

## **MARKETING PROBLEMS OF SUGARCANE FARMERS –A STUDY IN COIMBATORE DISTRICT OF TAMILNADU**

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### **ABSTRACT**

This paper intended to study the problems faced by farmers in marketing of sugarcane. Agricultural sector is not well developed and faces lots of problems resulting in low productivity of crops. As 43% land in India is used for farming but contributes only 18% of the nation's GDP. For identifying the problems faced by the farmers in sugarcane marketing. Simple random technique, reliability analysis have been employed.

**Keywords: Marketing problem, Sugarcane, Ranking**

### **INTRODUCTION**

Agriculture is the backbone of the Indian Economy and it continues to be the most predominant sector of Indian economy. In future as majority of the population depends directly or indirectly on it. Agriculture has been considered as the prime occupation in developing countries. In India cultivable land has started to decline due to rapid urbanization and industrialization. The poor condition of agriculture is the main concern for Indians. The rural farmers in India suffer from poverty and most of them are illiterate so there is lack of good extension services. Agricultural sector growth rate in India has slowed down in terms of GDP because the production in this sector has reduced over the years. The agricultural sector growth was lower at 2.88% in 2018-2019 as compared with 2.9 % as of 2019-2020

### **REVIEW OF LITERATURE**

Centre for Agro-Economic research (2017) has put forth the following suggestions. Varieties of rice which are found to be resistant or tolerant to pests and diseases should be distributed amongst the farmers. These resistant or tolerant varieties should invariably be area specific and for accuracy of this the involvement of the agricultural scientists is of utmost importance.

Farhad Ali (2018) estimated the growth population of the world is expected to exceed 8 billion in 2025. This has quite disturbing implications for the developing countries. The future increase in food supplies must be from increased biological yields as area expansion is not possible because land and water are becoming scarce.

Kavitha(2019) says that the major reason why irrigation has become critical for agricultural development in India is the onset of monsoon and pattern of rainfall which is generally capricious in its incidence and variable in its amount.

### **OBJECTIVES OF THE STUDY**

- 1 .Problems in marketing of sugarcane and khandsari sugar
2. Problems in marketing of sugarcane to factory
3. Problems in marketing of sugarcane to jiggery producers
4. Problems in marketing Khnadsari sugar through commission agents

### **Problems in marketing of sugarcane and Khandsari**

Rank based quotient is applied for identifying the problems in marketing of sugarcane and Khandsari sugar. The quantification of data is done by first ranking the problems in marketing of sugarcane and Khandsari suagr based on the responses obtained from farmers and Rank Based Quotient (RBQ) value is calculated.

$$RBQ = \frac{\text{Summation } f_i (n+1+i)}{(N*n)} * 100$$

Where  $f_i$  = Number of farmers reporting particular problem under ith rank

$N$  = Total number of farmers

$n$  = Number of population

### **Problems in marketing of sugarcane to factory**

In this present study out of 385 farmers ,313 farmers market their sugarcane to factory. In order to identify the most important problems in marketing of sugarcane to factory the Rank Based Quotient (RBQ) is applied. Five problems relating to marketing of sugarcane to factory are identified on the basis of outcome of pilot study

S.No	Problems	I	II	III	IV	V	RBQ	Overall Rank
1	Delay in harvesting	25	16	92	52	128	44.54	IV
2	High rate of cutting charge	12	27	102	168	4	52.01	III
3	Delay in payment	195	69	20	17	12	86.71	I
4	No transparency in weighing process	13	8	60	67	165	36.81	V
5	Fixed or low product	68	193	39	9	4	79.94	II

### Problems in marketing of sugarcane to Jiggery producers

In this present study out of 385 farmers, 72 farmers market their sugarcane to jiggery producers. In order to identify the most important problems in marketing of sugarcane to Jiggery producers the Rank Based Quotient (RBQ) is applied. Five problems relating to marketing of sugarcane to Jiggery producers are identified on the basis of outcome of pilot study

S.No	Problems	I	II	III	IV	V	RBQ	Overall Rank
1	Non availability of crop insurance	5	8	8	21	80	42.50	V
2	Delay in harvesting	8	4	38	13	9	56.94	III
3	High wastage of sugarcane	30	26	12	0	4	81.67	I
4	Price flexibility	12	34	14	8	4	71.67	II
5	Delay in payment	17	0	0	30	25	47.22	IV

### Problems in marketing of Khandsari sugar through commission agents

In this study out of 212 farmers only 130 farmers market their Khandsari sugar through commission agent. In order to identify the most important problems in marketing of Khandsari sugar through commission agents the Rank Based Quotient (RBQ) is applied. Nine problems relating to marketing of Khandsari sugar through commission agents are identified on the basis of outcome of pilot study

S.No	Problems	I	II	III	IV	V	VI	VII	VIII	IX	RBQ	Overall Rank
1	High fluctuation in prices	20	50	28	0	4	20	0	0	8	73.16	III
2	High commission charge	60	33	5	5	4	10	0	5	8	80.94	I
3	Problem in grading and analyzing	41	25	14	13	12	0	9	8	8	75.56	II
4	Non availability of crop insurance	0	8	61	33	5	0	9	9	5	65.30	IV
5	Delay in payment	5	5	5	60	47	4	4	0	0	63.50	V
6	Mal practices in Weighment	0	5	12	5	24	46	25	13	0	47.78	VI
7	Can market only on a market day	4	0	5	0	21	4	13	69	14	32.74	VIII
8	High cost of loading, transport and rental charge	0	0	0	5	9	14	37	12	53	27.76	IX
9	Lack of market	0	4	0	9	4	32	33	14	34	33.76	VII

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### **CONCLUSION**

It is concluded that delay in payment is the most significant problem in marketing of sugarcane to sugar factory. Further it is concluded that high wastage of sugarcane is the major problem in marketing of sugarcane to jiggery producers. It is also to conclude that high commission charge is the significant problem in marketing of Khandsari sugar through commission agent and is concluded that no advance money is the most important problem in marketing of Khandsari sugar through regulated market.

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