state producing World hottest chili “Naga Jolokia”.

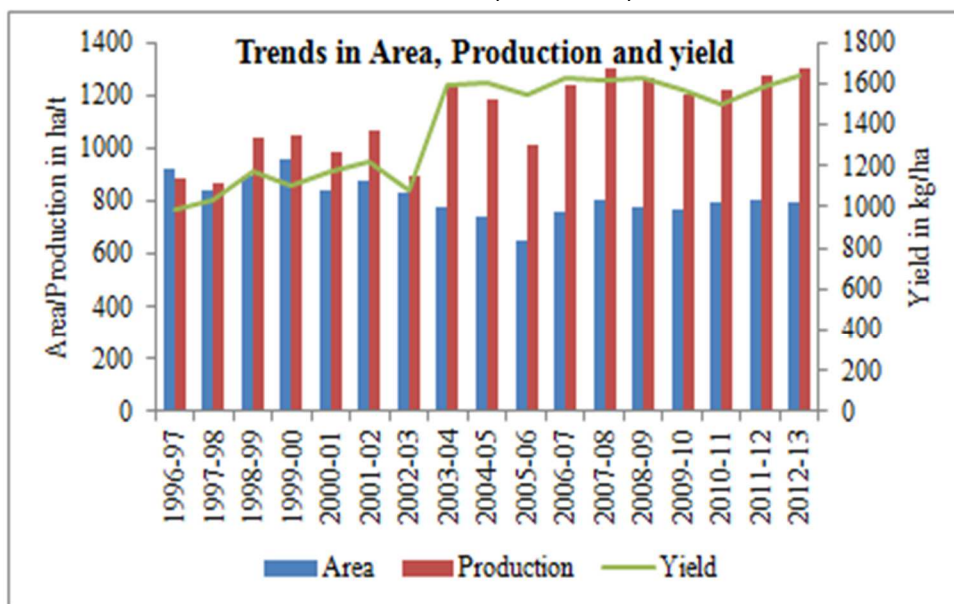
GRAPH 2: STATE WISE SHARE IN CHILI PRODUCTION



Source: Ministry of Agriculture, GoI

In Karnataka Dharwad, Haveri, Gulbarga, Belgaum, Hasan and Chitradurga districts produce chilli but Byadgi is known for chilli in the world market this chilli is special for its deep red color and has the highest color value. Chilli crops play the main role in the agricultural economy of Byadgi and its given geographical indication (GI) certificate from September 2010 as per section of a geographical indication of goods (registration, protection) Act 1999. They are several types of Byadgi chilli mainly classified into 2 types Byadgi kaddi and Byadgi Dabbi. Chillis were being cultivated in the Byadgi area about 200 years ago according to folk by British rule. Byadgi taluk is the second largest chilli trading market in the country (Swamida 2012).

GRAPH 3: CHILI TRENDS IN THE AREA, PRODUCTION, AND YIELD IN INDIA



Source: Ministry of Agriculture, GoI and Spices Board of India

WHY CHILI MARKET IN BYADGI?

Byadgi chilli is primarily sold in Byadgi chilli market annual sales are about Rs 3 billion (\$75 million). APMC of the Byadgi was started in the year 1948 (Feb 15). This market attracts the traders from all over Karnataka and neighboring Andrapradesh because of favorable condition for the business such as

- Transportation (Railway, Road)
- Best market place (75 acres)
- E-tender adopted in the year 2008
- Cold storage facility
- Money transfer through check or RTGS (Real Time Gross Settlement) to farmers
- There are 6000 Farmers, 600 Traders and 500 Commission agents are present the market
- More than 500 varieties of chilli arrive at market
- On an average every year 60,000 of the bag there

TABLE 1: CENSUS OF BYADGI AS PER 2011

Terminology	Total	Male	Female
Population	1,41,024	72143	68881
Working population	65178	42965	22213
Cultivation	18613	15159	3454
Main working population	28431	13849	14582
House hold workers	1187	843	344
Other workers	16947	13114	3833

TABLE 2: ARRIVAL OF THE CHILI TO BYADGI MARKET

Product	Year	Arrival to market (Quintal)	Price (in Rs)		
			Low	High	
Red dry chili	2012-13	675058	2000	21666	7149
	2013-14	664210	2099	15509	7099
	2014-15	861916	2169	16839	8819
	2015-16	980960	3809	20000	9898
	2016-17	1193053	2320	21900	5450
	2017-18	1041073	1175	17109	11009

2. LITERATURE REVIEW

This chapter reviews the research work done in the field related to the objective of the study. These are few comprehensive studies made available on Byadgi Chilli may methods of analysis are presented following. To consistent with the objectives of the study the literature review is presented in two heads

- Chilli market
- Byadgi chilli market

2.1 CHILLI MARKET

Dr. Indira Mehta (2017) reported Indian Spice sector is zooming at a great place. India produces than 4 million tones of spice expert 180 spice products in over 150 nations. Technical guidance for organic chili cultivation is required and chili price is relevant to the market arrivals. If highest during the period of May September and lowest during November October. Chilli is rich in vitamins A&C and good sources of folic acid, potassium and vitamin E.

S. S. Pawar et al. (2011) stated that chili is contained belonging to Capsicum annulment and contain more than 12% of a volatile other soluble extractive capsaicin gives pungent to test. Chilli using more like chili Beverages, a counter-irritant in rheumatism, stomachic, heart arrhythmias as a food flavoring, etc. benefits effects of chili were positive and some were negative.

Shivaraja M B (2012) identified that chili is an important commercial crop of India and its exports also. Asian countries have a bulk share in the production of chili Indian is contributing 25 percent to the total world chili production. Karnataka has 20 percent of the total area produce chili in India but the output is only 9 percent of the total production chili. There is a need for the crop insurance scheme for chili protect production

Veerana et al (2011) reported that chili area, production, productivity was decreasing year after year despite being a highly profitable commercial spice crop.

Ajithkumar and Indira Devi (1994) in the study on cardamom production in Kerala used secondary and data on area, production productivity from the various publications of Bureau of Economics and Statistics as well Kerala spice board for the period (1965-66 to1989-90). He employed a linear growth rate model to analyze the data and concluded that the growth rates for the area (1.923 percent), production (5.535 percent) and productivity (3.612 percent) were positive and significant.

Hiremath (1994) studied growth rates for chillies in Dharwad district and found that the growth rate with respect to the area was higher (5.9%) which was closely followed by production (5.18%) and productivity (0.011%). All these parameters showed a positive growth rate with respect to chillies' in Dharwad district.

Bhullar (2005) studied the trends in the production of dry chillies in India and found that Andhra Pradesh, Karnataka, Maharashtra, and Orissa put together account for 75.00 percent of the total Indian production. Punjab state occupied 3.10 percent of the area and was ranked eighth during 1974-77, which decreased substantially to only 0.46 percent in 1998-2001. Production-wise, Punjab accounted for 4.61 percent of production during 1974-77, which fell to 0.74 percent during 1998-2001. There has been a significant improvement in the productivity of chillies' at 1945 kg per ha, followed by Punjab at 1688 kg per ha, Rajasthan at 1064 kg per ha, Arunachal Pradesh at 1272.7 kg per ha and Gujarat 786 kg per ha.

Vandana (2008) reported that chili cultivation depended on farmers saved seeds. The farmers largely depend upon two major regions for the supply of seeds – one in Karnataka itself called Byadgi and the other was Guntur (Andhra Pradesh).

Ramachandra (2008) estimated Rs. 6.58 corer loss of chili crop in Bellary district due to disease attack. Chilli area was 1,736 hectares, out of the total crop area of 13,287 hectares in Bellary.

Navadkar et al. (2003) revealed that the area, production, and productivity of cotton in India during 2001-2002 were increased by 48.81, 22.71 and 15.00 percent change over 1950-51 respectively. It means that the production increased rapidly on account of area and productivity growth.

Balappa Shivaraya et al. (1999) attempted to analyze the growth performance of red gram in Gulbarga district and Karnataka state as a whole over the period 1980 to 1994. The quadratic growth function was fitted for the estimation of growth rate in the area and cubic function for production and productivity. The study showed that area under red gram declined significantly by 10 percent and 9 percent per annum respectively during 1980-81 to 1994-95 in the Gulbarga district and Karnataka state as a whole. Productivity has increased significantly by 11 percent in Karnataka state. The analysis concluded that even though the area had declined significantly, the production did not decline due to the significant increase in its products for the state as a whole.

2.2 BYADGI CHILI MARKET

Ishwara (2010) reported analysis that in the Byadgi region were cold storages to storing red, chili seeds and chili, etc. however 80 percent of each cold storage was filled with red chili due to the existence of vast and extensive red chili market yard in Byadgi.

Stephan Raj Swaminba (2012) reputed that Haveri (Byadagi) is shifting from red chili to cotton production. Despite the reduction Byadgi chili area the market arrivals as Byadgi chili substantially chili farmers facing "Madura Roga" means leaf curling disease for their chili cultivation. Byadgi chili is grown in Dharwad Gadag & Haveri district in rain field conditions

Jajetiravi (2012) reported that farmers switched to cotton from chili because of cotton prices were more stable than chili prices. Farmers were likely to shift to cotton or cereals due to lower returns from the chili.

3. RESEARCH GAP

There are many research studies on the chili market and Byadgi chili. Specifically studies on History of Byadgi chili, dynamics of chili market, grades and standards on chili, characteristics of Byadgi chili, production and value addition to chill, etc. But there is a lack of study chili market impact on the Byadgi region.

4. PROBLEM STATEMENT

Byadgi is known for chili and its given Geographical Indication (GI) certificate from September 2010 as per section of the GI goods Act 1999. According to folk 200 years ago chili crop started to grow here. Byadgi chili is special for its deep red color and less spicy and 25 industries are in and around the Byadgi involved in converting this chili into powder. Annually on an average Byadgi chili market has 300 core turnovers. This market attracts traders from throughout Karnataka and near state Andhra Pradesh because of its fair price, immediate payment and accurate measurement of chili.

Presently this is the second largest chili trading market in the country. There is a scope to study the impact of chili market.

5. OBJECTIVE

- To analyze the impact of Byadgi chili market on the following people of Byadgi:
 - Towards the Framers
 - Towards the Traders
 - Towards the Workers

6. SIGNIFICANCE OF THE STUDY

This study should be significant in the sense that it will:

This research enlightens policymakers on information about whether the chili market is impacting stakeholders of Byadgi or not in terms of infrastructure development, health, people lifestyle and economic growth, etc.

7. SCOPE OF THE STUDY

- This study will be restricted to Byadgi region because of external aspects like industries related to chili and chili market.
- This study is intense on only chili aspect.

8. LIMITATIONS OF THE STUDY

1. This study is limited to Byadgi region
2. This study is cover only those who are related to Byadgi chili market

9. RESEARCH METHODOLOGY

9.1 TYPE OF RESEARCH

The proposed research carried out will be descriptive research and analytical research in nature.

9.2 DESCRIPTION OF THE STUDY AREA

The study will carry in Haveri and Dharwad districts of Karnataka which contribute substantial chili area and production of the state.

Haveri, popularly known for Byadgi chili variety and its market in South East Asia, is almost in the center of Karnataka. It is a newly formed district on 15th August 1997 comprising 7 taluks namely Haveri, Byadgi, Hirekerur, Ranebennur, Savanur, and Shiggaon. The district has a total geographical area of 4, 85,058 ha with a cultivable area of 3, 47,540 ha.

Dharwad district has a total geographical area of 4.27 lakh ha with 3.60 lakh ha cultivated area comprising of three Agro-climatic zones, i.e. Dry zone (zone-3), Northern transitional zone (zone-8) and part of Hilly zone (zone-9).

9.3 POPULATION FOR THE STUDY

For the proposed study population is defined as chili formers and chili related companies in Byadgi include employees who employed on chili related activities.

9.4 DATA TYPE

For the research purpose, data will be collected on a quantitative and qualitative way.

9.5 SAMPLING TYPE

Probability sampling (Stratified random sampling)

9.6 COLLECTION OF DATA

Data was collected through primary and secondary mode. Primary through interview of prospective respondents by questioner and secondary through Journals, Magazines, Newspapers, reports published by various institutes and Government bodies.

10. DATA ANALYSIS

Hypothesis test used as data analyzes tool. It refers to an assumption that is made to find a solution to the research problem. The hypothesis is the theory, methods for the practice of testing a hypothesis by comparing it with the null hypothesis. The null hypothesis is only rejected if its probability falls below a predetermined significance level, in which case the hypothesis being tested is said to have that level of significance.

Parametric test: Hypothesis is based on two types Parametric and Non-parametric. The parametric statistical test is one that makes assumptions about the parameters (defining properties) of the population distribution from which one's data are drawn, while a non-parametric test is one that makes no such assumptions. Here parametric" as referring to tests, such as t-tests and the analysis of variance, those assume the underlying source population(s) to be normally distributed.

t-test: t- test (Sample size, Population variance unknown)

1. Chilli cultivation

H₀: There is no decrease of chilli cultivation in Byadgi over years ($\mu_p = \mu_s$)

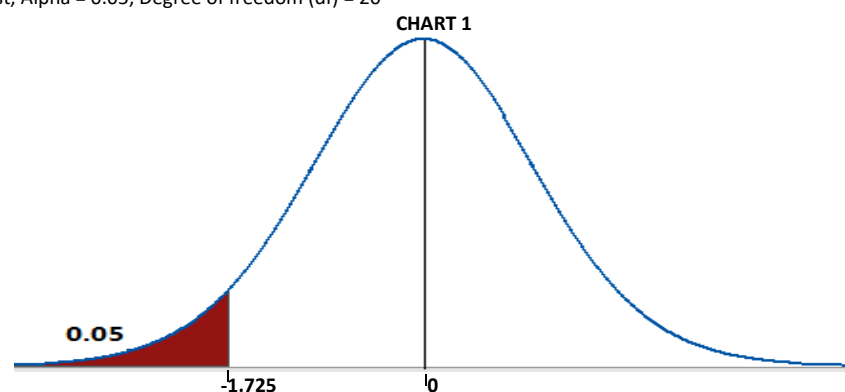
H₁: There is decrease of chilli cultivation in Byadgi over years ($\mu_p < \mu_s$)

Reject H₀ if $t < -1.725$

Test statistic $t = -12.69$

Decision: $t = -12.69 < -1.725$ Reject the H₀

T-Distributions Plot lest-tail test, Alpha = 0.05, Degree of freedom (df) = 20



Interpretation: From the above graph, it can be inferred that the t value is -12.69 it falls in the rejection area that evidences that there is a decrease of chilli cultivation in Byadgi over years. The study (Stephan Raj Swaminba et.al 2012) is also witness the formers of Haveri district people are shifting from red chili to cotton production.

2. Impact on lifestyle

H₀: Chilli market has not effected on life style of the people

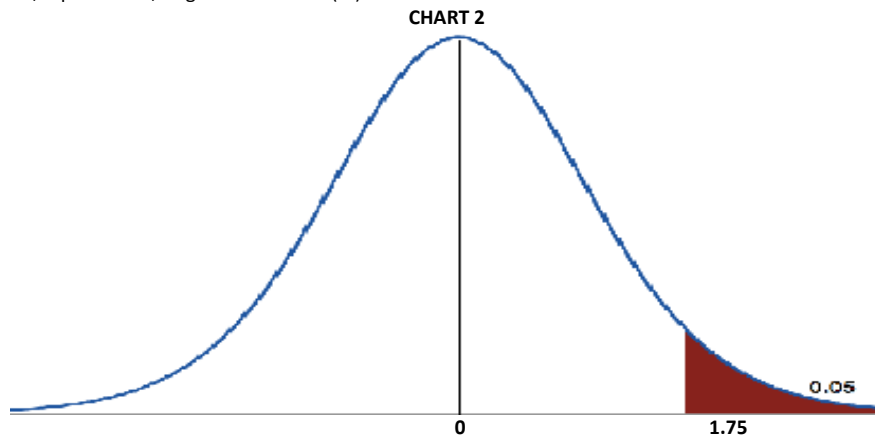
H1: Chilli market has effect on life style of the people

Reject H0 If $t \geq 1.725$

Test statistic: $t = 5.2$

Decision: $t = 5.2 > 1.725$ Reject the H0

T-Distributions Plot right-tail test, Alpha = 0.05, Degree of freedom (df) = 20



Interpretation: The graph shows that there is an acceptance area of the null hypothesis less than 1.75 but the t value is 5.2, it would result in rejection of the null hypothesis. From the result, it can infer that the chili market into the lifestyle of the people. Because of chilli market income of people had increased and this affected the lifestyle of people also.

3. Impact on Byadgi

H0: Chilli market has not positively impacted on Byadgi

H1: Chilli market has positively impacted on Byadgi

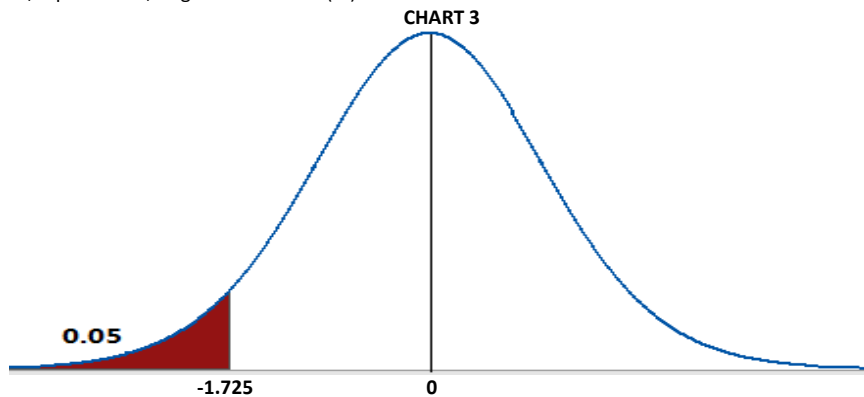
Hypotheses Region:

Reject H0 If $t < 1.725$

Test statistic: $t = -4.21$

Decision: $t = -4.21 < 1.725$ Reject the H0

T-Distributions Plot right-tail test, Alpha = 0.05, Degree of freedom (df) = 20



Interpretation: From the above graph, it can be inferred that the t value -4.21 falls in the rejection area. It would result in accept the alternative hypothesis that is Chilli market has positively impacted on Byadgi in terms of their infrastructure and development of the region.

4. Impact on Employment

H0: Employment has not increased in Byadgi because of chilli market

H1: Employment has increased in Byadgi because of chilli market

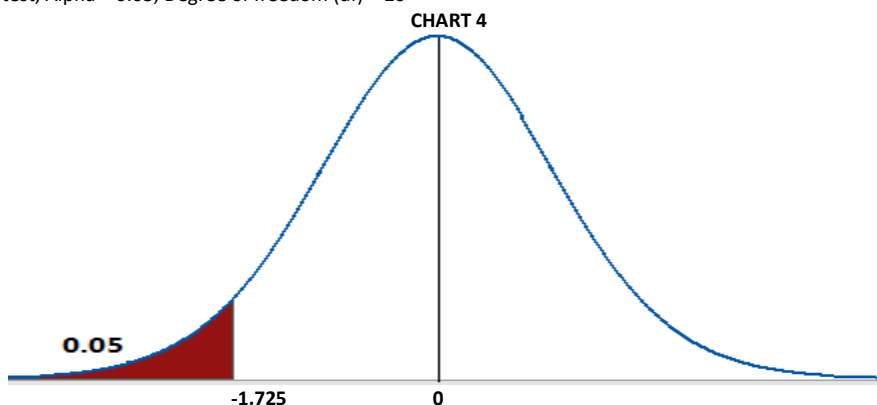
Hypotheses Region:

Reject H0 If $t < 1.725$

Test statistic: $t = -20.07$

Decision: $t = -20.7 < 1.725$ Reject the H0

T-Distributions Plot right-tail test, Alpha = 0.05, Degree of freedom (df) = 20



Interpretation: The graph shows that there is an acceptance area of the null hypothesis less than 1.75 but the t value is 20.07, it would result in rejection of the null hypothesis. From the result, it can infer that employment has increased in Byadgi because of the chili market. Presently on an average daily 10,000 people are working in the market.

5. Impact on Health

H0: Chilli market has no effect on the health of people

H1: Chilli market has an effect on the health of people

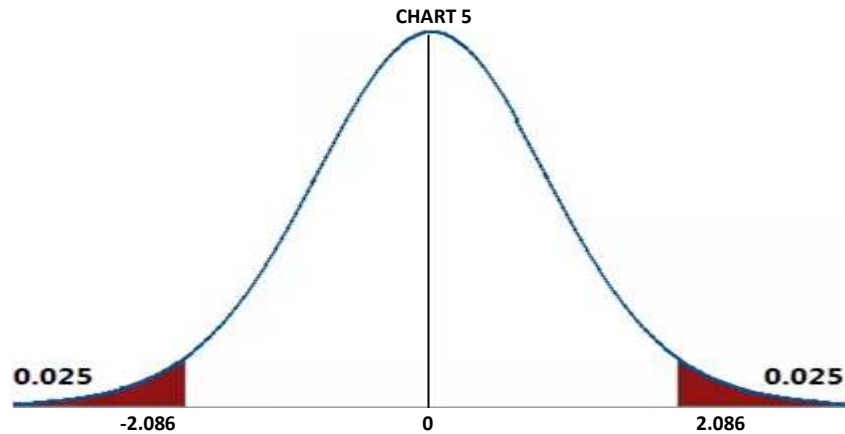
Hypotheses Region:

Reject H0 If $t \neq 2.086$

Test statistic: $t = 8.1609$

Decision: $t \neq$ Reject the H0

T-Distributions Plot of two tail test, Alpha = 0.05, Degree of freedom (df) = 20



Interpretation: From the above graph, it can be inferred that the t value 8.1609 falls in the rejection area. It would result in accept the alternative hypothesis that is chili market has an effect on the health of people.

11. FINDINGS

On the basis of the study following findings have been drawn:

- Byadgi chili is known for its deep red color and fragrance. That provides scope for chili related industry
- There is a lack of awareness about the Geographical Index (GI) tag in the market
- There are 600 registered chili traders in the market that producing employment opportunities for people
- On average 10,000 people are working in the market daily based especially involved in removing the cap of chili, which negatively impacts on the health of people.
- Growth of the market influencing the lifestyle of the people.
- Prices of chili are not stable compared to other crops. Formers are shifting from chili cultivation so resulting in a reduction of chili cultivation in Byadgi
- On an average daily 10,000 people are working in the market, especially involved in removing the cap of chili, which negatively impacts on the health of people.

12. CONCLUSION

Byadgi is forced to grow chili at the time of British role. Presently this is second largest chili trading market in India. This growth results in many changes in Byadgi. The study is contributing to know that the market has impacted Byadgi directly and indirectly in terms of their employment, infrastructure, health, and lifestyle. It has upgraded the peoples' lifestyles with a negative effect on health.

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