

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

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PRODUCER'S GAIN IN CONSUMER RUPEE: A CASE STUDY OF TRIBAL CASH CROP

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ABSTRACT

Turmeric (Curcuma Longa), the wonder herb is cultivated by the tribals of Kandhamal District of Odisha, India since ages. It is viewed as a way of life than a mode of Business. But the tribal farmers are gradually losing interest due to decreasing level of income. They are exploited by the middle men to the extent that "seeds are sold before they are sown", as there is no extension service that is provided by the state government. The present study is undertaken to find out the impact of different independent variables in explaining the DV i.e price received by the ultimate cultivators. The survey was carried out in Kandhamal District. Information were collected from 200 turmeric growers by questionnaire method and the sampling technique used for the study was multistage area sampling. Information collected were analysed by Multiple Regression. It is found that 76 % of variability in the Dependent variable is accounted for by all of the Independent variables taken together.

KEYWORDS

turmeric, tribals, kandhamal, multiple Regression.

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INTRODUCTION

Indian turmeric (*Curcuma Longa*), the golden wonder herb, "the queen of spices." has been known to the world since ancient time among the spices. Major turmeric growing states in India are Andhra Pradesh, Tamil Nadu, Karnataka and Odisha. In Odisha, Kandhamal contributes a significant amount as it supplies more than 50% of the turmeric produced in Odisha (Naresh Babu, P.C.Tripathy, Manoranjan Prusty, 2015).

Turmeric produced by farmers is now called "Kandhamal Haldi" after the product acquired Geographical Indication (GI) tag on 1st April 2019. At a time when the State Government has got (GI) tag for Kandhamal turmeric, the decreasing number of farmers have reduced its production. Even as Kandhamal turmeric is still in high demand in market not only in the State but also Internationally, the tribal-dominated Kandhamal district is slowly losing its tag, owing to several problems of the farmers including lack of market linkage and compensation, shortage of manpower, exploitation by the middlemen and natural disasters. A study conducted in Kandhamal District with a special emphasis on three blocks Daringbadi, Raikia and K. Nuagaon revealed that gain of producer is maximum if they sell it through Big Traders- Processors- Retailers and they also optimise sells if they have access to International market (Prangya Paramita sahuo, K.K Sarangi, 2018). But matter of fact is Local Wholesaler & KASAM agency are contributing 54.28 percent sales in Daringbadi block and major marketing problems in the district are non-availability of varieties that earn higher market value, high commission charges, lack of nearest market, unawareness among turmeric growers about its high price in the International Market and lack of proper storage facility (Prangya Paramita sahuo, Upasana Mohaptra, M. Sangeetha, 2018). So farmers in the district are showing less interest to take up the cultivation. The crop is gradually losing its charm as the farmers are switching over to other cultivation like seasonal vegetables and making quick money rather working hard in turmeric fields throughout the year. The remaining handful of cultivators are becoming prey to the middleman and unscrupulous traders. Adding to their woes, the low-quality seeds provided to the farmers are also affecting the cultivation.

According to report (The New Indian express, December 2017), turmeric was sold for Rs. 150 per kg in 2008-09 and slowly the market price began to decline and now it is being sold at Rs. 70 per kg. Sources said many farmers have been forced to sell the produce for Rs. 40-50 per kg. In 2014-15, turmeric was cultivated around 13,756 hectares (ha) of land which yield 1.31 lakh tonnes. Similarly, turmeric cultivation was undertaken in 13,300 ha which produced 1.19 lakh tonnes in 2015-16. In 2016-17, it was cultivated in 12,710 ha of land which produced 1.18 lakh tonnes. Turmeric had been cultivated traditionally by the tribal in Kandhamal since ages. However turmeric cultivation is a way of life for tribal in Kandhamal rather than a cash crop. But the support system does not stand in conformity with economic objectives of tribal. The present study makes a humble attempt to find out the impact of different independent variables in explaining the DV i.e price received by the ultimate cultivators.

OBJECTIVES OF THE STUDY

To evaluate the impact of different factors such as length of channel, storage capacity, cost of production per acre, time of sales, quantity of sales in quintal, production in quantity per acre, market information on price formation of turmeric in Kandhamal district.

HYPOTHESES OF THE STUDY

HYPOTHESIS-1

H₀₁ The model on price formation of turmeric has no predictive value.

H₁₁ The model on price formation of turmeric has predictive value.

HYPOTHESIS-2

H₀₂ Independent Variables f_1, f_2, \dots, f_7 are not associated with the Dependent variable price received by the farmer.

H₁₂ Independent Variables f_1, f_2, \dots, f_7 are associated with the Dependent variable price received by the farmer.

*[Independent variables: (f₁) Length of channel, (f₂) storage capacity, (f₃) cost of production per acre, (f₄) time of sales, (f₅) quantity of sales in quintal, (f₆) production in quantity per acre, (f₇) market information]

RESEARCH METHODOLOGY

The survey was conducted in Kandhamal, a central district of Odisha. Information were collected from 200 turmeric growers by questionnaire method and the sampling technique used for the study is multistage area sampling. In the first stage state of Odisha is divided into districts from which Kandhamal district is chosen by purposive sampling. In the second stage Quota sampling is used in which District of Kandhamal is divided into blocks which is further divided into two groups developed and underdeveloped (on the basis Human Development Index report of Kandhamal district generated by Government of Odisha); one block from developed blocks (Daringbadi) and one from underdeveloped blocks (Tumudibandh) is selected on the basis of concentration of turmeric growers. In the third stage the selected blocks is divided into gram panchayats and one panchayat is selected from each block by simple random sampling. In the fourth stage both the selected grampanhayats are divided into villages and 4 villages are selected by purposive sampling. Finally in the fifth stage stratified random sampling is followed in which all the turmeric producers were classified into five stratas on the basis of their land holding such as share croppers, marginal farmers, small farmers, medium and large farmers. Farmers were selected from each group to constitute the sample or respondents to be surveyed. The data obtained on eight variables

such as Price received by the farmers(DV) and length of channel, storage capacity, cost of production per acre, time of sales, quantity of sales in quintal, production in quantity per acre, market information(IV) were analysed by Descriptive statistics, ANOVA, and multiple regression. Since there was some missing observation, so multiple regression has taken 183 respondents for analysis. The study is designed with two set of hypotheses to be tested such as:

RESULTS AND DISCUSSION

TABLE 1: CASE PROCESSING SUMMARY

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
price received per quintal	200	100.0%	0	0.0%	200	100.0%

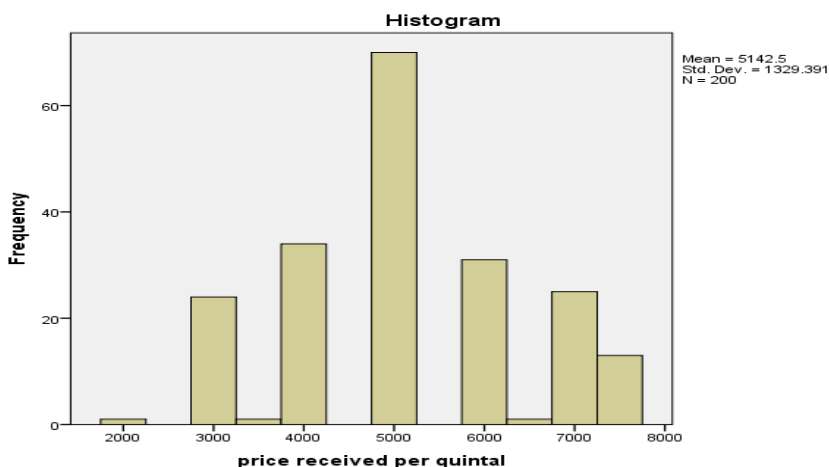
For the variable, price received per quintal all the 200 observations were taken into consideration. There are no missing values.

TABLE 2: DESCRIPTIVE

		Statistic	Std. Error
price received per quintal	Mean	5142.50	94.002
	95% Confidence Interval for Mean	Lower Bound	4957.13
		Upper Bound	5327.87
	5% Trimmed Mean	5136.11	
	Median	5000.00	
	Variance	1767280.151	
	Std. Deviation	1329.391	
	Minimum	2000	
	Maximum	7500	
	Range	5500	
	Interquartile Range	2000	
	Skewness	.065	.172
	Kurtosis	-.745	.342

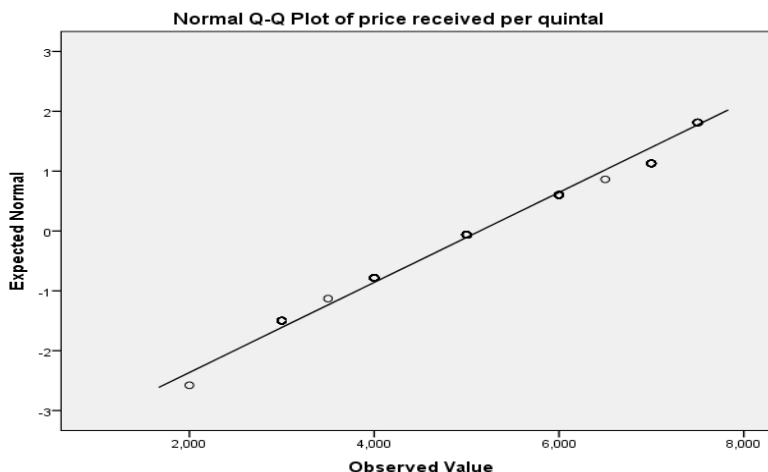
The average price received by the farmer is found to be Rs. 5,142.50 with a standard error of 94.002. The mean lies between two confidence limits with lower bound of Rs 4,957.13 and upper bound of Rs. 5,327.87 with a 95 percent confidence coefficient. Median has been calculated to be Rs. 5,000.00. Minimum price received by the farmer is Rs. 2000/- and Maximum price received is rs. 7,500/-. Skewness has been calculated to be 0.065 with a standard error of 0.172. As a rule of thumb if skewness divided by S.E of remains within the range of ± 1.96 then the distribution is considered normal. In this case it is calculated to be 0.377 which is within the limit ± 1.96 . Hence the distribution is considered to be normal.

FIGURE 1: PRICE RECEIVED PER QUINTAL



From the histogram for the variable price received by the farmer, it is clearly visible that it is representing a normal distribution.

FIGURE 2



There are very few points from the observed value which is not falling on the line which represents that the distribution is expected normal.

REGRESSION

TABLE 3: DESCRIPTIVE STATISTICS

	Mean	Std. Deviation	N
price received per quintal	5131.15	1334.974	183
quantity of sales in quintal	5.12	3.699	183
cost of production per acre	15699.45	6952.930	183
production in quantity per acre	5.22	2.796	183
time of sales	.23	.622	183
storage capacity	.08	.267	183
market information	.05	.228	183
length of channel	1.94	.813	183

Descriptive statistics is calculated for all the variables including dependent and independent variable. Since the analysis has to take into consideration all the variables at the same time, so there are in total 17 missing values and 183 valid information (information on the variables could be collected from 183 respondents). Mean of price received per quintal is 5131.15 with a standard deviation of 1334.97. Mean of the quantity of sales in quintal is 5.12 with a standard deviation of 3.69. Average cost of production per acre is 15699.45 with a standard deviation of 6952.93. Mean production in quantity per acre is 5.22 with a standard deviation of 2.79.

TABLE 3.1: VARIABLES ENTERED/REMOVED^a

odel	Variables Entered	Variables Removed	Method
1	length of channel, storage capacity, cost of production per acre, time of sales, quantity of sales in quintal, production in quantity per acre, market information ^b	.	Enter
a. Dependent Variable: price received per quintal			
b. All requested variables entered.			

TABLE 4: MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.872 ^a	.760	.751	666.317	1.679
a. Predictors: (Constant), length of channel, storage capacity, cost of production per acre, time of sales, quantity of sales in quintal, production in quantity per acre, market information					
b. Dependent Variable: price received per quintal					
R is the value of the multiple correlation coefficient between the predictors and the Dependent variable which is .872. R-square tells us the "goodness of fit" of the model. It explains the amount of variability in the dependent variable accounted for by all of the independent variables taken together.					

76 % of variability in the Dependent variable i.e price received per quintal is accounted for by all of the Independent variables taken together i.e, length of channel, storage capacity, cost of production per acre, time of sales, quantity of sales in quintal, production in quantity per acre, market information.

In statistics, the **Durbin-Watson** statistic is a **test** statistic used to detect the presence of autocorrelation (a relationship between values separated from each other by a given time lag) in the residuals (prediction errors) from a regression analysis. The Durbin Watson statistics inform us about whether the assumption of independent errors is tenable. A **rule of thumb** is that test statistic values in the range of 1.5 to 2.5 are relatively normal. Values outside of this range could be cause for concern. Field (2009) suggests that values under 1 or more than 3 are a definite cause for concern.

For these data the value is 1.679, so the assumption is almost certainly being met.

TABLE 5: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	246656296.894	7	35236613.842	79.366	.000 ^b
	Residual	77696162.122	175	443978.069		
	Total	324352459.016	182			
a. Dependent Variable: price received per quintal						
b. Predictors: (Constant), length of channel, storage capacity, cost of production per acre, time of sales, quantity of sales in quintal, production in quantity per acre, market information						

F test helps to determine whether the model is a good fit for the data. ANOVA, just tells us that the model can predict Y using X. According to this p- value which is less than .05, it shows that the model is good fit for the data. The significance is .000, so we can reject the null hypothesis that "The model has no predictive value."

TABLE 6: REGRESSION COEFFICIENTS

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5925.580	226.809		26.126	.000		
	quantity of sales in quintal	20.154	18.254	.056	1.104	.271	.535	1.869
	cost of production per acre	.019	.008	.101	2.425	.016	.790	1.266
	production in quantity per acre	148.609	25.669	.311	5.789	.000	.474	2.111
	time of sales	198.240	87.917	.092	2.255	.025	.816	1.225
	storage capacity	-779.645	385.124	-.156	-2.024	.044	.232	4.319
	market information	992.944	429.663	.170	2.311	.022	.254	3.931
	length of channel	-1040.495	70.440	-.634	-14.771	.000	.744	1.345
a. Dependent Variable: price received per quintal								

Based on the unstandardised coefficient, the equation for the regression line is:

$$Y = 5925.580 + 20.154(\text{quantity of sales in quintal}) + .019(\text{cost of production per acre}) + 148.609(\text{production in quantity per acre}) + 198.240(\text{time of sales}) - 779.645(\text{storage capacity}) + 992.944(\text{market information}) - 1040.495(\text{length of channel})$$

Notice that all of the significance levels are < .05, so they are all significant. (Reject null hypothesis that they are not associated with the dependent variable) except quantity of sales in quintal. The variance inflation factor (VIF) measures the impact of collinearity among the variables in a regression model. The variance inflation factor is 1/tolerance; it is always greater than or equal to 1. Values of VIF that exceeds 10 are often regarded as indicating multicollinearity. In this model all the VIF lies between 1 and 10. So there is no multicollinearity in the model. So each independent variable can predict the dependent variable.

TABLE 7: RESIDUALS STATISTICS

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3069.80	7659.24	5131.15	1164.154	183
Residual	-1916.748	2741.219	.000	653.377	183
Std. Predicted Value	-1.771	2.172	.000	1.000	183
Std. Residual	-2.877	4.114	.000	.981	183
The difference between the observed values of the dependent variable and the predicted values is called the residual. Each data point has one residual. Both the sum and mean of the residuals are equal to zero.					

CONCLUSION

Agricultural marketing in India is deplorable. The illiterate and ignorant tribals are exploited by discerning and affluent traders. Farmers usually sell their produce to the village money lenders cum traders and private trades continue to play a dominant role in the marketing of turmeric. In Odisha where government does not participate in marketing directly, the predominance of private traders is much larger and District of kandhamal is no exception.

Traditional organic cultivation of turmeric continues in Kandhamal District for generations. Till now these cultivators are abstained from using chemical fertilizers and pesticides. Their organic produce has much demand outside Kandhamal including foreign countries. But the tribal farmers who grow them do not get proper price for their produce and are harassed in many aspects.

SUGGESTIONS

- Government should assure proper procurement price for the produce of turmeric growers to end distress sale. It should come up with a procurement mechanism through which the farmers could be ensured to sell their produce at Rs. 200 per kg. (traditional organic cultivators are compelled to sell their produce at Rs. 40 to Rs.70 per kg).
- These traditional organic cultivators should get agricultural loans at lower interest rates from nationalized banks and co-operative institutions in order to minimize the exploitation of Mahajans and middle men.
- Establishment of cold storage and renovation of existing go-downs for storage of organic turmeric should be there to improve bargaining power of sellers and in turn increase their income generated from growing turmeric.
- Organized marketing channels should be established to procure their produce and sell it in appropriate markets and awareness has to be created among the turmeric growers regarding the existence of different institutions to facilitate sell of turmeric.
- Regulated markets be established in order to facilitate the trade of turmeric and assure a fair price to the farmers.
- It is found that farmers are debarred of remunerative price due to inadequate storage capacity. Hence it is felt that construction and extension of additional storage and warehousing facilities for agricultural produce be provided to the farmers.
- There should be timely supply of marketing information's to the farmers.

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