

ECONOMICALLY GROWTH ON FARMERS' BY USING THE SCHEME OF UZHAVAR SANTHAIS IN MADURAI DISTRICT

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ABSTRACT

Direct marketing of agricultural products is economic way to satisfy the produces as well as buyers. Direct marketing of selling agricultural produce is seen progressing in India throughout. On one hand, it would enable a farmer to gain maximum possible share a consumer spends on purchasing the agricultural products and on the other hand it would deliver the produce at cheap and affordable price to consumers, uzhavar santhai locally commonly called as farmers market is one example which has achieved success in most parts of india through an efficient marketing system of direct sale of fresh vegetables and fruits. This social institution has provided a good impact on up lifment of farmer class in the country/ the study presnts a survey based approach to find the relationship between the factors of farmers' agriculture land and sales of product at farmers' market with respect to these markets is involved Madurai District Uzhavar Santhasis in TamilNadu.

Keywords: *Farmers' Market, Direct Marketing, Sale of Product, Agriculture Land, Farmers, Consumers.*

1. INTRODUCTION

The efficiency of marketing for fruits and vegetables in India has been of significant concern in the recent years. Poor efficiency in the marketing channels and inadequate marketing infrastructure are believed to be the cause of not only high and fluctuating consumer prices, but also too little of the consumer rupee reaching the farmer. Indian farmers typically depend heavily on middlemen particularly in fruits and vegetable marketing. The producers and the consumers often get a poor deal and the middlemen control the market, but do not add much value. There is also massive wastage, deterioration in quality as well as frequent mismatch between demand and supply both spatially and over time. The studies sought to examine various aspects of the marketing of fruits and vegetables in the wholesale markets with a view to improve the marketing efficiency. This paper consolidates the results from Anna Nagar, Chockikulam, Palnganatham, Aaniyur, Melur, Thirumangalam and Usilampatti farmers' markets. Fruits and vegetables typically constitute an essential part of the daily diet in India and they are in great demand round the year from most sections of the population. The commercial value of fruits and vegetables in terms of direct consumption, processing as well as trade has.

2. OBJECTIVES OF UZHAVAR SANDHAI

The main purpose of the study is to explore the impact of Uzhavar Sandhai on farmers' standard of living. If their lifestyle has improved, then the contribution of Uzhavar Sandhai towards the same has to be revealed. In addition, the adaptable nature of the market is studied in depth to understand how it could suit the different situations of various regions where this system could be put in practice. Also, the study tries to understand the reasons behind the setting up of Uzhavar Sandhai (US). Almost twenty five years have passed since the first such Sandhai was started. Thus, the core objectives of the study are: Distribution of Land Owned by Vendors, Average Daily Santhai Sales of the vendors, Frequency of Visit of Farmers to sell at Uzhavar Santhai. However, we would also like to understand the inner-dynamics of the Uzhavar Sandhai. Therefore, the objectives also include:

1. Analysis of Agriculture Land Owned by Vendors, Average Daily Santhai Sales of the vendors, Frequency of Visit of Farmers to sell at Uzhavar Santhai.
2. The Uzhavar Sandhai is thus also assessed for understanding the elements of uniqueness in the trading system it follows and quantum of surplus it can generate by just eliminating the middlemen. Finally, as we suggest the wider applicability of the fair farmers' market system, the study also attempts to bring out the threats and challenges faced by this particular type of market, as operational in Tamil Nadu.

3. SCOPE OF THE STUDY

The benefits of Uzhavar Sandhai can be better realised by other farming communities in the country and outside, if the relevant facts are proved empirically. Further, any systemic faults can be corrected with the backing of public and private partnerships and appropriate government policies. If this model of fair farmers' markets proves to be a successful one, then implementation of similar market models in a number of developing countries on a wider scale can be considered with suitable modifications according to the varying cultural and socio-economic conditions prevailing in different countries.

4. OPINION ON FARMERS:

"Farmers are respectable and interesting to me in proportion as they are poor".

Henry David

5. DISTRIBUTION OF LAND OWNED BY VENDORS

To be a member of Uzhavar Santhai one should own lands and the production from land alone can be marketed in the Uzhavar Santhai. This rule clearly eliminates the middlemen in the sales of vegetables and fruits. As such the researcher has collected data on the ownership of land by the farmers or the members of the Uzhavar Santhai and has presented them Table 1.

Table 1: Distribution of Land Owned by Vendors

Particulars	Male		Female	
	Number of respondents	%	Number of respondents	%
Less than one acre	11	21	20	37
1 – 3 acres	13	25	16	30
3 – 5 acres	19	36	13	24
Above 5 acres	10	18	5	9
Total	53	100	54	100

Source: Primary Data

Note: Three Female members of the Self Help Group are the excluded in this Table.

Petty farmers holding less than one acre of land constitute 1/5th of the male farmers and 2/5th of the female farmers. 80% of the male farmers and nearly 70% of the female farmers are owners of more than one acres of land.

6. AVERAGE DAILY SANTHAI SALES OF THE VENDORS

The sales in the Uzhavar Santhai should justify the efforts taken up by the farmers. Only if the sales are viable, the farmers would continue their membership in the uzhavar Santhai. In other words when the sales drops the farmers would hesitate to bring their produce to Uzhavar Santhai. In order to find out the daily turnover, the researcher has collected data and is given in Table 2.

Table 2: Average Daily Santhai Sales of the Vendors

Particulars	Male		Female	
	Number of respondents	%	Number of respondents	%
0 – 500	11	20	12	21
500 – 1000	12	23	13	23
1000 – 1500	20	37	18	32

1500 – 2000	8	16	8	14
Above 2000	2	4	6	10
Total	53	100	57	100

Source: Primary Data

The \bar{X} sales of $1/5^{\text{th}}$ of male and $1/5^{\text{th}}$ of female vendors are Rs 500/- per day. The daily turnover between Rs 500 and 1000 he is enjoyed by nearly $1/4^{\text{th}}$ of the vendors, be it either male or female. It is interesting to note nearly 60% of the vendors enjoy at turnover of more than Rs 1000/- per day. Naturally the vendors are induced to market their produce in Uzhavar Santhai.

7. FREQUENCY OF VISIT OF FARMERS TO SELL AT UZHAVAR SANTHAI

The farmers who the sellers at Uzhavar Santhai and as such he has to look after the farms and trade in the Uzhavar Santhai at the same time. So it is not possible for a farmer to visit to Uzhavar Santhai on all days. Further his produce from the field may not justify a daily trade in the market. The researcher has collected data on the frequency of farmers who come to sell at Uzhavar Santhai. The data so collected is presented in Table 3.

Table 3: Frequency of visit of farmers to sell at Uzhavar Santhai

Particulars	Male		Female	
	Number of respondents	%	Number of respondents	%
All days	34	64	41	71
Above weekly twice	8	15	6	11
One day after one day	8	15	4	7
Weekly once	3	6	6	11
Total	53	100	57	100

Source: Primary Data

Nearly $3/4^{\text{th}}$ of the farmers, both males and females come to Santhai on all days. Negligible 6% of the males and 11% of the females attend Uzhavar Santhai only once in a week.

8. FINDINGS

1. It is observed that $1/5^{\text{th}}$ of the male farmers and $2/5^{\text{th}}$ of the female farmers have land less than one acre. It is also observed by the researcher that three female members who do not own land belong to self-help groups are not counted as respondents.
2. Daily sales of the vendors 37% of the male respondents stand with the income level of 1000 – 1500 and only 4 % of the male respondents earned above Rs 2000 on sales. Female vendors 34 % have secured the amount of 1000 – 1500 sales and 10% has got the above.
3. Most of the male and female consumers visit to uzhavar santhai weekly once. The daily frequency of purchase is low among male and female.

9. SUGGESTIONS

1. To be a member of Uzhavar Santhai one has to own land but in today's economic scenario every farmer could not hold land and especially female. To avoid this situation the government has enabled the participation of female members through self-help groups who are not-farmers. The researcher suggest that special motivation program schemes be introduced so as to enhance the livelihood of the female.
2. "Health is Wealth". The quote is suited by every human. So, the farmers are concentrate to produce the vegetables and fruits in organic nature.

10. CONCLUSION

In this context, an aspect that is of paramount importance in enabling the farmers to face up to these challenges would be to restructure the functioning of agricultural markets on the domestic front. This would first and foremost involve the elimination of traders and middlemen from exploiting the farmers.

What Uzhavar Sandhai has done effectively in Tamil Nadu is to create a better market for the products of poor, small and marginal farmers with fixed prices and informed consumers. Two most important advantages, which the farmers have obtained through the Sandhai are the following. First, they are able to get a "fair price" for their produce, which they obtain as ready cash-in-hand in contrast to the situation when they sell to wholesale agents who make delayed settlements. Second, they can bring in very small quantities into the market, which is not possible in the wholesale markets. Thus, this market is like the life blood for many farmers and agricultural labourers as it supports continual farming and induces the farmer to stay in farming. By providing opportunities for employment to lakhs of landless agricultural labourers in their own villages, this could also put a check on migrations to the cities.

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