

A STUDY ON CONSTRAINTS FACED BY THE ORGANIC FARMERS OF PADDY CROP IN MARKETING THE PRODUCE WITH SPECIAL REFERENCE TO KANCHEPURAM DISTRICT OF TAMIL NADU

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Abstract

The current study aims to better understand of the marketing difficulties faced by the organic farm producers in specific to the paddy crop-specific marketing difficulties organic farmers in Kancheepuram, Tamil Nadu, experience. The majority of organic farmers today encounter various challenges when attempting to market their products to consumers. The market for organic food supply chains is now suffering from a lack of infrastructure, excessive costs, a lack of consumer awareness, a lack of retailer support, a lack of government backing, etc. Furthermore, the sector as a whole frequently uses subpar distribution and marketing strategies for organic products. In the meantime, the current consumer market is seeing a surge in demand for organic products. Drawn from the methodology, totally 67 farm respondents are interviewed and using simple random sampling method in Kancheepuram district of Tamil Nadu. The results shows that, shortage of the infrastructural facility is one of the major problems according to the farmers and they are very much struggling to move their organic products from one place to another place. As concluded that the need for entire development like infrastructural facilities like road facilities, transport facilities, remunerative prices for organic food, storage facilities, creating awareness about farmers with respect to improving the marketing of organic goods. By and large, the way for chemical free products should reach with feed the entire markets on time thereby serving the consumers be satisfying for the organic food.

Key words: Marketing Challenges, organic goods, consumer awareness, Lack of Knowledge, Lack of infrastructural facilities, chemical free organic food, supply chain management

INTRODUCTION AND STATEMENT OF THE PROBLEMS

Organic agriculture is not a recent perspective on the Indian agricultural industry. It is developed from the direction of traditional farming. According to Sir Albert Howard, the originator of contemporary organic agriculture, ancient Indian farming practices are superior to chemical agriculture. For the purpose of increase, the agriculture produce, agricultural labourers are applying numerous chemical manures, such as potassium, urea, phosphorous, DAP, and other conventional fertilizers. These fertilizers have a deleterious influence on microorganisms, decrease soil fertility, and pollute the environment. In addition to that, the chemical fertilizers give more ill effects to working agricultural labourers, damaging flora and fauna, etc. In view of this scenario, the farmers and agricultural labourers are transferred from chemical farming to organic farming. Organic farming refers to the holistic approaches in nature and organic farming labourers are applying natural manures on the land such as livestock waste in the form of panchakavya, amirthakaraaisal, five leaf extract, fish extract, and mulching system etc. Organic inputs are usually more optimistic in nature and it feel safety to the working of agricultural labourers, better for human health, sustaining environmental surroundings, reducing soil erosion, increasing fertility of land, improving micro organism below and above the soil. In addition to that, the organic products are moving quickly in consumer side. At that meantime the organic farmers are facing lot of challenges to produce the organic goods and to sale in market area. In addition to that, majority of our Indian agricultural workers are small and marginal scale farmers and they do not have such infrastructural facilities like transport facility, godown facility, finance problem etc. These challenges are the major impact of natural farmers and it may be reduced the growth of organic farming in India. A study by Menon (2008) exposed that India should improve the practice of organic farming at a targeted pace for ensuring that all stake holders are benefited. As pointed out, progress of organic sector in India is encouraging and the practice is done in 73000 hectares, and it is certified to be organic and it rose in 2003 to 3,11,000 hectares in 2007. The market for organic produces within India has also grown 6 to 7 times in 5 years by taking the current global trade value of organic products. But the internal market for organic products is undeveloped in India. Moreover, the chemical or conventional market dealers and retailers are interesting to sale organic products due to the low demand for organic goods in many places, lack of distribution facilities, lack of infrastructural facilities etc. Hence the present paper is given more important to analyse the marketing challenges of organic farmers to sale organic products in Tamil Nadu.

THEORETICAL FRAMEWORK

According to Cifric (2003), organic or ecological agriculture has existed as a practice in a traditional society. In addition, it may be noticed that even though the practice of organic farming is similar to traditional agriculture, organic agriculture is a modern agricultural practice based on up-to-date scientific knowledge or integration of modern scientific knowledge with the indigenous knowledge of local farming practices and circumstances. Very importantly, organic farming is the result of a much broader context of modern development and environmental discourse than

agricultural and other social perspectives. However, Rogers (2003) stated that the adoption of new ideas or practices is a different process, though such ideas exhibit clearly the advantages. According to Rogers, all the innovations require a certain period of time before becoming adopted by a wider population. Further, it is noticed that diffusion is the process in which an innovation is communicated through certain channels over time among the members of a social system. It is a special type of communication in that the messages are concerned with new ideas. The problem of diffusion and implementation of innovation in agriculture should not be considered simplistic. It is noticed that if there are sufficient financial resources, agricultural experts, awareness of adopters, access to innovation, the process of diffusion and implementation of innovation will take place successfully. By and large, it may be perceived that the theory of diffusion of innovation has been focused to be relevant in the diffusion of organic farming practice, but the process of diffusion of adoption requires the information system in agriculture or agricultural extension.

Review of Literature

Singh (2009) viewed that Indian organic market is characterized by disjoined producers, processors, and traders. In countries like India, small scale producers play a crucial role in expanding organic export sector which is due to the fact that organic farming, being labor intensive in nature and its compatibility with traditional peasant practices. Connecting these small and marginal producers with organic export networks/chains is the need of the hour. In this context, the author suggested that development of organic supply chains is a viable solution to achieve this collaboration, and improvement of the network needs good knowledge to develop a workable structure and assurance of its sustainability.

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Kasturi (2007) enlightened that the mechanism of organic marketing is quite different from that of regular marketing. Further, the author revealed that it requires careful selection and development of large markets and distribution channels are of utmost importance. Such marketing requires not only attracts additional costs but also specialized skills, know-how, and experience, all of which the unorganized individual farmers are usually incapable of developing. In addition, about 85 per cent of the total organic production in the country heads for the export market. The domestic market for organics is thus undeveloped in India, and lack of domestic marketing channels adds to the difficulties faced by the farmers converting to organic methods in agriculture.

Narayanan (2005) pinpointed that the absence of recognized/established organic input marketing channels led to the problems of poor quality and adulteration of organic inputs in India. In addition, conventional/modern input dealers and retailers are not showing interest to deal with

organic inputs marketing because of low demand and lack of distribution network. The erratic supplies of organic inputs and low levels of awareness of cultivators are also attributed to this situation.

OBJECTIVES

1. To analyse the marketing challenges of organic farmers to sale organic products in selected region
2. To suggest the improvements of marketing strategy for selling organic production in India.

Methodology

The study is based on Simple Random Sampling Method and it involves four stages such as: (i) Selection of Kancheepuram district in Tamil Nadu (ii) Selection of two blocks viz., Uthiramerur and Sriperumbudur blocks in selected district, (iii) Selection of two villages in each selected blocks, viz., Arumbuliyur and Kaliyampoondi villages in Uthiramerur block, and Molachur and Santhavelur villages in Sriperumbudur Block and (iv) Selection of organic farm households among the villages identified in each of the blocks selected. About 67 farm households have been interviewed for the present study. Out of 67 farm households in Kancheepuram district, 30 are organic farmers from Uthiramerur block, and the remaining 37 organic farm households along with Sriperumbudur Block in selected district. The primary data have been collected from organic farm households and the survey collected from Jan 2021 to Aug 2021. In addition to statistical tools, the percentage method has employed.

RESULTS AND DISCUSSIONS

TABLE 1
CONSTRAINTS OF MARKETING ON ORGANIC FARMING IN PADDY PRODUCTION

S.No	Constraints	Agree	Strongly agree	Neutral	Disagree	Strongly disagree	Total
1	Lack of warehouses	30 (44.78)	20 (29.85)	4 (5.97)	7 (10.45)	6 (8.96)	67 (100)
2	Inadequate Financing Facility	22 (32.84)	29 (43.28)	6 (8.96)	6 (8.96)	4 (5.97)	67 (100)
3	Lack of Support from Govt / NGO Side	15 (22.39)	18 (26.87)	10 (14.93)	14 (20.90)	10 (14.93)	67 (100)

4	Lack of Training about Marketing	18 (26.87)	19 (28.36)	12 (17.91)	10 (14.93)	8 (11.94)	67 (100)
5	Absence of Co-operative Marketing	21 (31.34)	20 (14.93)	11 (16.42)	8 (11.94)	7 (10.45)	67 (100)
6	Unstable Price	17 (25.37)	21 (31.34)	12 (17.91)	10 (14.93)	7 (10.45)	67 (100)
7	Lack of Market Information	30 (44.78)	28 (41.79)	2 (2.99)	4 (5.97)	3 (4.48)	67 (100)
8	Unremunerated Prices	27 (40.30)	25 (37.31)	10 (14.93)	3 (4.48)	2 (2.29)	67 (100)
9	Existing Large Number of Middlemen	30 (44.78)	31 (46.27)	4 (5.97)	1 (1.49)	1 (1.49)	67 (100)
10	Inadequate Transport Facility	28 (41.79)	25 (37.31)	10 (14.93)	2 (2.29)	2 (2.29)	67 (100)

Source: Field Survey

Figures in parentheses denote percentages

Table 1 explains the marketing challenges of organic farmers to sell their organic goods in selected region. It could be noticed that most of the organic farmers are stated that the lack of infrastructural facility is one of the main problems for selling organic goods in selected district, followed by the scarce of market information and existing large number of middlemen are the another major issues to struggle selling their organic production in selected area. In addition to that, unremunerative prices, inadequate transport facilities and unstable prices are also the major factors the farmers are struggling to market their organic products in selected district. As a result found that the lack of infrastructural facility is one of the major problems of farmers to sell their organic products from one place to another place in selected Kancheepuram district.

POLICY IMPLICATIONS

- i. An important preliminary component of organic farming is dissemination of organic farming practice among the farmers in Kancheepuram district. It is brought out that the measure to disseminate the organic farming is lacking. In this context, the Government should take adequate measures to disseminate organic farming. It will result in shifting of more and more farmers from inorganic farming to organic farming.
- ii. In Kancheepuram district, the organic farmers are struggling to get organic certification. In this context, it is suggested that steps should be taken to provide organic certification to the farmers who are practicing organic farming.
- iii. In Kancheepuram district, the organic farmers lack marketing for organic products. So, there should be adequate measures by the Government to provide well-established

marketing facilities in terms integration of organic farmers and consumers. This will encourage the farmers to practice organic farming.

- iv. The major concern of organic farmers in Kancheepuram district is that they are unable to get adequate price for the products. So, the role of the Government is required to provide support price for the organic products produced by the organic farmers.
- v. It is important to suggest that organic green marketing should be extensively opened and the organic products should be procured and sold by the Government of Tamil Nadu. If it is done, even more farmers will shift from inorganic farming to organic farming.

CONCLUSIONS

Today's the consumer market, "organic food" is most important with valuable things. Currently, the organic food supply market is affected due to that lack of infrastructural facilities, high prices, lack of awareness, lack of retailers support, and lack of Government support and so on. Organic products marketing and distribution is relatively low efficient and the prices are high level. But the demand for organic products is peak level in the market. By and large, the overall development of such infrastructural facilities such as road facilities, transport facilities, remunerative prices for organic food, storage facilities, creating awareness about farmers, suppliers and consumers in across the country, it is a way for organic products should reach and feed the entire markets on time thereby serving the consumers be grateful for the chemical free organic food.

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