



A Study on Farmers' Problems in Production and Marketing of Onion in Sulur Taluka, Coimbatore District

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ABSTRACT

Marketing of agricultural goods is more complicated when compared to marketing of non agricultural goods. Farmers are facing many problems in both cultivation and marketing of onion. Agricultural production is generally depends on fertility of land, climate condition, and rain fall. Onion is one of the important agricultural commodity and spice crop. Onion is a perishable agricultural product it requires proper storage facility. Hence the research finds initiative to study the problems of farmers in cultivation and marketing of onion and provides suitable measures for the same.

KEYWORDS : Onion, Spice, Cultivation, brokerage

INTRODUCTION

Agriculture occupies an important position in India. India is the second largest producer of the onion in the world after china. Onion in India is grown across the country and also consumed in all the part of the country. The bulk of onion production is consumed domestically. Onions are a cool season crop. Onion soil should be well drained and well supplied with organic matter. Heavy clay soil should be avoided. Coarse sand soil may be used for specialty onion production under irrigation. Most researchers agree the onion has been cultivated for 5000 years or more. Since onions grew wild in various regions, they were probably consumed for thousands of years and domesticated simultaneously all over the world.

Onion may be one of the earliest cultivated crops because they were less perishable than other food of the time, were transportable, were easy to grow, and could be grown in a variety of soils and climates. In addition, the onion was useful for sustaining human life. Onions prevented thirst and could be dried and preserved for later consumption when food might be scarce. There is scope to further increase the productivity in national level.

OBJECTIVES OF THE STUDY

1. To study the factors influencing the cultivation and marketing of onion.
2. To identify the problems faced by the farmers in cultivation and marketing of onion.
3. To offer suitable suggestion for improving the cultivation and marketing of onion.

SCOPE OF THE STUDY

The main objective of the study is to know the problems faced by the onion growers in cultivation and marketing of onion. In this study an attempt has been made to evaluate the various aspects of cultivation and marketing of onion. This report will be useful for the researcher for future prospects. This research helps in understanding the present scenario faced by the onion cultivators. For this purpose sample has been taken from Sulur Taluk, Coimbatore district.

METHODOLOGY OF THE STUDY

(i) AREA OF THE STUDY

This study is confined to the Sulur Taluk, Coimbatore district only.

(ii) SAMPLING DESIGN

The sampling technique selected for the study is simple random sampling. The respondents have been randomly selected from total population.

• Sampling unit

The sample unit is the individuals who are cultivating onion in the Sulur taluk, Coimbatore district.

• Sample size

The sample size is 120. The questionnaire were systematically prepared and distributed to the farmers.

(iii) SOURCE OF DATA

The data for this study has been collected from primary and secondary sources.

• Primary data

Primary data are those, which are collected a fresh and for the first time and thus happen to be original in character. In this study the questionnaire were used for the primary data collections.

• Secondary data

Secondary data are those which have already been collected by some other context and which have been already processed through the statistical process. Secondary data was collected through journals, books, websites and published data.

(iv) STATISTICAL TOOLS

The following were the statistical tools applied for the analysis of data collected

- Average rank analysis
- Average score analysis

➤ AVERAGE SCORE ANALYSIS

TABLE NO – 1 Factors influencing the cultivation of onion

Factors	Rank I	Rank II	Rank III	Rank IV	Rank V	Total	Mean
	5	4	3	2	1		
Short term crop	36	13	48	16	7	120	
Score	180	52	144	32	7	415	3.45
Reasonable return	20	27	18	30	24	120	
Score	100	108	54	60	24	346	2.88
Suitability of soil	23	25	16	15	42	120	
Score	115	100	48	30	42	335	2.79
Climate condition	24	28	20	27	21	120	
Score	120	112	60	54	21	367	3.05
Availability of water	17	27	18	32	26	120	
Score	85	108	54	64	26	337	2.80

The above table it is understood that as for as level of agreeability is concerned, highest scoring has been given to short term crop, next highest score has been given to climate condition followed by reasonable return, availability of water and suitability of soil.

Majority of the respondents are agreeing with short term crop.

➤ AVERAGE RANK ANALYSIS

TABLE NO - 2

Factors	Rank I	Rank II	Rank III	Rank IV	Rank V	Rank VI	Rank VII	Rank VIII	Total	Mean	Rank
	8	7	6	5	4	3	2	1			
Reasonable price	25	28	19	14	10	7	13	4	120		
Score	200	196	114	70	40	21	26	4	671	5.59	I
Marketing information	12	15	19	18	8	7	10	31	120		
Score	96	105	114	90	32	21	20	31	509	4.24	V
Financing facility	12	20	13	23	21	12	3	16	120		
Score	96	140	91	115	84	36	6	16	584	4.86	III
Cash payment	37	13	7	11	10	17	12	13	120		
Score	296	91	42	55	40	51	24	13	612	5.1	II
Less malpractices	12	12	10	13	15	11	24	23	120		
Score	96	84	60	65	60	33	48	23	469	3.90	VII
Free loading facility	4	8	11	14	18	21	20	24	120		
Score	32	56	66	70	72	63	40	24	423	3.52	VIII

Factors influence in choosing the marketing agency

Accurate payment	5	12	13	17	21	16	18	18	120		
Score	40	84	91	85	84	48	36	18	486	4.05	VI
Minimum brokerage	13	16	22	7	5	19	14	24	120		
Score	104	112	132	35	20	57	28	24	512	4.26	IV

The above table reveals that the respondents have assigned first rank to reasonable price, second rank to cash payment, third rank to financing facility, followed by minimum brokerage, marketing information, accurate payment, less malpractices and free loading facility.

Majority of the respondents ranked first to reasonable price in various factors in choosing market agency.

TABLE NO - 3 Ranking for the problems of production of onion

Problems	Rank I	Rank II	Rank III	Rank IV	Rank V	Rank VI	Rank VII	Rank VIII	Rank IX	Total	Mean	Rank
	9	8	7	6	5	4	3	2	1			
Labour charge	20	32	21	7	11	12	10	5	2	120		
Score	180	256	147	42	55	48	30	10	2	770	6.41	I
Financial problems	10	14	27	23	11	16	8	4	7	120		
Score	90	112	189	138	55	64	24	8	7	687	5.72	II
High wages	15	11	10	21	14	16	14	10	9	120		
Score	135	88	70	126	70	64	42	20	9	624	5.2	III
Severity of diseases	10	11	8	18	13	13	17	16	14	120		
Score	90	88	56	108	65	52	51	32	14	556	4.63	VI
Poor diseases	19	8	9	12	19	12	11	15	15	120		
Score	171	64	63	72	95	48	33	30	15	591	4.92	V
Climate condition	16	16	10	8	8	19	13	21	9	120		
Score	144	128	70	48	40	76	39	42	9	596	4.96	IV
Poor quality of fertilizer	13	8	12	8	12	13	17	19	18	120		
Score	117	64	54	48	60	52	51	38	18	532	4.43	VIII
Lack of knowledge (technologies)	7	7	13	10	19	8	18	20	18	120		
Score	63	56	91	60	95	32	54	40	18	509	4.24	IX
High price of inputs	11	13	10	12	13	11	12	11	27	120		
Score	99	104	70	72	65	44	36	22	27	539	4.49	VII

The above table shows that the respondents have assigned the first rank to labour charge, second rank to financial problem, third rank to high wages followed by climate condition, poor diseases, severity of diseases, high prices of input, poor quality of fertilizers and lack of knowledge about improved technologies.

Majority of the respondents ranked first to labour charge in various farmers problems.

SUGGESTIONS

- ❖ The onion farmers in the study area should regularly get the soil fertility tested from reputed laboratories and accordingly, manipulate the onion varieties to be planted and fertilizer doses to be administered. The farmers also need to take into account the factors such as market demand, planting season, and maturity period and storage capacity.
- ❖ The onion growers should come together for raising the nursery for the onion saplings needed by them, whereby they can be assured of proper pre-treatments to onion saplings and grow disease-resistant, healthy and market-appealable crop.
- ❖ Onion is a highly price-sensitive farm produce. The wide fluctuations in prices ultimately hit the producers. Hence, it is imperative that they should make adequate arrangements for storage of substantial quantities of the crop. The newly designed onion-chawls should become a popular movement in the onion-growing areas. This would enable the onion farmers to absorb the price shocks at least to a certain extent.

CONCLUSION

Marketing of agriculture can be made successful only the farmers should have adequate and cheap transport facilities which could enable him to take his surplus produce to the godown rather than dispose it of in the village itself to the village money-lender-cum- at low prices and also the farmers should have clear information regarding the market conditions as well as about the ruling prices, otherwise may be cheated. The government should take some policy measures to reduce the middleman intervention in the market and also to take some initiatives to upgrade the infrastructure of the market yard facilities. The most profitable production areas are Maharashtra, Gujarat and Tamil Nadu. By strengthening production and handling techniques, enhancing productivity, penetrating in foreign markets and managing the crop scientifically and professionally helps the farmers to increase economic returns.

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