CHAPTER VIII

THE FINDINGS AND SUGGESTIONS
"If Thanjavur of Tamil Nadu is properly cultivated, there need not be foodgrain product on anywhere in Tamil Nadu; If Tamil Nadu is fully and properly utilised there need not be any food crop cultivation throughout India".

-ANONYMOUS*

It seems perfectly right when going through the above definition as the resources in Tamil Nadu are very great in quantity. The major problem found during the study is only water shortage. The agricultural marketing is entirely different from that of the industrial and consumer goods marketing. It can be seen in the arrivals of the Regulated Market presented earlier that the arrivals are only reaching peak in the cultivation periods. But the consumption whether it is used in food or in medicines, is continuous and very widespread.

* The problem in agricultural marketing is that the produce is bulky and of having seasonal nature in production *

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* A foreign agricultural expert after visiting Tamil Nadu.*
To obtain future statistics regarding what quantity will come to the market remains difficult to find out. The production is very very widespread and it can be seen from the table of number of lots to the Regulated Market throughout the year.

'The factor of seasonal cultivation is still more in the case of turmeric as it is a ten month crop, rather it takes a whole year. But in the industrial goods marketing the production is continuous or can be changed according to changing conditions.'

THE NATURAL ENVIRONMENT:

Weather and climate play the dominating role in the growth and cultivation of turmeric. Turmeric is a tropical climate crop and so its cultivation is completely limited to the southern parts of India. The soil condition also is playing a major role in the cultivation of turmeric. The soil condition necessary for the turmeric is moist with good sunlight with consistent water supply. In the tropical region in India that is in the southern parts of India, the
moist soil condition prevails only in the Southern most part of Karnataka (Mysore), and in Tamil Nadu a wide circle around Erode. The other parts of Karnataka are having a soil type of droughty in nature. The northern part of India comes into subtropical climatic conditions. So turmeric is a gift of the nature, "the soil and the sky".

As mentioned above when the nature playing a dominating role, the marketing turmeric is closely related with natural factors. The seasonal production leads to complexities in the marketing so the farmer lacks access to the market, where to sell and at what price. In the early periods, he even may not know whether to seed turmeric this time or not as he did not know the price level.

The role of the regulated market has been doing a commendable job as farmers who still have no access to the market comes to know about the price level and acts basing upon the situation. The regulated market also supplies information for cultivation methods which were very useful to the farmers. The
farmers coming to the Regulated Market almost sells the goods immediately and not postponing except under certain circumstances. In India the Regulated Markets are functioning as according to the democracy prevailing in the country.

The Regulated Market supervises every thing and fixes commission and other things regarding the Marketing activities. It is doing the supervisory work for which it is being setup and it is not intervening in business activities in large scale as done in some communist countries and countries like Malasia and Indonesia.

The market information provided by the Regulated Market is good but it should intensify it further. Any farmer coming to the Regulated Market can know what the price is and can decide whether to sell today or tomorrow. With the Regulated Market, excessive speculation about the prices have been avoided.
'If there is no Regulated Market, there will be much speculation and the traders as well as the farmers will be confused.'

The Erode Regulated Market operates on various produces like Groundnut, Chillies, and Paddy, the major thing handled is Turmeric. As above mentioned, without supervision there will be overspeculation and nonorderly marketing, the Regulated Market promptly supervises the marketing activities. The Regulated market has fixed commissions for the various commission mandies. The Commission charged varies from 2 percent to 6 percent. The Regulated Market, sells of the goods for a small nominal service charge.

The Regulated Market also lists up the functionaries. It issues permission to operate and by this excessive competition in the market is avoided. The standard deviation of arrivals for two years viz., '84 and '85 is respectively 2,303 and 3,005 which means that there is greater deviation in the year 1985 than of 1984. But the deviations for both the years were not at alarming level as the Standard Deviation starts from +0.1 onwards and goes even
above 30 and 40. So the arrivals are normal. So it can be concluded that,

'There is better awareness among the farmers about the Regulated Market and the arrivals for the Regulated Market is consistent.'

Though on yearly basis, taking up monthly, the arrivals are normal and consistent, But if for a year if quarterly figures are taken up for analysis the seasonal factor comes above the surface as arrivals for a particular quarter of the year will be very high and for another quarter will be low. This is due to the seasonal pattern of the agricultural systems taking the number of lots, the number of farmers, the figure is low in the months of August and September in 1985 in which the arrivals are also not being high. So the persons bringing the turmeric as well as the total arrivals both are not high in this off-season months stating that the seasonal factor is dominating completely.

THE PRICE LEVELS:

The price level of turmeric is constantly fluctuating day by day and month by month. The price
fluctuation is due to many factors which includes mainly the arrivals in other markets also. The Andhra Pradesh State is producing turmeric in a large scale. The arrivals in Andhra Market is having impact on the price level besides arrivals in Erode Market itself is also having impact on the price level. For the overall fluctuation, the deviation is somewhat showing significance. But though it may be said there is fluctuations in the price it is not in alarming proportions as like the arrival figure from month to month. The Standard Deviation for 1984 is 3.44 and for 1985 is 5.24. That is the deviation in 1985 is more than that of 1984 for the low levels in prices. For the high level in the prices, the Standard deviations are 3.43 and 3.45 which concludes that the price level if the high level alone is taken up it is having no or very little deviations monthlywise throughout the year of 1984 and 1985.

'The prices should be watched and should not be allowed to go below a certain level as turmeric has become a commercial crop and unnecessary fluctuations only in the future lead to, exploitation in the distant receiving end unless price factor is given importance and looked into and over exploitation
in the final receiving end be avoided.'

The number of farmers coming to the regulated market is improving over the years. In the beginning a 15 years ago, out of the 75 farmers interviewed only two have been come across. But the number of farmers coming to the Regulated Market for the past 6 years have increased considerably. The number of persons coming for the past 4-6 years comes to 27 percent of the total number of farmers, which is the highest. Also the farmers' awareness may be said to be very high as farmers coming for the last 2 years are coming to 20 percent.

'So it may be concluded that the farmers' access to the Regulated Market is improving in the past few years than that of the earlier years.'

The functioning of the Regulated Market is in a good way.

'The facilities infrastructure may be improved to meet the future contingencies, for instance the demand and the arrivals may increase.'
The market information may be given more importance regarding the cultivation of turmeric. The activities may be analysed and improved mechanical equipments may be used too, for the official management of the regulated market.

THE ROLE OF COOPERATIVE SOCIETIES:

The Cooperative Societies are doing well their duties by selling off the produce of the farmer members. It is offering produce pledge loans and fertilisers.

'The thing to be seen is that the farmers are getting at least some bargaining to get fair deal for their produces.'

The Societies are having already their own godown facilities and also they have built new godowns to meet future necessities.

'The Society may improve its services by giving market information and should guide the farmers according to the circumstances.'

Better amenities are necessary for the small farmers.
who are unavoidable at present level. They may be given such facilities by way of making arrangements for staying overnight for some nominal charges. The society which owns a truck now may consider to buy more to help the farmers. Day to day information may be given in the presence of all the farmers who are willing to sell their produce giving them information regarding price levels, new varieties, suggestions to solve problems of the farmers etc. By the way the Cooperative Societies which are doing well may improve its operations to a greater extent for the benefit of every one involved in the marketing of turmeric.

CHANNELS OF DISTRIBUTION:

The farmers need fair prices to their produce, and as the prices are fluctuating especially in turmeric they need the stabilisation process be satisfied by the commission mandies.

'The Commission Mandies are the major force in stabilising demand and supply and in a way are stabilised, the prices also getting stabilised. In agricultural marketing these mandies are essential and unavoidable.'
In Industrial marketing, the goods can be produced at any time when there are demands. But in agricultural marketing, of course, that is impossible. Also, the goods produced in the industrial sector can be completely stocked and sold at any time when the demand comes. The agricultural produce is perishable in nature and so the marketing of turmeric is a complex one differing in every aspect from goods manufactured in industries. So the Commission Mandies presence is positive. As previously mentioned in the chapter of channels of distribution, the middlemen are not a hired channel and the commission mandies have become absolutely necessary, bridging the farmers and the traders.

The factor of large-scale retailing may also be applied to the turmeric marketing. The presence of very small traders or mandies who operate for very small margins or anything coming his way should not be allowed unless their future looks to be bright or if there is no overspeculation.

'The Regulated Market may take this aspect giving it a little bit more carefully. Otherwise, the sufferers will be the farmers as the prices given to them will be very
low as the small operators may exploit them.

On the other hand, if a mandy operates to a greater extent, it will also get income and at the same time the farmers will also be given more prices for their produce.

The Commission charged by the commission mandies are nominal and reasonable. There is also risk in agricultural marketing as the goods are perishable in nature and care be given in way of fumigation etc. The Commission Mandies are receiving turmeric regularly from the area in which they are operating. From some areas, they are receiving turmeric for the past 20 years, for some areas, they are receiving for the past 10 years and 15 years. The mandies are stabilising the demand and supply as at the cultivation time the arrivals will be peak and at the off-season period, there will be negligible amount of arrivals.

'As the consumption of turmeric is widespread throughout the year, the job done by the mandies in spreading out the time of supply is good one.'

If there is no commission mandies the prices of turmeric,
which is a 10 month crop and is expensive and risky in cultivation, would not have raised at all which in turn affects only the farmers. Also the commission mandies are also supplying packing material and looks after transportation affairs to which the farmer may not have access.

'The only thing to be seen is that watching the mandies not taking too much unnecessary advantage over the prices.'

THE TRANSPORTATION:

The transportation used is only road transport. The transportation charges are looking nominal, which were collected during the interview of the farmers. The major marketing centre Erode is connected well with all the turmeric cultivating areas. The transportation charges were having only little deviations per bag as all the places are located around Erode.

THE AGRICULTURAL ASPECTS IN MARKETING:

The tropical climate in the southern parts of India is the best climate for the cultivation of turmeric. The Canals which provide water a in all
the 10 months flowing through Erode is giving all the benefits and good facilities for the growth of turmeric. The sunlight is available all round the year to a very well extent. The soil condition is also very good around the area of Erode. It is having moist soil which is necessary for the turmeric cultivation. The radiation of the sunlight is also good. In Punjab which lies in the northern part of India, the dusk is only after Seven in the evening. In Tamil Nadu the dusk is around 6 p.m. This is due to the geographical nature of the earth and in some parts of the World the Sun rays are going above the surface of the land because of the sloped position of the Earth.

But the warm conditions also leads to problems of pests which do not exist in non tropical regions because of the temperate or cold climate which does not give way to the pest problem. The pest problem is the worst problem to the farmers particularly not the one affecting the plant above the surface of the soil, which can be contained by way of spraying. The problem of pests below the surface in the soil alone is causing much worry to the farmers.

The cultivation of turmeric needs more expenditure
than that of other crops as turmeric needs much attention from the right beginning of sowing. From the Interview of the farmers it is known that the increase in the cost of fertilisers are posing concern to the farmers, particularly small farmers. Turmeric plant needs more fertilisers due to the duration, it also needs much expenses in kind of pest control measures.

The consumer Price Index and the dearness level has already been explained in the earlier chapter. Taking these factors of increasing Consumer Price Index and Dearness Level, the increases in the price levels of turmeric are justifiable if looked in an overall view.

' The real and alarming problem mostly is for the small and medium scale farmers, and at the same time, the big farmers' position should also be taken into account in assessing a particular situation or problem. And so the overall view is necessary in decision making or policy making.'

Irrigation as mentioned, as sweet water is better for turmeric, the farmers using the canal water is
having only little problems. The farmers who are off from the canals can only rely upon ground water. If there is failure of monsoon, they have to loose much, particularly under drought conditions. If there is drought, they can not plant turmeric, the small farmers can not even maintain the Cocoanut trees. Water problem can be solved only if the Government can dig wells continuously in every year phase by phase and not only acting when there is drought condition comes. This can be done also be granting loans from banks for wells and motors for the small farmers.

EDUCATION:

' The major solution to most of the problems whether they are small scale farmers or large scale, is the literacy '

Education can solve many problems, since at present the farmers who are mostly illiterates are not in a position to foresee the circumstances and knows nothing about the marketing aspects.

The Education level which is improving over the recent rears than the earlier stages is good for the farmers as well as the country.
'As the country is rapidly moving industrially competing with developed countries, Education is a vital factor for the progress and prosperity.'

Education be made compulsory and assistances should be given liberally by the Government. Education alone can solve many problems and within we can altogether move with the developed countries.

Thus the marketing activities which is rightly going on should be watched to keep the trend in the going way making adjustments to political, economical and social conditions.

'The major thing is ofcourse, industrialisation which also benefits all of the society, going also to the poor and villages indirectly. At the same time the agricultural sector on the other hand should not be neglected and welfare measures be taken continuously.'

Thus the prosperity at present should be kept up and possible measures should be taken to keep it. At no circumstance, the trend be allowed to move into confusions and care should be taken in a deep way looking the things in an overall view clearly and to move upwards towards prosperity.