CHAPTER- VII

A SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

7.1 INTRODUCTION

Agriculture forms the backbone of Indian economy. A strong foundation of agriculture is necessary condition for sustained and rapid economic and social development in India. Without this, it will be impossible to accelerate growth and ensure sustained improvement of the economy of the people. Agriculture can contribute substantially to the improvement of the rural as well as the overall economy and has the potential to become the leading sector in development. It provides food security, generates employment, helps to overcome poverty and contributes significantly to country’s exports.

There is no other sector in India which is so tied up with the prosperity of the economy. In the field of agriculture, the role played by oilseeds is a significant one. Recently, both the Union and the State Government of Tamil Nadu have given importance to oilseeds. Consequence of this, number of sample farmers is coming forward to cultivate various varieties of groundnut. Of them, groundnut is an important one. In order to streamline the production and marketing activities of groundnut, it is necessary to identify the loopholes in the existing marketing structure. Hence, this study is undertaken.

In this chapter, an attempt is made to bring together the findings emerged from the present study alongwith various suggestive measurements to improve the groundnut marketing conditions in the Erode district of Tamil Nadu.
7.2 OBJECTIVES OF THE STUDY

The present study is undertaken with the following specific objectives.

1. To examine the growth rates of area, production and yield of groundnut.
2. To study the existing groundnut cultivation practices along with factors influencing and cultivation problems faced by the groundnut growers.
3. To measure the efficiency of various identified marketing channels of groundnut growers.
4. To identify the opinion of the sample farmers about the existing marketing system and problems faced by them.
5. To analyse the opinion of the intermediaries about their business and problems faced by them.

7.3 HYPOTHESES

By realising the significance of hypotheses, an attempt has been made to frame various null hypotheses and the same have been tested with appropriate statistical tools.

7.4 SAMPLING DESIGN AND METHODOLOGY

This study is an empirical research based on survey method. The present study is confined to Erode district of Tamil Nadu. The Erode district is one of the leading districts in groundnut cultivation and groundnut is being cultivated in 24,994 hectares (as per the records of District Statistical Department) in this district. Hence, this district has been chosen for the present study. To elicit the required primary data, it is decided to use multi-stage sampling technique. In the first stage, Erode district has been purposively selected.
SELECTION OF THE BLOCKS

In Erode district, there are 14 blocks. Groundnut is being cultivated in the blocks viz., Perundurai (5,413 hectare), Nambiyur (4,131 hectare), Ammapet (3,291 hectare), Bhavanisagar (2,998 hectare) and Gobichettipalayam (2,808 hectare) in a considerable area and this accounted for 74.57% of the total area of the groundnut cultivation of the district. Hence, these five blocks have been selected purposively in the second stage.

SELECTION OF THE REVENUE VILLAGES

In the third stage, a list of Revenue villages in the selected blocks have been identified and it is found that there are 204 Revenue villages (Gobichettipalayam block 21, Nambiyur block 32, Ammapet block 25, Perundurai block 100 and Bhavanisagar block 26). Further, with the co-operation of Divisional Statistical Officials, Block Development Officials, Village Administrative Officers and Groundnut growers, a detailed list of groundnut growers along with area of groundnut cultivation is prepared and the same has been arranged in a descending order. It is decided to select the top 50% Revenue villages and this is accounted for 102 Revenue villages.

SELECTION OF THE GROUNDNUT GROWERS

In the next stage, to select the groundnut growers, a list of groundnut growers who cultivate the groundnut atleast ½ acre of land with minimum 5 years of experience during the year 2008 is prepared. As per this list, it is found that there are 1465 groundnut growers. By using simple random sampling technique, 40% (586) of the groundnut growers have been selected.

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1Block Statistical Hand Book, op.cit.,
Data have been collected by survey method. The sample farmers are interviewed personally with the help of well designed and pre-tested schedule to elicit accurate and reliable data with minimum errors. Owing to non-response to some questions and non-co-operation of the sample farmers, 86 have been ignored. Thus, the total sample farmer is 500.

**SELECTION OF THE INTERMEDIARIES**

Groundnut growers in the study area are marketing their groundnut to the various intermediaries like Village traders, Commission agents and Oil millers. Hence, for the present study, these three intermediaries are considered.

Village traders are located at almost all the Revenue villages. Commission agents are located in the places like Gobichettipalayam, Nambiyur, Ammapet, Perundurai and Bhavanisagar blocks. Oil millers are located in Gobichettipalayam Revenue Division and Erode Revenue Divisions. For eliciting the required information from the intermediaries, a separate interview schedule is used.

On the basis of the information provided by the Sample farmers, Village traders, Oil millers and Oil Mill Owners’ Association, it is found that there are 346 intermediaries (Village traders 157, Commission agents 91 and Oil millers 98). By using random sampling technique, 70% (242) of the intermediaries have been selected.

Owing to non-response and non-co-operation of the sample intermediaries, 42 have been ignored. Thus, the total sample intermediaries is 200.

**7.5 COLLECTION OF DATA**

Both primary and secondary data are used. Required primary data have been collected with the pre-tested, well structured and non-disguised Interview Schedules from the sample farmers and intermediaries. Required secondary data have been collected from the website of Food and Agriculture Organisation,

7.6 ANALYSIS OF DATA

Various statistical measurements like Mean, Standard deviation, Compound Growth Rate and Co-efficient of Variation are computed. The data collected from the primary sources are analysed with reference to each of the objectives with various statistical tools like Chi-square test, Contingency Co-efficient, Analysis of Variance (ANOVA), ‘Z’ test, Regression Analysis, Factor Analysis and Garrett Ranking Technique are used.

7.7 FINDINGS OF THE STUDY

The following are the findings of the study:

CHAPTER II: GROWTH RATE OF GROUNDNUT

In this chapter, growth in area, production and yield of groundnut in Global level, National level, State level and in Erode district are examined.

Global level groundnut production has been examined with Compound Growth Rate and Co-efficient of Variation. It is found that the compound growth rates in area, production and yield are positive but it is statistically significant in area only. Further, it is found that the compound growth rate (1.61%) in area is more than the production and yield. The compound growth rate result shows that the production and yield of groundnut are increased during the study period but not proportionate to the area of groundnut cultivation. The results from the co-efficient of variation show that the production of groundnut has maximum variability of 18.30% whereas it is 15.62% for yield and 5.72% for area.

National level groundnut production has been examined with Compound Growth Rate and Co-efficient of Variation. It is found that the compound growth
rates in area, production and yield are positive and it is statistically significant for production and yield. Further, it is found that the compound growth rate (45.06%) in production is more than the yield and area. Hence, it is concluded that the production and yield are increased but not proportionately to the area groundnut cultivation. The results from the co-efficient of variation show that the production of groundnut has maximum variability of 23.51% whereas it is 20.41% for yield and 8.94% for area.

State level groundnut production has been examined with Compound Growth Rate and Co-efficient of Variation. It is found that the compound growth rate in area and production are negative and it is significant whereas yield is positive and it is significant. The compound growth rates in production and yield are statistically significant. Further, it is found that the compound growth rate in yield (2.22%) is more than the area and production. Hence, it is concluded that the yield of groundnut is increased but area and production are decreased. The results from the co-efficient of variation show that the production of groundnut has maximum variability of 17.64% whereas it is 15.72% for area and 12.43% for yield.

Erode district groundnut production has been examined with Compound Growth Rate and Co-efficient of Variation. It is found that the compound growth rate in area and production are negative and significant whereas yield is positive and significant. Further, it is found that the compound growth rate (0.864%) in yield is more than the production and area. Hence, it is concluded that the area, production and yield of groundnut area decreased proportionately. The results from the co-efficient of variation show that the production of groundnut has maximum variability of 35.19% whereas it is 28.48% for area and 13.32% for yield.
CHAPTER III: CULTIVATION PRACTICES AND PROBLEMS

In this chapter, existing cultivation practices have been highlighted. Further, factors motivating groundnut cultivation and problems faced by the groundnut growers have been examined.

Factors motivating the groundnut cultivation have been examined with Garrett Ranking Technique. It is found that the main factor felt by the sample farmers is the more returns as indicated by its highest mean score of 70.58, this is followed by suitability of soil, less risk, suitable for rain-fed cultivation, less input cost, less labour requirement, short term crop, experience, more demand, cash crop and availability of land.

Cultivation problems faced by the groundnut growers have been analysed with Garrett Ranking Technique, it is found that the main problem felt by the sample farmers is the labour shortage as indicated by its highest mean score of 55.26, this is followed by high wage rate, lack of finance, damage by rodent and birds, lack of water facility, irregular supply of electricity, natural disasters, decreasing soil quality, severity of pest and diseases and high cost of inputs.

CHAPTER IV: MARKETING PATTERN AND EFFICIENCY OF VARIOUS CHANNELS IN GROUNDNUT MARKETING

In this chapter, existing marketing channels for groundnut, marketing cost, marketing margin of intermediaries and marketing efficiency are examined.

EXISTING MARKETING CHANNELS FOR GROUNDNUT MARKETING

Marketing channels consist of various agencies, which perform different marketing functions. As a result, the produce moves from the producers to the ultimate consumers. The sample farmers are not concerned with the distribution of his produce to the consumers. His activity ends with disposing of the produce to the intermediaries.
In the groundnut marketing system, the intermediaries play a dominant role. Groundnut growers are not concerned with the distribution of groundnut to the consumers. His activities end with disposing of the produce to the intermediaries. The marketing of groundnut in Erode district is done through three marketing channels viz., (i) Growers-Oil millers (ii) Growers-Village traders-Oil millers and (iii) Growers-Commission agents-Oil millers.

The present study revealed that as many as 228 (45.6%) sample farmers preferred channel I for marketing their groundnut. In this channel, the producer sells the produce to the oil miller. Channel II is chosen by 123 (24.6%) sample farmers. In this channel, the village trader procures the groundnut from the farmers by assembling in a particular place of villages and the same is despatched to the oil millers. Channel III is selected by 149 (29.8%) sample farmers. In this channel, the groundnut growers sell their produce to the commission agent who in turn sells it to the oil miller.

MARKETING EFFICIENCY

Marketing efficiency can be assessed with price, marketing cost, marketing margin and price-spread. In the present study, marketing efficiency is assessed with price-spread and some formulae are given by various authors in their studies. In this regard, it is necessary to analyse the price, cost and margin.

Regarding to analyse the marketing efficiency of various identified existing channels, the sample farmers have been asked to reveal the price available averagely to the groundnut from the intermediaries irrespective of the place where the groundnut is despatched during the year 2009. Such collected data are averaged and the same is used for analyse purpose. On this basis, price realized by the groundnut farmers in the first channel is worked out Rs.43.12 per kilogram. In the second channel, this is Rs. 42.14 per kilogram. In the third channel this is Rs. 39.20 per kilogram.
The marketing cost assumes a focal point of interest in the marketing of most commodities since marketing cost directly affect the net returns to producers’ as well as consumers’ satisfaction. Cost of marketing, therefore, is frequently considered as an index to measure the marketing efficiency.

It is found that sample farmers incurred less cost (Rs.1,412 Per quintal of 100 kg) in channel I is as compared to channel II (Rs.1,554) and channel III (Rs.1,500). Hence, it is concluded that channel I is more efficient than that of other two channels.

Knowledge of the distribution of marketing cost among various market functionaries is very important for improving the efficiency of marketing system. The average marketing cost of groundnut per quintal of 100 kg incurred by the Oil millers (Rs.105.70) are more than that of Village traders (Rs.84.60) and Commission agents (Rs.55.70).

Marketing margin is the amount of revenue (both cost and profit) received for the marketing function and services. The study of marketing margin of agricultural product is very important to ascertain the producer’s share in the consumer’s rupee and also to know the margin of various functionaries involved in the marketing process.

For the present study, calculation is made on the basis of data collected from Village traders, Commission agents and Oil millers during the period of study. Marketing margin Per quintal of 100 kg accounted for Rs.400, Rs.550 and Rs.650 in channels I, II and III respectively. This proves that channel I is more efficient than that of other two.

Marketing efficiency is analysed with three methods viz., Marketing efficient index, Shepherd’s method and Acharya & Agarwal method. As per marketing efficient index method, it is found that channel III as the most efficient channel, because its index (5.17) is higher than that of other two channels. As per Shepherd’s method and Acharya and Agarwal method reveal clearly that channel I is most efficient.
Price-spread is one of the important measures of marketing efficiency. It indicates the difference between the price paid by the ultimate consumers and the price received by the producer for an equivalent quantity of farm produce. The price-spread includes marketing cost incurred by the intermediaries as well as their profit margin.

In Price-spread analysis, it is found that channel III is more efficient than that of other two, because its price-spread of Rs.2,311.40 per quintal of 100 kg is lowest, followed by channel II and channel I as Rs.2,294.30 and Rs.1,917.70 respectively. Producer’s share in consumer’s rupee is found to be very high (60.19%) in channel I, followed by channel II (53.69%) and channel III (51.15%). This too shows that channel I is more efficient than that of other two channels.

CHAPTER V: MARKETING PROBLEMS OF GROUNDNUT GROWERS

In this chapter, sample farmers’ opinion about the existing marketing system for groundnut and problems faced by them are examined.

SAMPLE FARMERS’ OPINION ABOUT THE EXISTING MARKETING SYSTEM

Association between socio-economic characteristics and farmers’ opinion about the existing marketing system is analysed by Percentage, $\chi^2$ test, ‘F’ test (ANOVA), ‘Z’ test, Contingency Co-efficient, Multiple Regression Analysis and Garrett Ranking Technique.

It is found that 270 (54%) sample farmers are in the old group. Further, 57.50% of the middle aged and 57.10% of the old sample farmers are dissatisfied with the existing marketing system.

In educational level analysis, 315 (63%) sample farmers are educated up to school level. Further, 74.50% of the illiterate sample farmers and 50.15% of the school level sample farmers are dissatisfied with the existing marketing system.
In size of the family analysis it is found that 274 (54.80%) sample farmers are in the small group. Further, 57.80% of the medium size and 54.70% of the small size family sample farmers are dissatisfied with the existing marketing system.

In nature of the family analysis, 358 (71.60%) sample farmers are belonging to nuclear family and 58.40% of the nuclear family sample farmers are dissatisfied with the existing marketing system.

It is found that 342 (68.40%) sample farmers are in Group A and 59.50% of the Group B sample farmers are dissatisfied with the existing marketing system.

In size of the growers analysis, it is found that 234 (46.80%) sample farmers are in big. Further, it is clear that 81.80% of the marginal farmers and 69.10% of the small farmers are dissatisfied with the existing marketing system.

It is found that 245 (49%) sample farmers are in Group C. Further, it is clear that 66.50% of the Group B and 52.90% of the Group C sample farmers are dissatisfied with the existing marketing system.

In farm experience analysis, 181 (36.20%) sample farmers are having medium farm experience. Further, 68.60% of the high experience sample farmers and 52.80% of the less experience sample farmers are dissatisfied with the existing marketing system.

It is found that 230 (46%) sample farmers are in the low gross annual income group. Further, 73.90% of the low gross annual income group and 52.10% of the middle gross annual income group are dissatisfied with the existing marketing system.

In annual net income in groundnut cultivation analysis, 203 (40.60%) sample farmers are in the high income level group. Further, 80.30% of the low annual net income sample farmers and 65.60% of the middle annual net income sample farmers are dissatisfied with the existing marketing system.
It is found that 204 (40.80%) sample farmers are in the low level. Further, it is clear that 45.30% of the high level gross annual expenditure sample farmers and 40.10% of the low level gross annual expenditure sample farmers are dissatisfied with the existing marketing system.

In annual net expenditure in agriculture analysis, 296 (59.20%) sample farmers are in the medium level. Further, 80.74% of the low level expenditure sample farmers and 60% of the medium level expenditure sample farmers are dissatisfied with the existing marketing system.

In Chi-square test analysis, it is found that opinion of the sample farmers and socio-economic characteristics like gross annual expenditure is insignificant. Whereas age, educational level, size of the family, nature of the family, number of family members involved in agriculture, size of the growers, allocation of area of land for groundnut cultivation, experience, gross annual income, annual net income in groundnut cultivation and annual net expenditure in agriculture and opinion of the sample farmers are significant. Contingency Co-efficient analysis supported the result of chi-square test in all aspects.

In ANOVA, it is found that there is no significant difference between the gross annual expenditure and mean score of sample farmers. Whereas, there is a significant difference between age, educational level, size of the family, size of the growers, allocation of area of land for groundnut cultivation, annual net experience, gross annual income, annual net income and mean score of the sample farmers.

In Z test, it is found that there is no significant difference between the nature of the family and number of family members involved in agriculture and mean score of the sample farmers.
SAMPLE FARMERS’ OPINION ABOUT THE EXISTING MARKETING SYSTEM: MULTIPLE REGRESSION ANALYSIS

It is found that the regression co-efficient of variables like Size of the family, Nature of the family (nuclear family), Experience, Number of family members involved in agriculture, Allocation of area of land for groundnut cultivation are negative but significant. Regression co-efficient of variables like Age, Educational level, size of the farmers, Annual net income in groundnut and Annual gross income are positive significant. The $R^2$ indicates that 66% of the variation is captured from the variables included in the model. The F-value shows that the regression model fitted is statistically significant at 1% level.

SAMPLE FARMERS’ MARKETING PROBLEMS

By using Garrett Ranking Technique, it is found that the main marketing problem felt by the sample farmers is the price fluctuation as indicated by its highest mean score of 55.52, this is followed by labour shortage, middlemen’s intervention, lack of credit facilities, lack of storage facilities, forced sales, malpractices in weighing, lack of Regulated Market and less price.

CHAPTER VI: INTERMEDIARIES AND GROUNDNUT MARKETING

In this chapter, sample intermediaries’ opinion about their business and problems faced by them are examined.

SOCIO ECONOMIC CHARACTERISTICS AND INTERMEDIARIES’ OPINION

Association between socio-economic characteristics and intermediaries’ opinion about their business is analysed by percentage, $\chi^2$ test, ‘F’ test (ANOVA), ‘Z’ test, Garrett Ranking Technique and Factor Analysis.

In age wise analysis, 91(45.50%) sample intermediaries are middle aged group. Further, 60.94% of the young and 51.10% of the old intermediaries are having medium level opinion about their business.
In educational level analysis, 142 (71%) sample intermediaries are in school level. Further, 70% of the illiterate intermediaries and 64.30% of the college level intermediaries are having medium level opinion about their business.

In size of the family analysis, it is found that 83 (41.50%) sample intermediaries are in medium group. Further, 70.60% of the small size and 53% of the medium size family sample intermediaries are having medium level of opinion about their business.

It is found that 151 (75.50%) sample intermediaries are in Group I and 51% of the Group II sample intermediaries are having medium level of opinion about their business.

In experience wise analysis, 76 (38%) sample intermediaries are having less experience. Further, 60.50% of the less experience intermediaries are having medium opinion and 55.60% of the medium experience intermediaries are having opinion about their business.

It is found that 88 (44%) sample intermediaries are village trader. Further, 52.30% of the village trader and 51.60% of the commission agent are having medium level opinion about their business.

In types of business analysis, 141 (70.50%) sample intermediaries are sole trader and 62.70% of the partnership business intermediaries are having medium level of opinion about their business.

In Chi-square test analysis, it is found that opinion of the intermediaries about their business and socio economic characteristics like age, number of family members involved in business and nature of the business and opinion of the intermediaries about their business are insignificant. Whereas, educational level, size of the family, experience and types of the business and opinion of the intermediaries about their business are significant.
In ANOVA, it is found that there is no significant difference between the age, educational level, size of the family, nature of the business and mean score of the intermediaries. Whereas, there is a significant difference between experience and mean score of the intermediaries.

In Z test, it is found that there is no significant difference between number of family members involved in business and mean score of the sample intermediaries. Whereas, there is a significant difference between types of the business and mean score of the intermediaries.

MARKETING PROBLEMS OF THE INTERMEDIARIES

In Garrett Ranking Technique, it is found that the main marketing problem felt by the sample intermediaries is the lack of storage facility as indicated by its highest mean score of 57.85, this is followed by low price, inadequate finance, inadequate transport, poor export facilities, no permanent place, credit sale and high marketing cost.

OPINION OF THE INTERMEDIARIES ABOUT THEIR BUSINESS – FACTOR ANALYSIS

It is found that sufficiency of less working capital has been proved as an important factor.
7.8 SUGGESTIONS

In the light of the findings of the present study and on the basis of suggestions offered by the sample respondents, the following suggestions are offered.

1. In the present study, it is found that area and production of groundnut in Tamil Nadu (-4.14 and -1.970) and Erode district (-6.386% and -4.877%) are declining. In this regard, sample farmers opined that this is because of unfavourable price, fluctuation in price, high cost of inputs and inadequate subsidies. Hence, it is suggested that the Government of Tamil Nadu should initiate the provision of seeds, fertilizers and pesticides at a subsidised rate through Co-operative Societies. If Government has consider this suggestion seriously, it is hope that more number of farmers will come forward to cultivate the groundnut in more areas and this will increase the oilseed economy of the nation.

Besides, considering the importance of groundnut oilseeds production to agricultural economy, the Government of Tamil Nadu has to take all possible efforts to popularize the basic oilseed production technology by way of improved varieties of seeds, fertilizer recommendations and plant protection schedules. The basic constraints impeding acceleration of production of the oilseeds crops in general and groundnut in particular included the pre-dominantly rain-fed cultivation of this crop, cultivation in soils of poor fertilizer, high degree of susceptibility to pests/disease and adverse seasonal conditions.

2. In the present study, it is found that labour shortage as an important problem in groundnut cultivation and the same has been ranked by the groundnut growers as first in Garret Ranking Analysis. Due to this, groundnut growers are facing a lot of problems. Farm mechanization is the viable solution to overcome this problem. Despite the introduction of
mechanization in groundnut cultivation, most of the groundnut growers are not reaping the benefits of this as they could not avail the machineries at an affordable cost. Hence, it is suggested that Government of Tamil Nadu should take necessary steps to provide loans at subsidized rate to purchase the farm equipments needed for groundnut cultivation. Further, it is suggested that Government of Tamil Nadu should take all possible steps to impart the adequate training to the farmers for use of equipments in an efficient manner.

3. In the present study, while examining the factors influencing the sample farmers to groundnut cultivation, it is found that sample farmers are considering more return as an important factor for groundnut cultivation and the same has been ranked as first in Garret Ranking Analysis. Hence, it is suggested that the Government of Tamil Nadu should take necessary steps to increase the returns to the groundnut growers. In this regard, Government has to fix the price for groundnut by considering the cost of cultivation. Further, it is suggested that existing Co-operative System in Tamil Nadu should be revamped for the benefit of groundnut growers.

4. In the present study, it is found that channel I (Growers-Oil millers) as an efficient channel. Because, in this channel producers are getting 60.19% of the consumer’s rupee. Hence, it is suggested that groundnut growers are advised to dispose their produce through channel I to get more returns.

5. In the present study, it is found that 55.40% of the groundnut growers are dissatisfied with the existing marketing system. Hence, it is suggested that the Government of India, Ministry of Agriculture, Government of Tamil Nadu, Commercial Banks and Co-operative banks should take all possible steps to provide loan, Marketing development and technical assistance to the groundnut growers also evolving High-Yielding
Varieties (HYV) of oilseeds is of utmost importance for increasing yield. Research centres should be activated and infrastructural facilities like banking, road, transport and communication should be strengthened. By doing so, it is expected that level of sample farmers’ satisfaction about the existing marketing system will improve.

6. In the present study, it is found that price fluctuation has been identified as an important marketing problem to the groundnut growers and the same has been ranked first in Garret Ranking Analysis. In this regard, Government of India has to provide a Price Support Policy (MSP) in order to protect the sample farmers from the exploitative practices of the private traders.

7. In the present study, it is found that lack of storage facility as an important problem to the intermediaries and the same has been ranked first in Garret Ranking Analysis. Hence, it is suggested that Government of India, Commercial Banks and Co-operative Banks should provide loan liberally to intermediaries for construction of storage.

8. In the present study, it is observed that the groundnut market is still unregulated in Erode district. Hence, it is suggested that groundnut market should be well-regulated. In this regard, Government of Tamil Nadu should intervene to ensure proper and efficient functioning of Regulated Markets and Co-operative Societies.

9. In the present study, it is observed that majority of the groundnut growers are dissatisfied about the information provided by the Agricultural officers in their respective blocks. Hence, it is suggested that Agricultural officers should provide necessary information to the groundnut growers relating to cultivation of groundnut through field visits or through conducting awareness campaigns at a regular intervals.
7.9 SUGGESTIONS FOR FURTHER RESEARCH

The present study is an attempt to examine the cultivation and marketing problems of the groundnut growers and traders in the Erode district of Tamil Nadu. Yet, several such areas have been identified that warrant further research. Such areas are summarized below:

1. A study of this nature can be extended to all the districts of Tamil Nadu where groundnut is a major crop so as to get a complete picture about the problems of groundnut growers of Tamil Nadu.

2. The present study is analysed about the groundnut growers’ and intermediaries’ problems only. Hence, further research could be undertaken to find the problem of other oilseeds like sesame, caster, sunflower and soybean.

3. The present study analysed the groundnut marketing problems upto the stage of oil millers. Hence, further research may be undertaken to identify the groundnut consumers’ problems and their behaviour.

4. Research may also be undertaken to analyse the comparative returns of other crops grown by the groundnut growers of Erode district of the Tamil Nadu.

5. Separate studies could be undertaken on institutional support for groundnut cultivation and marketing.

6. Further research on the role of groundnut cultivation in rural economy may be undertaken.
7.10 CONCLUSION

From the foregoing analysis, it is obvious that present marketing system for groundnut is not efficient as evident from high marketing cost, unremunerative prices and many other problems faced by both groundnut growers and traders. On the basis of the findings in the present study, various constructive suggestions have been offered. If all suggestive measurements have been considered by the Central and State Government, Planners and decision making Authorities for the betterment of the groundnut growers, definitely groundnut growers’ life will be shine.