

A Study on Cultivation and Marketing Practices of Millet Growers in Erode District

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Abstract: Value added products from Agriculture has been playing a premier category of economic development of India as well as futuristic trend of economic viability of farmers and preferable choice of buying product by the consumers. In this dimension, millet cultivation is premier cereals crops which will be treated as subsistence and livelihood source of small growers in India. Especially, Southern part of India has occupied predominantly from the Millet cultivation. Despite of, flexible in nature of cultivation and secure of income and foodgrain utilised cultivation while compared with other vegetables, a larger number of issues faced by the farmers recently. Western part of Tamilnadu zone is one of the fertile lands and received both South west monsoon and North East monsoon for ample of resources and channel for more peculiarities on logistics for sale of Millet which is carried out cultivation and procured from the Millet Growers. At the same time, the Growers will become a part of trading activities in order to equip their sale for earning profit. This paper has highlighted the issues from observation and empirical in nature with find solution for value added products of Millet in Erode District.

Keywords: millet cultivation, value-added products, economic viability, small-scale farmers, Tamil Nadu agriculture

1. Introduction

In India coconut cultivation is heterogeneous type of practices where adopt by the coconut growers in various geographical zone of rainfed area, river, basin, canal water supply of irrigation methods. But, the accessibility has not been served to the Millet growers. Similarly, marketing channels and accessibilities are unable to fulfil their price while fluctuating trend. Subsequently, the labour cost with maintenance charge of Millet cultivation along with natural (Organic) manures, ploughing, forecasting measures on market premises from the Millet growers are acute problem in recent days.

The requirement of Millet and its related Goods and services are preferential consume in recent days. Mostly, they are Millet biscuits, Millet cakes, Nutrient Millet powders etc... this much of consumption are fulfilled by current supply from the Millet growers. they have done their processing works partially under traditional method, and modernised Machines also whereas modern equipment usage of harvesting plucking, process of standardisation are utilised by modern equipments recently, many of the growers who shown interest to modernised their works in future. The purpose of cost of logistic and labour, save time for processing. It has to be utilised equipment in future. It also distribution of supply and consumer's accelerated buying behaviour of Millets related products in future. Therefore, this study will make an attempt to find the solution for Millet grower's facilitating functions of futuristic trends for livelihood promotion in Erode District.

2. Statement of the Problem

The past 2 decades, the practices of Millet cultivation by the growers were optimum utilisation of inputs and consumed Millet and food related aspects. Later on, its wage was gradually increased in domestic level. It perhaps wider of

cultivation in the plain region in southern part of India. Especially in Tamilnadu got sufficient irrigation and gradual yield which is more than equal to other vegetable crops in Particularly, Dharmapuri, Salem, Erode, Theni, Dindigul, Viluppuram, Tiruvannamalai Districts. But geographically its contribution is particular zone only suitable for potential of cultivation irrigation.

The purpose of organise farming practices and its extension by the farmers who are going to extend the cultivation. It emphasises on larger number of nutrient food product which will be familiar among the current food items in Cities, Corporation jurisdiction of Tamilnadu, are increased in future. Hence, what are the influencing factors are for increased the Millet cultivation in semi - Tropic areas and Rainfed areas in Tamilnadu. Is there any affecting factor for irrigation during summer from canal water supply and mismatched rainfall? How for it access with the integration of Millet growers and consumer's preference of buying for value added products in future? Hence, this study will focus on Millet growers cultivation practices in future in order to fulfilment of user's requirement with reference to Erode District.

Objectives

- 1) To study the socio - economic background of the Millet growers in Erode district.
- 2) To examine the challenges faced by the Millet Growers for cultivation.
- 3) To assess the cultivation practices and benefits by the Millet growers in future

3. Methodology

This study is basically from descriptive in nature with empirical evidence primary data have been comprises of gathered information and subsequent process of data

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analysis were carried out by SPSS. The suitable tools for statistical analysis are chi – square, factor analysis.

Sampling Design

This study has followed simple random sampling. The selection of the respondents were identified for each 20 respondents from the mass cultivation areas, namely; Anthiyur, Thalavadi, Sathyamangalam zone in Erode district.

4. Results and Discussion

The results were extracted from the data had been classified and analysed with suitable statistical tools such as Chi square and Factor analysis.

Table 1: Age of the respondents with Duration of cultivation

Age of the respondents Duration of cultivation	6 – 10 years	11 – 20 years	21 – 30 years	Above 30 years	Total
21 - 30 years	6 (50.0%)	6 (50.0%)	0 (0.0%)	0 (0.0%)	12 (100 %)
31 - 40 years	5 (17.9%)	17 (60.7%)	1 (3.6%)	5 (17.9%)	28 (100%)
41 – 50 years	0 (0.0%)	6 (20.0%)	17 (56.7%)	7 (23.3%)	30 (100 %)
51 - 60 years	6 (17.1%)	5 (14.3%)	6 (17.1%)	18 (51.4%)	35 (100%)
Above 61 years	0 (0.0%)	0 (0.0%)	0 (0.0%)	5 (100.0%)	5 (100 %)
Total	17 (15.5%)	34 (30.9%)	24 (21.8%)	35 (31.8%)	110 (100 %)

Source: Primary Data

There is significant associate between Age of the respondents with duration of cultivation status at 0.01 percent level. chi – square value in 72.915.

Age is determinant factors for ascribed characteristics in socio economic background. Besides, if has considered with business and livelihood aspects, the person who has completed for matured stage with legitimate way of decision making. Moreover, it has connectivity with experience for

cultivation and its related knowledge where gathered through observation. Table explains that the category of age with the cultivation duration of coconut goodness who covered 60 per cent of the respondents are 31 to 40 years have cultivated upto 11 - 20 years of duration. The category of 51 to 60 years, 56 per cent of them engaged 21 to 30 years of duration. Next to the category of 51 – 60 years, 51 per cent of them are engaged above 30 years of duration.

Table 2: Farm size and Processing of Value added Products

Irrigation type Farm size	Food related product	Value added Goods	Supply for Food process Industry	Confectionery in local area	Local person if need (domestic supply)	Total
2 - 5 AC	23 (82.1%)	0 (0.0%)	0 (0.0%)	5 (17.9%)	0 (0.0%)	28 (100.0%)
5 - 10 AC	23 (45.1%)	17 (33.3%)	5 (9.8%)	6 (11.8%)	0 (0.0%)	51 (100.0%)
11 - 15 AC	1 (5.0%)	0 (0.0%)	12 (60.0%)	0 (0.0%)	7 (5.0%)	20 (100.0%)
16 - 20 AC	5 (45.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	6 (54.5%)	11 (100.0%)
TOTAL	52 (47.3%)	17 (15.5%)	17 (15.5%)	11 (10.0%)	13 (11.8%)	110 (100.0%)

Source: Primary Data

There is significant associate between Processing of Value Added product with farm size of Millet growers at 0.01 percent level. chi – square value in 107.658.

Value added processing of Millet Grower's have been emerging trend in major Millet hub areas in india. At the same time, the purpose of facing issues by trader's negotiation and price fluctuation of Millet price, (except Raagi) the farmers (growers) itself become a trader with their product which will be treated as value added products. This much of components are preferable choice of consumers in recent days and future also. Table shows that 82 per cent of the Millet Growers are belonged to 2 - 5 acres

of cultivation having engaged the process of Floor manufacturing (after harvest) either they sold for Local Manufacturing mill or they are going to sale in local area or demand base ordering place. (23 persons out of 52). Next to the category of 11 - 15 acre holders are going to supply (sale) for their coconut is food process industry. This can be utilised for confectionery items in bakery or sweet stalls. (12 persons out of 17) About 54 per cent of the larger farm size holders (Millet Growers) having a plan for sale to confectionery (6 persons out of 13). It is inferred that Millet grower's processing activities are essential for market trend and choice of consumers in order to balancing price fluctuation of Millet Bye products.

Table 3: Volume of Products with labour cost per day

Labour cost per day Volume of product	Men 500 women 400	Men 550 Women 450	Men 600 Women 500	Total
100 – 150	0 (0.0%)	6 (50.0%)	6 (50.0%)	12 (100.0%)
150 - 300	18 (78.3%)	5 (21.7%)	0 (0.0%)	23 (100.0%)
301 – 500	5 (13.9%)	31 (86.1%)	0 (0.0%)	36 (100.0%)
501 – 700	0 (0.0%)	7 (100.0%)	0 (0.0%)	7 (100.0%)
701 – 900	16 (72.7%)	6 (27.3%)	0 (0.0%)	22 (100.0%)
901 – 1200	5 (50.0%)	5 (50.0%)	0 (0.0%)	10 (100.0%)
Total	44 (40.0%)	60 (54.5%)	6 (5.5%)	110 (100.0%)

Source: Primary Data

There is significant associate between labour costs per day with Volume of Production at 0.01 percent level. chi – square value in 94.144.

The growers who engaged variuos type of millets, such as Raagi, Maize, Pearl, Saamai, Thinai, Varagu in the study area. This type of cultivation is led the sources and efforts have been made by the growers who provide the inputs where applied with existing vegetables or other equivalent crop. They do not concentrate for the yield of millet except the off – season of vegetables. These inputs are more than enough for the maintenance of maize which is rather than income source. But, labourer utilisation have been entirely changed and concentrated for bulk type of coconut cultivation. At the same time, the wage provision are takes place for the income generated through both vegetables and periodical procurement of Millets. Table explains about the challenges and anachronism of labour concept and engaged labourers who pertains to Semi Arid Tropic and agriculture is unsuit for the Millet growers. The growers who belonged to mixed crop cultivation is going to provide the wage is 50 per cent of them are mentioned Rs.500 for men and 400 for women, another 50 per cent f the growers who mentioned that Rs 600 for men and 450 for women labour while they engaged only Millet cultivation.

Table 4: Socio Economic Background with land premises

Variable code	Variable	Factor loading
3	Age of the respondents	.441
7	Own land lease	- .265
22	Place of seed preference	.430
10	Cultivation in acres	.472
	Engine value	3.825
	% of variance	23.90
	Cumulative %	23.90

Source: Primary Data

Independent variable: Age of the respondents

The socio – economic background has been directly influenced with the factors of cultivation by Millet growers. The independent variables are representing for age. The analysis which is propound is order to assess the growth and productivity of Millet growers where pertains to range of land holding and selection o seeds and preference of agencies like: government recommend seed centre specific zone of private nursery and own preparation of seed preference. In this respect, the ownership of land is adversely affected (factor loading - .265) for he overall cultivation. Where as, the factor loading value is more or uses same from the principal compound analysis (.441, -.430,.472.)

5. Conclusion

The current study made a structural and systematic effect on studying cultivation practices and value added product of Millet growers in Erode district. Obviously says; the approaches and practices of small growers who undertake the cultivation of Millet is entertained with mixed crops and bulk type of Millet in order to avoid the gap for off – season income and continues focus on industrial type of work which is engaged by themselves. But, ultimately they are facing marketing issues due to the quality of Millet is not

sufficient for ordering with traders and less facilitating problems on logistics and transport. This can be avoiding in future. The part of maintenance activities of Millet cultivation is going to modernized and extend the cultivation under large size. The practice of trade mechanism is partially undertaken by the Millet growers with their potential of value added product which will be demand driven approaches in international market trend.

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