



Full Length Review Article

A STUDY ON RICE MARKETING IN TIRUCHENDUR AREA OF THOOTHUKUDI DISTRICT

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ABSTRACT

Rice cultivation is the major giving employment to many of the people in district. In modern world, through different new food items are prepared by using wheat, etc food prepared by using rice has significance among the Tamil Nadu people. In marketing rice, they have to meet many problems in procurement, storage, choosing distribution channel etc. This prompted the researcher to choose this area for her study. The agricultural and processed food products export development agency (APEDA) is encouraging the rice sector to produce and export organic rice, especially the Basmati rices. Systems of Rice Intensification (SRI) is another emerging water saving technology, which can help the farmers to overcome the present water crisis.

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INTRODUCTION

It has been estimated that half the world's population subsist wholly or partially on rice, Ninety percent of the world rice production is grown and consumed in Asia. Rice is the only major cereal crop that up primarily consumed by human being directly as harvested, and only wheat and corn are produced in comparable quantity. The daily diet in India generally consists of two principal meal and one light meal taken as breakfast in the morning or lunch in the afternoon. In the rice eating states, at least one principal meal consists wholly rice with vegetables or meal items. The second main meal is either of the same type or a combination of rice and some other cereals the consumption of both raw and boiled rice is common in India.

Statement of The Problem

The marketing system has assumed great significance in any industrial enterprise as the productivity prosperity and profitability of it depend on the degree of its marketing efficiency selecting the most suitable and profitable product line / lines and matching it / them with the demand in the marketing are not easy. Matters to resolve. It is applicable to all industries all these matters developed a personal interest in mind of the research to study the marketing system. Rice cultivation is the major giving employment to many of the people in district.

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Scope of the Study

It was intended to study in and around Tiruchendur Area. The study has been undertaken from the point of view of Rice seller's at Tiruchendur Area.

Hence the present study deals with socio-economic factors of Rice sellers in Tiruchendur.

Conditions of the rice seller's depends upon their socio-economic factors in shops. The present study has been made to analyse the marketing of Rice in Tiruchendur Area of Thoothukudi district.

This study covers Rice merchants who are in and around the Tiruchendur Area of Thoothukudi district.

Objectives of the Study

The main objectives of the study are ;

- (i) To identify the problems faced by them in marketing rice.
- (ii) To know the places from where retailers buy the rice.
- (iii) To identify their pricing and storage method.
- (iv) To know the social status of rice sellers.

- (v) To study the interrelationship between the socio-economic factors and the level of the rice sellers.
- (vi) To offer suitable suggestions for the improvement of rice seller's in the market.

Hypothesis to Be Tested

In order to study the relationship between socio-economic variables of the rice sellers and their level of satisfaction. The following hypotheses were formulated.

1. There exists no significant association between the age of the rice sellers and their level of satisfaction.
2. There exists no significant association between the educational qualification of the rice sellers and their level of satisfaction.
3. There exists no significant association between the marital status of the rice sellers and their level of satisfaction.
4. There exists no significant association between the family size of the rice sellers and their level of satisfaction.
5. There is a significant association between the monthly income of the rice sellers and their level of satisfaction.

Geographical Coverage

The present study has been carried out in Tiruchendur Area, which covers, Arumuganeri, Nalumavadi, Sonakanvillai, Kayalpatnam, Verapandianpatnam and Kurumbur.

Period of the Study

The researcher herself carried out the field work for this study. It was conducted during the period from December 2013 and February 2014.

Methodology

The researcher has collected data from both primary and secondary sources. Primary data were collected directly from the respondents through interview schedule. The secondary data were collected from books, journals and websites.

Sampling Design

With a view to study the "Rice marketing in Tiruchendur Area", 75 samples were selected, the respondents were selected by adopting stratified sampling technique.

Constructions of Tools and Pre-Test

The researcher herself has structured the interview schedule for this study. This variables to be studied have been identified in the preliminary interview with some selected rice sellers in Tiruchendur. The variables thus indentified by the researcher have been converted into appropriate questions. The interview schedule we suitably revised in the light of the experience gained.

Table depicted that the majority of the respondents and their level of satisfaction of rice sellers for 'IR 20'. So its placed in the first position. The second rank allotted to 'Samba' the third rank were allotted to 'IR 50' the fourth rank were allotted to 'Ambai' the V and VI rank were allotted to deluxeponni and basumathi It is inferred from table that age, marital status educational qualification, family size and of the sample respondents were not closely associated with the level of

satisfaction of the rice sellers. Family income of the sample respondents were closely associated with the level of satisfaction of rice sellers.

Findings of the Study

The major findings of the study are

- 40 percent of the respondents are in the age group of 20 – 30 years of age.
- 59 percent of the respondents are married.
- 47 percent of the respondents are in Higher secondary level.
- 43 percent of the respondents covered under 3 – 5 members in their family.
- 43 percent of the respondents are having monthly income between Rs.7,000 – Rs.10,000.
- 41 percent of the respondents had 3 – 5 years of experience.
- 46 percent of the respondents covered to made the investment between Rs.4,00,000 – Rs.6,00,000.
- 43 percent of the respondents are doing their business in rented shop.
- 57 percent of the respondents had getting loan from the bank.
- 33 percent of the respondents had getting a loan amount between Rs.3,00,000 – Rs.5,00,000.
- 39 percent of the respondents made purchase through rice mill.
- 55 percent of the respondents had purchasing the rice on cash basis.
- 43 percent of the respondents made payment within 2 weeks, on credit basis.
- 37 percent of the respondents had 4 – 6 members working in their shop.
- 33 percent of the respondents had purchasing the rice between 50 – 100 tonners.
- 44 percent of the respondents use load auto as the prime mode of transport.
- 72 percent of the respondents had storage facility.
- 40 percent of the respondents are doing retail sale business.
- 60 percent of the respondents had fixed the price on the basis of market price.
- 33 percent of the respondents had monthly sales upto 50 – 100 tonners.
- 51 percent of the respondents sell their rice on cash basis.
- 67 percent of the respondents are facing many problems while purchasing the rice.
- 56 percent of the respondents having high labour charges as the main problems while purchasing the rice.

Suggestions

- Most of the respondents do not have adequate storage facility so they could not store the rice. If they make any arrangement for storing the rice. They can reap more profit in the future.
- Price fluctuation is another major problem for which the retailers may form an association so that the price can be fixed and followed by all retailers.
- The respondents can purchase the rice from farmers it helps. To reduce the cost of the rice so that they can earn high profit.
- Government should extend loan facilities to the rice sellers so it will improve their standard of living.

CONSOLIDATED RESULTS OF GARRET RANKING

Sl. No.	Problems in selecting variety of the Rice	Rank given by the respondents						Mean Score	Rank
		I	II	III	IV	V	VI		
1.	Ambai	2	9	18	19	10	17	44.37	IV
2.	IR 20	53	18	4	1	1	-	71.84	I
3.	IR 50	11	4	20	20	16	4	56.32	III
4.	Basumathi	1	1	5	15	28	25	36.15	VI
5.	Samba	7	41	8	9	4	6	56.72	II
6.	Deluxe Ponni	1	4	20	11	16	23	40.48	V

Source : Primary data

CONSOLIDATED SERSULTS OF CH1 – SQUARE TEST

Sl.No.	Particular	d.F	Calculated Value	Table Value	S/NS
1.	Age	(r = 1) (c = 2)	1.106	5.19	NS
2.	Marital Status	(r = 1) (c = 2)	1.5393	5.99	NS
3.	Educational Qualification	(r = 1) (c = 2)	0.3967	5.99	NS
4.	Family Size	(r = 2) (c = 2)	2.3399	9.49	NS
5.	Annual Income	(r = 1) (c = 2)	11	5.99	S

S = Significant NS = No Significant

- Better Transport facilities must be made available for connecting all villages and facilities the movement of goods. Hence better transport facilities must be made available to receive the rice at right time.
- Rice farming needs to be made remunerative for the farmers and at the same time the produce should remain competitively priced in global market. Quality improvement to meet the international standards is another requirement.
- In the immediate future, hybrid rice is the practically feasible and adoptable technology for enhancement of rice production and productivity.
- To maintaining quality standards the requirements of TRIPS agreement of WTO as per code & alimentarius standards by strengthening the post harvest technology. Simultaneously we must consciously strive for vale addition and brand development for enhancing our domestic overseas agri-business with rice and rice based products to complete in the global markets.
- Recent research on crop production technology has been aiming at increasing the input use efficiency through genetic as well as management approaches such that cost of production is brought down to make rice cultivation more profitable.
- The Indian rice sector has to reorient its priorities to enhance productivity and improve quality to meet the challenges of not only globalization but also the vibrant domestic market.
- The agricultural and processed food products export development agency (APEDA) is encouraging the rice sector to produce and export organic rice, especially the Basmati rices.
- Systems of rice intensification (SRI) is another emerging water saving technology, which can help the farmers to overcome the present water crisis.

Conclusion

One of the main factors affecting rice exports is the domestic demanded. Thus achieving higher production through higher productivity will ensure assured surplus for the export besides new avenues like value addition to the product like organic rice. Nutrient enriched rice, non-traditional no basmati quality rice varieties need to be explored. Since India has got the comparative advantage in Basmati rices, all efforts are being made to increase the production and productivity. While there are proponents and opponents of WTO re-gime having joined as founding member, the best one can do now is to rigorously negotiate along with other developing countries to reduce the possible harmful effects and to increase the positive ones.

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