

Constraints and Suggestions of Chilli Growers in Virudhunagar District

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Abstract

Constraints of chilli grower in production and marketing of chilli were achieved by applying mean and standard deviation. After preparing the questionnaires, considering the above points it was pre-tested and the data were collected by survey method pertaining to the agricultural year 2014-15. The emerging evil of majority of farmers in the study area was that of unfavorable system of processing which has become the major problem in production of chilli. Inadequate traders, price fluctuation, delay in payment were other problems in marketing of chillies.

Keyword: Chilli, Production, Marketing, Problems, Virudhunagar

Introduction

Chillies are pungent fruits of *capsicum annum L* and *capsicum frutescence*. It is also known as red pepper or dry chillies. It is used majority as condiment or culinary. It is specially used for its pungency, spicy taste, besides the appealing colour it adds to the food. It is used in pickles, sauces, ketchup, essences, oleoresins and it is an inevitable ingredient in Indian dishes. An alkaloid capsaicin is extracted from chilli. It has medicinal value, besides its richness in vitamin C. Average per capita consumption in India ranges from 50gms-60gms per day. In India chilli has become almost an essential article of diet of rich and poor. The total output of chillies in the world is estimated at about 25 lakh tonnes. At present, India is largest producer of chillies in world (about 8.5 lakh tonnes). The world consumption of chilli is going up due to the increasing popularity of ethnic foods. The increased availability of oleoresins and spice oils of chilli has also enhanced its consumption in various food preparations.

Among Indian states, Tamil Nadu is one of highest chilli producing state. Tamil Nadu having highest area, output and productivity of chilli. So there is a lot of scope to increase the chilli area. Moreover the yield of chilli is reduced in year to year. The technological gap may be one of the reasons for the low yield and also the chilli growers are facing the problem in production as well as marketing. Constraints in production and marketing of chillies are real setback for economic condition of farmer in the study area. In order to solve the problem, the opinion of chilli growers in the form of their suggestions must be considered for the solution of the problems. The knowledge of constraints in production and marketing of chilli will be useful for the farmers, who want to substitute this crop for the traditional crops grown in the area.

Statement of the Problem

The chillies cultivation is one of the major important segments in India. However, the producers of chillies are economically and socially weaker people facing various problems. Due to illiteracy, ignorance and financial weakness, the farmers possess a weak bargaining power and on the other hand, the traders take the advantage of the farmers' weakness because they are generally well informed, well organized, financially sound and very tactful in their dealings. The majority of farmers are marginal, small, scattered, illiterate and unorganized. They do not have sufficient time, knowledge and skills for the scientific marketing of their produce. In the absence of well-developed markets, marketing facilities, and marketing efficiency, farmers are at disadvantage by selling their increased marketable surplus to traders in the market as they get low prices. Keeping this in mind, the present investigation was undertaken to study the problems faced by chilli growers.

Objectives

1. To study the problems faced by the farmers in the production and marketing of chillies.
2. To suggest measures to get rid of the problems in production and marketing aspects in Chilli cultivation.

Research Methodology

Virudhunagar District of Tamil nadu is known as largest chilli growing area, since it has one of the largest areas under horticultural crops among all district of the state; however Virudhunagar district is selected purposely

for the present study. The sample covers 360 chilli cultivators. For the purpose of the study, multi-stage sampling was adopted. The district has 11 blocks, out of these 5 blocks were selected. In the second stage, from each of the blocks, 9 village Panchayats were selected out of the selected blocks on the purposive basis. In the final stage, from each of the sample villages, 8 farmers were selected on the purposive basis. The researcher collects the required information on constraints of production and marketing of chillies from chilli growers. The chilli growers were classified small, medium and large categories.

Production problems faced by Chilli Growers

Most of the growers in the study area face many problems relating to the cultivation of chili in their farms. They include Incidence of pests and diseases, High cost of input, Lack of irrigation, Shortage storage facilities and Lack of scientific knowledge. Mean value is used to rank the problem in the ascending order. Standard deviation shows that each variable how far vary from the mean value of the statement.

TABLE 1
Production Problems Faced by Chilli Farmers

Problems	Mean	Standard deviation	Rank
Pest and Disease attack	3.45	0.97	VIII
Non-availability of high breeds varieties	3.71	0.97	II
Increasing trend in cost of production	3.69	0.8	III
Conventional system of processing	3.08	0.97	XII
Unfavourable system of processing	4.22	0.95	I
Inadequate finance	3.45	0.77	VIII
Workers own grievances	2.93	0.93	XIV
High cost of labour	3.14	0.89	XI
High cost of fertilizers	3.29	0.67	X
High cost of pesticides	3.46	0.88	VI
Inadequate credit facilities	3.64	1.01	IV
Lack of knowledge about new varieties	2.64	1.11	XVI
Non-availability of seedlings	2.83	1.07	XV
Unable to bear the replacement cost	3.02	0.87	XIII
Poor incentive from the Government	3.46	0.85	VI
Labour Shortage	3.64	0.65	IV

Source: Compiled from Primary Data

The above table 1 proves that the variable 'Unfavourable system of processing' is ranked in the first place. The second rank goes to 'Non-availability of high breeds varieties'. The third rank goes to 'Delay in payment', the fourth ranks are 'Inadequate credit facilities' and 'Labour Shortage'. 'High cost of pesticides' and 'Poor incentive from the Government' are ranked with the sixth position. 'Inadequate finance' and 'Pest and Disease attack' are ranked with the eighth position. Last eight ranks go to High cost of fertilizers, High cost of labour, Conventional system of processing, Unable to bear the replacement cost, Workers own grievances, Non-availability of seedlings and Lack of knowledge about new varieties.

Marketing problems faced by Chilli Growers

The responses of chilli growing farmers about problems encountered by chilli growing farmers in the market are summarized in Table. It is clear from the table that problems encountered by chilli growing farmers in the market are Fluctuating Prices, inadequate finance, lack of transport facilities, and absence of grading facilities in the market. Mean value is used to rank the problem in the ascending order. Standard deviation shows that each variable how far vary from the mean value of the statement.

TABLE 2
Marketing Problems Faced by Chilli Farmers

Problems	Mean	Standard deviation	Rank
Inadequate to traders	3.57	.911	II
Inadequate storage facility	3.35	.938	V
Lack of transportation	2.78	.932	XIV
Lack of market information and intelligence	3.16	1.020	X
Price fluctuation	3.83	.810	I
Absence of grading and processing	2.64	.921	XV
Delay in payment	3.45	1.008	III
Inadequate market finance	3.34	.966	VI
Delay in auction and receiving payment	3.43	.951	IV
Indebtness to traders	3.33	.913	VII
Problem in disposing the produce	2.80	1.025	XIII
Collusion among traders in rushing price	2.95	.921	XII
Delay in transportation	3.19	1.004	IX
High cost of transportation	3.13	.845	XI
Loss of weight	3.22	.724	VIII

Source: Compiled from Primary Data

The above table 2 proves that the variable 'Price fluctuation' is ranked in the first place. The second rank goes to 'Inadequate to traders'. The third and fourth rank goes 'Delay in payment' and 'Delay in auction and receiving payment'. 'Inadequate storage facility' and 'Inadequate market finance' are ranked with fifth and sixth position. 'Indebtness to traders' and 'Loss of weight' are ranked with seventh and eighth position. Last seven ranks go to Delay in transportation, Lack of market information and intelligence, High cost of transportation, Collusion among traders in rushing price, Problem in disposing the produce, Lack of transportation and absence of grading and processing by the farmer.

Suggestion of Production Constraints

1. It is suggested that the farmers should be given proper advice to apply the pesticides at the prescribed level and this may be done through the agricultural officer attached to the panchayat unions.
2. There is a need for extension of farm management's services to the farmers, in the study area, to create awareness of the importance of soil tests, and the use of optimum fertilizers and hybrid seeds.
3. The state department of agriculture may provide adequate quantity of certified seeds along with chilly to the interested farmers well before the time of showing.
4. Insurance for chilly cultivation may be introduced to make good the loss incurred by the cultivators, when the cultivation become a victim to natural calamities like drought, flood and monsoon failure.
5. For reduction in cost of cultivation of chilly Integrated Nutrient Management (INM), Integrated Pest Management (IPM) and Integrated Water Management (IWM) are to be followed in chilly cultivation. Research and development should be strengthened for location-based chilly production technologies and it must be a cost saving one.

Suggestion of Marketing Constraints

1. The farmers are suffering improper weight and measures of traders/commission agents. It is therefore suggested commercial bank, regulated markets and co-operative marketing society should adopt flexible lending policy to suit the need of the farmers on the security of agriculture produces.
2. Arrangements for training and education of post harvest handling so that producers would meet world food standards and packing standards.
3. Storage facilities are poor in the study area. Beside with the help of Rural Development Fund storage of adequate capacity may be created all the block of Virudhunagar District.
4. The Government has set up the grading station at different centre in Virudhunagar District for chillies. Thus, the chilly producer will enjoy the wider and secure better price.
5. The Railway authorities should reserve some wagons for transporting the chillies directly from Virudhunagar District to other places at least in peak seasons.

Conclusion

This paper made an attempt to discuss the constraints of production and marketing of chillies grower in Virudhunagar District. From the analysis,Chilli growers need to be educated regarding the use of treated seeds, maintaining correct spacing and irrigating the crop at the recommended intervals. The farmers need to be educated and motivated to use the correct doses of fertilizers and manures, so that they can get the high returns by reducing the expenditure. Since majority of the respondents expressed low price at peak time, so efforts should be made to develop some processing units so that farmers can sell their produce to these units at the time of glut of produce. Majority of the respondents expressed lack of knowledge of raising nursery as major constraint, so extension personnel should organize method demonstration for nursery raising to improve the knowledge and skills involved.

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