



Marketing Problems Of Tribal Farmers In Erode District Of Tamilnadu

¹ Dr. E. P. Sengottuvel ² S. Krishnakumar,

¹Assistant Professor, PG & Research Department of Commerce, Gobi Arts & Science College,
Gobichettipalayam.

² Research Scholar, PG & Research Department of Commerce, Gobi Arts & Science College,
Gobichettipalayam.

ABSTRACT

The present study is examined the “Marketing Problems of Tribal Farmers”. The study covers the area of Erode district of Tamilnadu. The present study is based on both primary and secondary data. The primary data were collected from farmers of Erode District with the help of an interview schedule. The secondary data were collected from various journals, books, website (Tribal Welfare Department) and population statistics published by census report 2011. The present study is based on multistage random sampling technique and the sample size is 700. In the present study, it is found that major challenges felt by the tribal farmers are labor shortage. The study also found that, most of the tribal farmers are having high problem while marketing of agriculture products.

Key words: Tribal farmers, Marketing problems, Agricultural products.

INTRODUCTION

Agriculture continues to be the most predominant sector of the State economy, around 60 percent of the population is engaged in agriculture and allied activities for their livelihood. The State has as an area of 130.33 Lakh with a gross cropped area of around 59.42 lakh. The Government policy and objectives have been to ensure stability in agricultural production and to increase the agricultural production in a sustainable manner to meet the food requirement of growing population and also to meet the raw material needs of agro based industries, thereby providing employment opportunities to the rural population. Tamil Nadu has all along been one of the states with a creditable performance in agricultural production with the farmers relatively more responsive and receptive to changing technologies and market forces.

STATEMENT OF THE PROBLEM

In the past, the agricultural people have faced great difficulties in planting their crops and also in marketing of their agricultural products. Further, the tribal people living in the hill area are having a lot of difficulty compared to ordinary people. Hence, the present study is conducted in tribal area. The following are the some of the problems faced by the tribal farmers. The present study is to furnish the solution to the following questions.

- What are the challenges faced by tribal farmers while marketing?
- What are the major problems faced by the tribal farmers about their marketing?

REVIEW OF PREVIOUS STUDY

Tara Shankar et al., (2017) made an analysis on problems of vegetables marketing in farmers market of Jharkhand. In their study the researcher aimed at analyzing the problems of marketing vegetables in farmers market of Ranchi district and can be assessed with 25 factors. Out of these 25 problems, the respondents rate of the first problem of marketing vegetables in farmers market in terms of damage cost. It is noted that there is an inverse relation between the caste status of the respondents and their overall problems of marketing vegetables in farmers market.

Rajamohan S and Sathish A., (2019) made a study on cultivation and marketing constraints of jasmine in Tamilnadu. In their study purely based on secondary data and collected from journals, magazines, listed in shodhganga etc. The study identified that the Jasmine growers and cultivators are merely belongs to the small and marginal formers and also they are highly rely on the market middleman to sell their produce. Since, the maximum farmers are less educated and illiterate, they not aware the knowledge about the market. The farmers are good in cultivation practices but not in marketing. It is conclude that the government should implement subsidy schemes for agriculture capital in order to fulfill their needs, wants of capital and other development purpose.

M. Suguna and M. Jayanthi (2020) examine to identify the factors influencing paddy cultivation, to determine cultivating problems and marketing problems of paddy in the district of Salem in Tamil Nadu. Pre-scheduled interview questionnaire is prepared and circulated among the 84 respondents using convenient sampling. The results were obtained by application of statistical tools like percentage analysis and one sample t-test. It is concluded that, the majority of rice farmers are heavily dependent on support prices, input subsidy and government intervention in marketing and input cost items helpful rates of deduction. But the above mentioned problems are still unsolved, and have to be rectified by the Government for future improvement in paddy production in our country.

OBJECTIVES OF THE STUDY

- To examine the various challenges faced by tribal farmers in marketing of agricultural products.
- To analyze the various problems faced by the tribal farmers about their marketing system.
- To offer various suggestions and conclusion for reducing their marketing problems.

SCOPE OF THE STUDY

The present study is examined the “Marketing Problems of Tribal Farmers”. The study covers the area of Erode district of Tamilnadu. The present study is based on both primary and secondary data. The primary data were collected from farmers of Erode District with the help of an interview schedule. The secondary data were collected from various journals, books, website (Tribal Welfare Department) and population statistics published by census report 2011. The required primary data were collected from May 2023 to September 2023. Collected data have been analyzed with the statistical tools like percentage analysis, chi square test and Garrett’s ranking technique.

METHODOLOGY

The present study is confined to Erode District of Tamil Nadu. This district is purposively selected due to the aggressive involvement of farmers in agriculture and one of the most tribal peoples living district in Tamilnadu. The district contains totally 21880 tribal populations as per census 2011. This study is an empirical research based on survey method. Both primary and secondary data have been used in this study. Required primary data have been collected with the pre-tested, well-structured and non-disguised interview schedules from the tribal farmers. Required secondary data have been collected from various journals, books, website (Tribal Welfare Department) and population statistics published by census report 2011. The present study is based on multistage random sampling technique and the sample size is 700.

1. CHALLENGES FACED BY THE TRIBAL FARMERS WHILE MARKETING OF AGRICULTURAL PRODUCTS: RANKING ANALYSIS: GARRETT’S RANKING TECHNIQUE

Garrett’s Ranking Technique is adopted to identify the most significant challenges faced by the tribal farmers while marketing of agricultural products. Garrett’s Ranking Technique is presented in Table 1.

TABLE 1

CHALLENGES FACED BY THE TRIBAL FARMERS WHILE MARKETING OF AGRICULTURAL PRODUCTS: GARRETT'S RANKING TECHNIQUE

S. No	Challenges	RANK	1	2	3	4	5	6	7	8	9	10	TOTAL SCORE	MEAN SCORE	RANK
		(X)	81	70	63	57	52	47	42	36	29	18			
1	Loan Granted based on Favoritism	F	61	58	42	39	43	45	101	75	140	96	700	44.22	10
		Fx	4941	4060	2646	2223	2236	2115	4242	2700	4060	1728	30951		
2	Labor Shortage	F	127	80	40	103	58	96	43	50	66	37	700	54.27	1
		Fx	10287	5600	2520	5871	3016	4512	1806	1800	1914	666	37992		
3	Diminishing Soil Fertility	F	30	75	145	65	75	54	45	86	65	60	700	49.87	4
		Fx	2430	5250	9135	3705	3900	2538	1890	3096	1885	1080	34909		
4	Natural Calamities	F	51	62	45	96	135	66	58	96	43	48	700	49.86	5
		Fx	4131	4340	2835	5472	7020	3102	2436	3456	1247	864	34903		
5	Poor Rain Fall	F	89	103	53	55	75	42	55	89	72	67	700	50.82	3
		Fx	7209	7210	3339	3135	3900	1974	2310	3204	2088	1206	35575		
6	Loss Due to Animal Interruption	F	56	45	85	22	120	65	78	88	65	76	700	47.55	9
		Fx	4536	3150	5355	1254	6240	3055	3276	3168	1885	1368	33287		
7	Maintenance in Shaping	F	59	49	83	102	49	22	145	89	69	33	700	49.60	6
		Fx	4779	3430	5229	5814	2548	1034	6090	3204	2001	594	34723		
8	Insufficient Seeds	F	44	106	38	66	45	95	102	52	91	61	700	48.34	8
		Fx	3564	7420	2394	3762	2340	4465	4284	1872	2639	1098	33838		
9	Machinery Implementation	F	52	101	49	120	48	55	39	55	69	112	700	48.46	7
		Fx	4212	7070	3087	6840	2496	2585	1638	1980	2001	2016	33925		
10	High Rate of Interest to Obtain Loan	F	131	21	120	32	52	160	34	20	20	110	700	52.00	2
		Fx	10611	1470	7560	1824	2704	7520	1428	720	580	1980	36397		
			700	700	700	700	700	700	700	700	700	700			

Source: Primary Data. Note: x = Scale value, f = No. of respondents, fx = Score value, TS= Total score and MS= Mean Score; Figures in Parentheses are Rank

The Table 1 clearly reveals that the major challenges felt by the tribal farmers is Labor Shortage (highest mean score 54.27) proves to be the most significant challenge, this is followed by High Rate of Interest to Obtain Loan, Poor Rain Fall, Diminishing Soil Fertility, Natural Calamities, Maintenance in Shaping, Machinery Implementation, Insufficient Seeds, Loss Due to Animal Interruption and the least importance is given to Loan Granted based on Favoritism (44.22) to their challenge.

2. LEVEL OF PROBLEMS FACED BY THE TRIBAL FARMERS WHILE MARKETING OF AGRICULTURAL PRODUCTS

A broad Interview Schedule/Questionnaire has been designed to collect the required primary data from the selected tribal farmers. Rensis Likert's Five Point Scale Method of summated ratings has been applied to find out the aggregate level of problem of the tribal farmers. The farmers are called to respond to each statement relating to marketing problems of agricultural products. Based on the satisfaction score, it is decided to group the farmers into three categories viz., High problem, Neutral and Less problem. Classification of the tribal farmers on the basis of level of marketing problem is shown in Table 2.

TABLE 2

CLASSIFICATION OF THE TRIBAL FARMERS BY MARKETING PROBLEM

Problems	No. of Farmers	Percentage (%)
High problem	441	63
Neutral	77	11
Less problem	182	26
Total	700	100

Source: Primary Data

Table 2 reveals that 63% of the tribal farmers are having high problem, 11% of the tribal farmers are having neutral and 26% of the tribal farmers are having less problem.

It is found that, most of the tribal farmers are having high problem about marketing of agricultural goods. Hence, it can be concluded that majority of the tribal farmers are having high problem.

SUGGESTIONS AND CONCLUSION

In the present study, it is found that major challenges felt by the tribal farmers are Labor Shortage. Hence, it is suggested that the government should take all the possible steps to increase the availability of labor in the field of agriculture.

In the present study, problems faced by tribal farmers, it is found that most of the tribal farmers are having high problem while marketing of agriculture products. Especially problems like, transportation,

storage facility, intermediaries' problem, constant demand, etc. Hence, it is suggested that the government should take all the possible steps to improve marketing system.

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