The Pharma Innovation Journal 2021; SP-10(6): 298-301

www.ThePharmaJournal.com

The Pharma Innovation

ISSN (E): 2277- 7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2021; SP-10(6): 298-301

www.thepharmajournal.com
Received: 16-04-2021
Accepted: 18-05-2021

S Sravani
Department of Agricultural Extension, SV Agricultural College, Tirupati, Andhra Pradesh, India

SV Prasad
Department of Agricultural Extension, SV Agricultural College, Tirupati, Andhra Pradesh, India

PLRJ Praveena
Department of Agricultural Extension, SV Agricultural College, Tirupati, Andhra Pradesh, India

G Karuna Sagar
Department of Agronomy, SV Agricultural College, Tirupati, Andhra Pradesh, India

Corresponding Author:
S Sravani
Department of Agricultural Extension, SV Agricultural College, Tirupati, Andhra Pradesh, India

Profile of turmeric farmers in Kadapa district of Andhra Pradesh

S Sravani, SV Prasad, PLRJ Praveena and G Karuna Sagar

Abstract
The present study was conducted at Kadapa district of Andhra Pradesh with the objective to study the profile of turmeric farmers. Ex post facto research design was used for the study. Two mandals of Kadapa district namely Mydukur and Duvvur were purposively selected based on the highest area under turmeric cultivation and data was collected from a randomly drawn sample of 90 respondents by personal interview method. The results revealed that majority of the turmeric farmers were in middle age (53.33%), possessed less than 2.5 acres of the area under turmeric cultivation (54.44%), medium level of farming experience (64.44%), completed high school education (38.89%), medium economic status (78.89%), medium level of material possession (60.00%), medium level of extension contact (68.89%), medium level of training received (72.22%), medium level of achievement motivation (70.00%) and medium level of social interaction (74.44%).

Keywords: profile, turmeric farmers, Andhra Pradesh

Introduction
Turmeric (*Curcuma longa* L.) the ancient and sacred spice of India known as 'Yellow gold' is an important commercial spice crop grown in India. It is also known as the 'Golden Spice of life' and is one of the most essential spices used as an important ingredient in culinary all over the world. India is the largest producer, consumer and exporter of turmeric in the world contributing 78 per cent of the global production and 60 per cent of world export. Turmeric occupies a distinct position in Indian spices market as well as in the international market. India leads in the turmeric production in the world with an area of 2.57 lakh ha and with production of 9.46 lakh tonnes and productivity of 3.7 MT/ha and it accounts for about 14 per cent of total spices produced in India. India exports 1.39 lakh tonnes of turmeric worth Rs. 1786.00 crores (Source: Spices board, 2019). In Andhra Pradesh, the area under turmeric crop was 17,800 hectares with a production of 80,100 metric tonnes and productivity of 4.16 MT/ha. Kadapa district is well known for turmeric production and turmeric market in Rayalaseema region of Andhra Pradesh. In Kadapa, turmeric was cultivated in an area of 4,315 hectares with a total production of 51,780 tonnes (Source: Season and Crop report 2019). The turmeric farmers face major risk particularly in the marketing as they lose their bargaining strength and get exploited as entire produce will come to market at a time. Monthly data on minimum prices of turmeric in Kadapa regulated market yard show a highly erratic behaviour. So, it is necessary to study the profile of turmeric farmers and how it will influence the marketing behaviour of turmeric farmers. The present research paper focuses on the profile of turmeric farmers.

Material and Methods
Kadapa district of Andhra Pradesh was purposively selected for the study as it had maximum area under turmeric cultivation in Rayalaseema region. Ex post facto research design of social research was used for this study. Two mandals out of 51 mandals of Kadapa district namely Mydukur and Duvvur were purposively selected based on the highest area under turmeric cultivation. Out of these, three villages from each of the selected mandal were selected by following simple random sampling procedure, thus making a total of 6 villages. From each selected village, 15 respondents were selected by following simple random sampling procedure, thus making a total of 90 respondents. The data were collected by personal interview method through a structured interview schedule and analyzed by employing suitable statistical tools like Arithmetic mean, Standard deviation, Frequencies and percentages were used. Ten independent variables were identified for the study.

Result and Discussion

The turmeric farmers were distributed into different categories based on their selected profile and the results were presented in the table 1.

Age

The data given in table 1 illustrated that, a little more than half i.e. 53.33 per cent of the turmeric farmers belonged to middle age category followed by young (25.56%) and old (21.11%) age categories respectively.

The probable reason for the above result might be due to the fact that, young people might have been engaged in activities other than agriculture or prefer to go to towns and cities for higher education or employment or business and were not interested in land based activities. The old age farmers though they have an urge to provide financial support to the family, age appears to be the major constraint for their active involvement in farming activities and they also preferred to stay at their homes and being less energetic looked after supporting activities of agriculture like taking care of household works and cattle rearing. While the middle age group being more challenging and enthusiastic were staying in village and looking after the activities of the farming and their proactive attitude towards generating additional income to meet the family needs. Hence, most of the farmers belonged to middle age category.

This finding was in conformity with the findings of Gangadhar (2009) [5], Madhusekhar (2009) [11], Maratha and Badodiya (2017) [12], Katole *et al.* (2018) [7] and Devi (2019) [4].

Area under turmeric cultivation

An outlook from the table 1 inferred that a little more than half (54.44%) of the turmeric farmers had possessed less than 2.5 acres of the area under turmeric cultivation followed by 27.78 per cent had 2.5 to 5.0 acres, 13.33 per cent had 5 to 7.5 acres, 3.33 per cent had 7.5 to 10 acres and 1.11 per cent had more than 10 acres.

This might be due to the fact that, the landholdings were small in the case of turmeric farmers and they also cultivate other crops such as banana, papaya etc. apart from turmeric which are also a cost intensive crops. As it may not be possible to increase the area under cultivation, the farmers need to adopt novel technologies which increase the productivity per unit area. To uplift the productivity, it is necessary to impart more knowledge about latest recommended practices to the farmers by arranging various demonstrations trainings programs, exposure visits as well as providing them with subsidies on inputs etc.

This finding was in agreement with the findings of Gangadhar (2009) [5], Madhusekhar (2009) [11] and Vineetha (2018) [17].

Farming experience

It is evident from the table 1 that majority (64.44%) of the turmeric farmers had medium level of farming experience followed by low (18.89%) and high (16.67%) levels of farming experience.

The above trend might be due to the fact that majority of the respondents were middle aged with high school education having moderate experience in farming. Definitely the experience is an important factor which influences the farmers to accept, evaluate and experiment the innovative technologies in their farm.

This finding was in accordance with the findings of Madhsekhar (2009), Devi (2012) [3], Maruti (2017) [13], Kiran (2018) [8], and Anusuya *et al.* (2020) [1].

Education

It is clear from the Table 1 that 38.89 per cent of the turmeric farmers were educated up to high school followed by illiterate (24.44%), middle school (20.00%), graduate (6.67%), primary school (5.56%) and equal percentage (2.22%) of the farmers had education level up to can read only and can read and write.

The results indicated that majority of the turmeric farmers had educated up to high school. This might be due to lack of awareness among the farmers about need and importance of education and also lack of encouragement from the parents due to their traditional outlook towards education. While few respondents were illiterates due to poor financial conditions and illiteracy of the parents might have come in the way of not getting better education. School dropouts are more after the middle school and many could not go for higher education due to non-availability of higher educational facilities in their villages. Therefore, efforts are needed to increase the educational facilities in the rural areas.

This finding was in line with the findings of Devi (2012) [4] and Vineetha (2018) [17].

Economic status

It is keenly observed from table 1 that majority (78.89%) of the turmeric farmers were grouped under the category of medium economic status followed by high (13.33%) and low (7.78%) economic status respectively.

The probable reason for the above trend might be due to the fact that, as majority of the turmeric farmers possess small land holdings and also they are getting subsidiary income from livestock, dairy apart from farm income. Small and medium land holdings forced them to traditional farming rather than high tech farming which results in low income generation. Hence, majority fell under medium economic status category. So, it is desirable to improve the economic status of the respondents to high level by motivating them to adopt modern scientific technologies. So that they can get higher yields and thus can raise their standard of living.

This finding was in line with the findings of Kumar (2001) [9] and Babu (2004) [2].

Table 1: Distribution of turmeric farmers according to their profile (n = 90)

S. No.	Variables	Category	Frequency (f)	Percentage (%)	Mean	S.D.
1.	Age	Young age	23	25.56	44.98	11.71
		Middle age	48	53.33		
		Old age	19	21.11		
2.	Area under turmeric cultivation	< 2.5 acres	49	54.44	1.69	0.91
		2.5 to 5.0 acres	25	27.78		
		5.0 to 7.5 acres	12	13.33		
		7.5 to 10 acres	3	3.33		
		>10 acres	1	1.11		
3.	Farming experience	Low	17	18.89	34.42	11.71
		Medium	58	64.44		
		High	15	16.67		
4.	Education	Illiterate	22	24.44	3.38	2.14
		Can read only	2	2.22		
		Can read and write	2	2.22		
		Primary	5	5.56		
		Middle	18	20.00		
		High school	35	38.89		
		Graduate	6	6.67		
5.	Economic status	Low	7	7.78	138.60	80.54
		Medium	71	78.89		
		High	12	13.33		
6.	Material possession	Low	13	14.44	15.80	2.06
		Medium	54	60.00		
		High	23	25.56		
7.	Extension contact	Low	13	14.44	16.09	2.39
		Medium	62	68.89		
		High	15	16.67		
8.	Training received	Low	17	18.89	1.36	1.27
		Medium	65	72.22		
		High	8	8.89		
9.	Achievement motivation	Low	15	16.67	24.76	3.44
		Medium	63	70.00		
		High	12	13.33		
10.	Social interaction	Low	9	10.00	21.77	2.94
		Medium	67	74.44		
		High	14	15.56		

Material possession

An overview of Table 1 indicated that majority (60.00%) of the turmeric farmers had medium level of material possession followed by high (25.56%) and low (14.44%) levels of material possession.

The possible reason for the above trend might be due to the fact that, the farmers with small land holdings and subsidiary income from livestock and dairy, high school level of education, medium level of economic status will naturally possess medium level of material possession for their farm and home activities. Further, farmers were hiring machinery from their fellow farmers if necessary which is also one of the reason for their medium level of material possession.

This finding was in line with the results of Gangadhar (2009) [5].

Extension contact

From Table 1 it is observed that majority (68.89%) of the respondents had medium level of extension contact followed by high (16.67%) and low (14.44%) levels of extension contact.

Majority of the farmers had medium extension contact this might be, due to regular contact with Village Agriculture Assistants and Agricultural Extension Officers who are working at grass root level for transfer of technologies. The farmers were cultivating turmeric on a commercial basis and they were oriented towards latest production technologies and they might have been approaching the agricultural officers and other higher cadre extension officers for getting latest technical expertise and information about regularly updating new technologies in farming which resulted in having medium to high extension contact. So, it might be desirable to further improve the level of extension contact of the farmers through regular visits, by conducting demonstrations, exposure visits, meetings and training programs by the extension personnel.

This finding was in conformity with the findings of Ramu (2005) [17], Gangadhar (2009) [5], Maruti (2017) [13], Katole *et al.* (2018) [7], Vineetha (2018) [17] and Devi (2019) [3].

Training received

It is depicted from Table 1 that 72.22 per cent of the turmeric farmers were received medium level of training followed by low (18.89%) and high (8.89%) levels of training.

This trend might be due to the reason that majority of the turmeric farmers were traditional and not aware of training programmes conducted by extension functionaries and also engaged busily in farming activities etc. Hence, there is a need to motivate the turmeric farmers to attend the training programs to update their knowledge and skills related to turmeric cultivation. Because a trained farmer could manage his crop in a better way and get more profits which in turn contribute for economic development.

This finding was in tune with the results of Gangadhar (2009)

[5], Madhusekhar (2009) [11], Devi (2012) [4], and Vineetha (2018) [17].

Achievement motivation

It is obvious from Table 1 that majority (70.00%) of the respondents had medium level of achievement motivation followed by low (16.67%) and high (13.33%) levels of achievement motivation.

The reason might be due to the fact that farmer arises with a burning desire and try to attain higher yields and have better motivation towards acceptance of latest technologies. Once a farmer is energized with lot of zeal and enthusiasm to do an activity, it will lead to strengthen the self-confidence and ultimately lead to success of their farming and making the farmer economically sound.

This finding was in accordance with the findings of Devi (2012) [4], Madhuri (2017) [10], Rai (2018) [16] and Noorhabib (2019) [14].

Social interaction

An overview of table 1 indicated that more than half (74.44%) of the respondents had medium level of social interaction followed by high (15.56%) and low (10.00%) levels of social interaction.

The probable reason for the above trend might be due to the interactions with the fellow farmers and various input supplying agencies will have an opportunity to the farmer to acquire the information which in turn helps him to plan to grow his crop according to market demand and also their membership in limited number of social organizations and medium exposure to different sources of information. Hence, there is a need to enhance the social interaction of farmers by educating and encouraging them to become members in various social organizations and local village institutions for better interaction.

This finding was in line with the results of Hemanthkumar (2002) [6], Obaiah (2004) [15] and Gangadhar (2009) [5].

Conclusion

The results revealed that majority of the turmeric farmers belonged to middle age group, had possessed less than 2.5 acres of the area under turmeric cultivation, with medium level of farming experience and high school level of education. Majority of the turmeric farmers had medium level of economic status, medium level of material possession, medium level of extension contact, medium level of training received, medium level of achievement motivation and medium level of social interaction. Since majority of the turmeric farmers were in medium level with respect to most of the variables selected, based on the above findings there is immediate need to promote the ideology of turmeric farmers, focusing more on need and importance of turmeric crop by conducting demonstrations, exposure visits, meetings, training programmes, capacity building programmes, and success stories etc.

References

1. Anusuya A, Balasubramaniam P, Krishnaveni TRS. Socio-economic characteristics of the cashew growers of Tamil Nadu - An Analysis. International Journal of Current Microbiology and Applied Sciences 2020;9(7):1790-1801.
2. Babu BK. Marketing Behaviour of vegetable growers in Ranga Reddy district of Andhra Pradesh. M.Sc. (Ag.) Thesis. Acharya N.G. Ranga Agricultural University, Hyderabad 2004.
3. Devi CL. Marketing behaviour of women agripreneurs in Kadapa district of Andhra Pradesh. M.Sc. (Ag.) Thesis. Acharya N.G. Ranga Agricultural University, Guntur 2019.
4. Devi R. Impact analysis of sugarcane production technologies in Chittoor district of Andhra Pradesh. M.Sc. (Ag.) Thesis. Acharya N.G. Ranga Agricultural University, Hyderabad 2012.
5. Gangadhar J. Marketing behaviour of cotton farmers in Warangal district of Andhra Pradesh. M.Sc. (Ag.) Thesis. Acharya N.G. Ranga Agricultural University, Hyderabad 2009.
6. Hemanthkumar B. A study on attitude, knowledge and adoption of recommended practices by oriental tobacco farmers in Chittoor district of Andhra Pradesh. M.Sc. (Ag.) Thesis. Acharya N.G. Ranga Agricultural University, Hyderabad 2002.
7. Katole RT, More GB, Todasam P, Darange AS. Marketing behaviour of turmeric growers in Akola district of Maharashtra state. International Journal of Chemical Studies 2018;6(5):09-12.
8. Kiran PS. Marketing behaviour of chilli growers in Kolhapur district. M.Sc. (Ag.) Thesis. Mahatma Phule Krishi Vidyapeeth, Rahuri, Ahmednagar, Maharashtra, India 2018.
9. Kumar GR. Production constraints of ginger cultivation in Medak district of Andhra Pradesh. M.Sc. (Ag.) Thesis. Acharya N.G. Ranga Agricultural University, Hyderabad 2001.
10. Madhuri K. Swoc analysis of tomato cultivation in Chittoor district of Andhra Pradesh. M.Sc. (Ag.) Thesis. Acharya N.G. Ranga Agricultural University, Guntur 2017.
11. Madhusekhar BR. A study on marketing behaviour of chilli growers in Guntur district of Andhra Pradesh. M.Sc. (Ag.) Thesis. Acharya N.G. Ranga Agricultural University, Hyderabad 2009.
12. Maratha P, Badodiya SK. Study on marketing behavior and other attributes of vegetable growers at Kota block of Kota district of Rajasthan. International Journal of Pure and Applied Bioscience 2017;5(1):329-337.
13. Maruti BA. Production and marketing behaviour of onion growers. M.Sc. (Ag.) Thesis. Dr. Punjabrao Deshmukh Krishi Vidyapeeth, Akola, Maharashtra 2017.
14. Noorhabib. Farming performance of wheat farmers in Khas Kunar district of Kunar province in Afghanistan. M.Sc. (Ag.) Thesis. Acharya N.G. Ranga Agricultural University, Guntur, India 2019.
15. Obaiah MC. A study on capacity building of rice growing farmers of Farmers Field Schools (FFS) in Krishna - Godavari zone of Andhra Pradesh. Ph.D. Thesis. Acharya N.G. Ranga Agricultural University, Hyderabad 2004.
16. Rai K. Marketing behaviour, information source consultancy pattern and problems of vegetable growers in Jabalpur district of Madhya Pradesh. M.Sc. (Ag.) Thesis. Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur, M.P 2018.
17. Vineetha A. Marketing behaviour of groundnut farmers in Anantapuramu district of Andhra Pradesh. M.Sc. (Ag.) Thesis. Acharya N.G. Ranga Agricultural University, Guntur 2018.