

# “A STUDY ON SMALL TEA GROWERS SATISFACTION IN SOUTH INDIA WITH SPECIAL REFERENCE TOWARDS NILGIRI DISTRICT”

R.S. Deepa<sup>1</sup>, Dr.B.Geetha Bai<sup>2</sup>

<sup>1</sup> Ph.D Research Scholar, Department of Economics, Ayyan Thiruvalluvar Arts & Science College, Tamilnadu, India

<sup>2</sup> Ph.D Research Guide, Ayyan Thiruvalluvar Arts & Science College, Tamilnadu, India

## ABSTRACT

*This Research Article Critically Analysis the small Tea Growers Satisfaction in India and particulary focuse on Major tea producing District in Southindia The Nilgiris. The Nilgiris district resides inside the Indian state of Tamil Nadu and a part of a large mountain chain known as the Western Ghats. The Nilgiris district is mainly an agriculture district and its economy mainly depends upon the success or failure of crops especially the plantation crops like tea and coffee. The climatic environments and troposphere of the area make the Nilgiris district the appropriate place in South India for cultivation of tea as a result the zones under tea cultivation in Nilgiris are massive and spread. The tea plantation workers working in Nilgiris district are considered as the target audience for the research study. The primary data collection is done by person administered survey for analysis and interpretation, the secondary data collected from various magazines and journals discussed earlier related to the research study. The size of the sample is 150, who are small tea growers. Simple percentage average method have been used in this study.*

**Keyword :** - Small Tea Growers Satisfaction, Tea Growers Problems, Tea board promotion activities.

## 1. INTRODUCTION

The Nilgiris district resides inside the Indian state of Tamil Nadu and a part of a large mountain chain known as the Western Ghats. The Nilgiris district is mainly an agriculture district and its economy mainly depends upon the success or failure of crops especially the plantation crops like tea and coffee. The climatic environments and troposphere of the area make the Nilgiris district the appropriate place in South India for cultivation of tea as a result the zones under tea cultivation in Nilgiris are massive and spread.

Tea plantation is located in Darjeeling and Assam, Terai and Dooars in the North Bengal and Mysore, Coorg, Manjsholai and Nilgiris. The Tea industry in India has given occupation to the major work force in which Nilgiri is also take part. Out of total 172000 hectares under tea cultivation in South India, Nilgiris individually accounts for about 9000 hectares and these results in produces tea of about 30 million kg of tea annually which is nearly 60% of the total population.<sup>[1]</sup>

Nilgiri tea plantations are represented by the Nilgiri planters Association, which is an organizational member of the United planters Association of South India (UPASI), headquartered in Coonoor. UPASI is the peak body representing plantation owners in South India. However, plantations only account for around 30% of tea production in Nilgiri District<sup>[2]</sup>. The vast majority of production is undertaken by small growers, who typically own less than one hectare each. The majority of Nilgiri tea small growers are the Badagas, a local community of agriculture.

### 1.1 OBJECTIVES

- ❖ To analyse the problems of tea plantation workers in Nilgiris district
- ❖ To find out and analyse the working conditions of the plantation labour with respect to wages.<sup>[3]</sup>

### 1.2 METHODOLOGY

The tea plantation workers working in Nilgiris district are considered as the target audience for the research study. The primary data collection is done by person administered survey for analysis and interpretation, the secondary data collected from various magazines and journals discussed earlier related to the research study. The size of the sample is 150, who are small tea growers. Simple percentage average method have been used in this study.

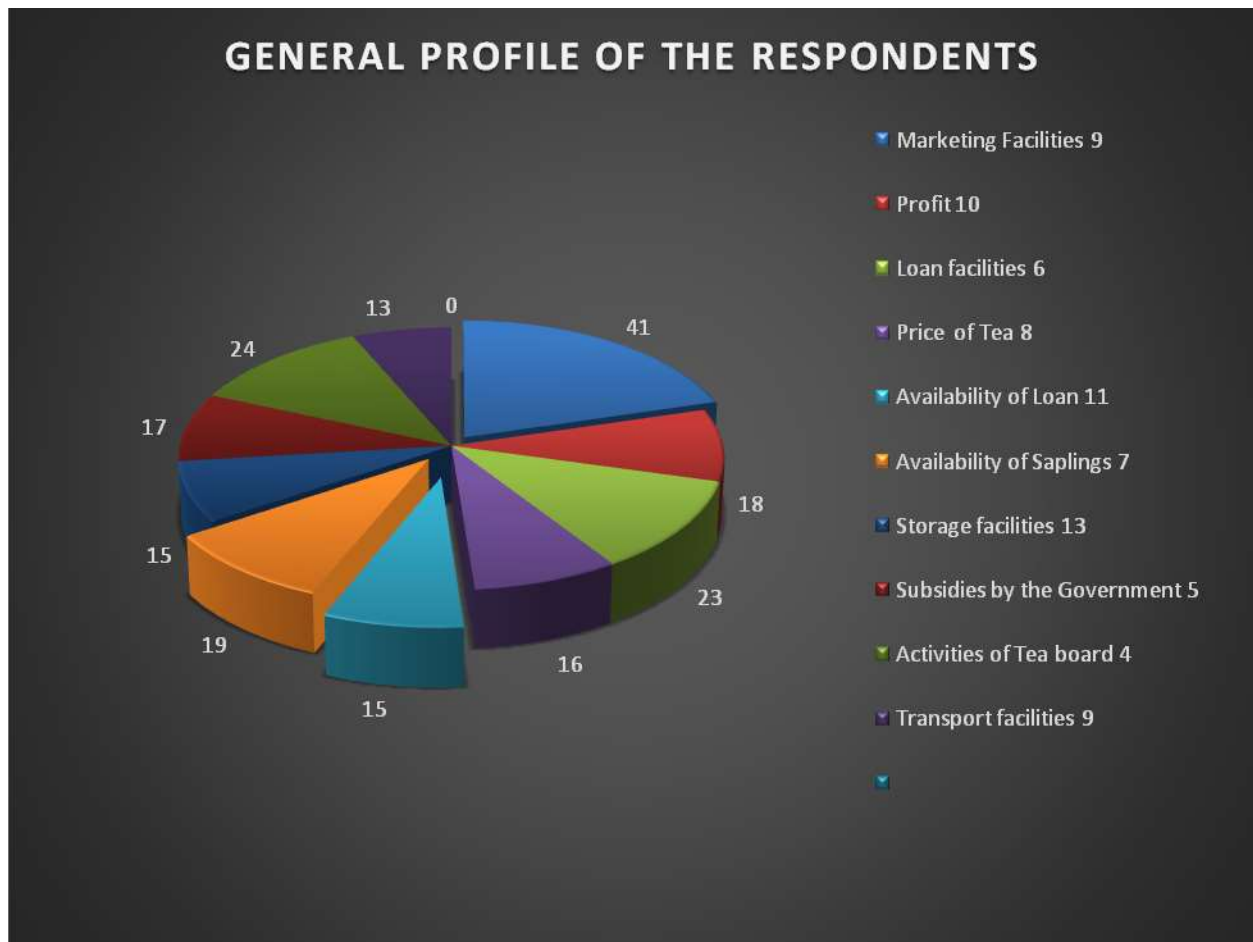
### 2. ANALYSIS AND INTERPRETATION

**Table No 2.1.1**

**GENERAL PROFILE OF THE RESPONDENTS**

Personal Details		No.of.Respondents	Percentage
Gender	Male	98	66
	Female	52	34
Education level	Illiterate	11	8
	School level	30	20
	Higher secondary	53	35
	Under Graduate	48	32
	Professional	8	5
Income per annum from Tea cultivation	Below Rs.2,00,000	76	50
	Rs.2,00,000 - Rs. 4,00,000	58	38
	Rs. 4,00,000 -Rs.6,00,000	10	8
	Above rs.6,00,000	6	4
		150	100

Chart 2.2.1



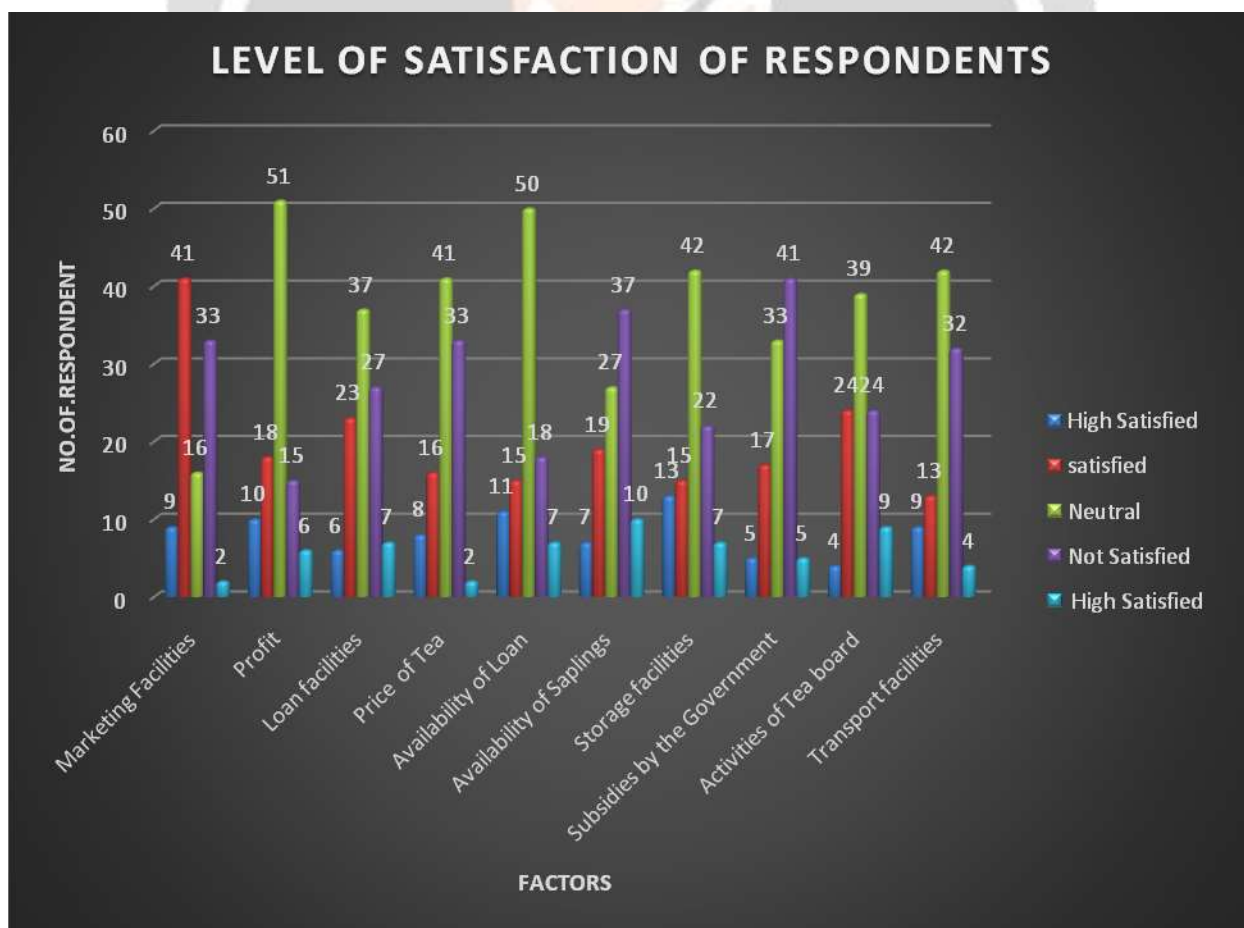
It is observed from the above table out of 150 respondents 66 percentage are Male, 35 percentage have completed higher secondary education and 50 percentage of the respondents are earning an income of Rs. 2,00,000 per annum.

Table No: 2.1.2

LEVEL OF SATISFACTION OF RESPONDENTS

Factors	High Satisfied	satisfied	Neutral	Not Satisfied	High Satisfied
Marketing Facilities	9	41	16	33	2
Profit	10	18	51	15	6
Loan facilities	6	23	37	27	7
Price of Tea	8	16	41	33	2
Availability of Loan	11	15	50	18	7
Availability of Saplings	7	19	27	37	10
Storage facilities	13	15	42	22	7
Subsidies by the Government	5	17	33	41	5
Activities of Tea board	4	24	39	24	9
Transport facilities	9	13	42	32	4

Chart 2.2.2



It is evident from the above table that 41 percentage of the respondents are satisfied with marketing facilities. The respondents are neutral in their satisfaction level towards profit earned (51 percentage), loan facilities available (37 percentage), price of Tea (41 percentage), availability of loan (50 percentage), storage facilities (42 percentage), and transport facilities (42 percentage). The respondents are not satisfied with availability of saplings (37 percentage) and the subsidies of the government (41 percentage).

### 3. SUGGESTIONS

- The Female workers are not provided job opportunity properly, so sex discrimination should be cussed.
- Educational status is very poor and separate wing has to be formed for the same to improve the skill.
- Separate identity card should be issued for workers those who working for more than five years
- Weekly holidays should be given to all the workers.
- Separate with sanitary good condition toilets are required and first aid boxes, 3 – 4 time free medical checkup per year are also needed.

### 4. CONCLUSION

I hereby concluded that the Tea is the most widely consumed drink in the world. 3.5 billion cups of tea consumed every day. Tea is one of the - workers in this district are paid very less and least beneficiary measures are given to them. In India tea is the main beverage for each and every house hold. The study on problems and prospects of small tea growers at Nilgiris. The study also revealed problems faced by tea growers at Nilgiri district. The various problems faced by tea growers such as lack of co – operation, unavailability of loans, lack of transportation facilities. The study also brought out some suggestions as to how the production of tea by small tea growers has to be improved small tea growers should bring down the cost production and improving the workers productivity through various reforms. It is suggested to introduce some promotional campaigns so as to make people aware of the quality of Indian tea abroad and value added products can also be market in International markets.

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