



ISSN Print: 2394-7500
ISSN Online: 2394-5869
Impact Factor: 5.2
IJAR 2015; 1(13): 306-311
www.allresearchjournal.com
Received: 19-10-2015
Accepted: 20-11-2015

Dr. P Jayasubramanian
Professor and Head, Dept of
Commerce (PA), Dr .G.PASC,
Coimbatore-48

Sasikumar
Ph.D Research Scholars,
Kamban College of Arts and
Science, Sulthanpet-641669

Problems and prospects for turmeric products perceived by small farmers in Erode district

Dr. P Jayasubramanian, Sasikumar

Abstract

India is basically an agrarian society where sole dependence has been on agriculture since time immemorial. Trading of agriculture produce began for exchange of money. And from trading to marketing of agricultural produce began although mostly it is a way of traditional selling. The marketing as a term is broader than traditional trading. And agricultural marketing as a concept is still evolving in Indian society. Turmeric is a tropical perennial plant, native to India and Indonesia and is cultivated throughout the tropics around the world. The major turmeric cultivating states in India are Andhra Pradesh, Tamilnadu, Orissa, West Bengal, Maharashtra, Karnataka, Kerala. The study was conducted to find the problems and prospects for turmeric products perceived by the small farmers in Erode district. The study intended to find the problems related to various factors cost, return, advantages, net return and prospects for their turmeric products in the study area. The objectives are to examine the demographics of the small farmers in Erode District, to find out the problems perceived by the small farmers in turmeric market, to identify the prospects for the turmeric products perceived by the small farmers and to contribute suggestions for policy implications. The farmers who are engaged in cultivation of turmeric products in minimum of one acre land with a maximum not exceeding 5 acres in all the areas of Erode District. Sample size was concluded to 228 small farmers in Erode District. It is found that the maintaining labour by small farmers are having level of impact in their business when not retained the small farmers had to meet un-necessary and unexpected losses. Hence it is important to encourage the small farmers and help them to achieve greater heights in the years to come.

Keywords: Turmeric, Small Farmers, Perception, Problems, Prospects

1. Introduction

India is basically an agrarian society where sole dependence has been on agriculture since time immemorial^[1]. In the olden days, the agricultural produce was fundamentally bartered by nature where farmers exchanged goods for goods and also against services.^[2] Gradually the scenario changed with the changing times and agriculture produce began being sold with an element of commercial value.

Trading of agriculture produce began for exchange of money. And from trading to marketing of agricultural produce began although mostly it is a way of traditional selling. The marketing as a term is broader than traditional trading. And agricultural marketing as a concept is still evolving in Indian society. In India, there are networks of cooperatives at the local, regional, state and national levels that assist in agricultural marketing^[3]. The commodities that are mostly handled are food grains, jute, cotton, sugar, milk and areca nuts. First of all the agricultural market is very competitive because the producers are all very small and large in number. Therefore, they don't have a great influence on the price of their products. Agricultural producers are what are known as price takers, producers that have little or no influence on the price of their output.^[4] There are several risk elements involved in agricultural marketing. The pricing of the produce depends on factors like seasonality and perish ability and it depends on the demand and supply also. And all these are interwoven and ultimately make a deep impact on agricultural marketing. Turmeric is a tropical perennial plant, native to India and Indonesia and is cultivated throughout the tropics around the world. It is 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. It is an important commercial spice grown in India. India Turmeric is considered best in the world. Turmeric is grown only

Correspondence
Dr. P Jayasubramanian
Professor and Head, Dept of
Commerce (PA), Dr .G.PASC,
Coimbatore-48

in 6% of the total area under spices and condiments in India and India is the largest producer and exporter of turmeric in the world and accounts for 78% world's total production. Further, Turmeric is second largest foreign exchange earner among Indian spices. India consumes nearly 80% of turmeric.

- **Major Turmeric Growing States in India**

The area under turmeric cultivation and quantity of turmeric production of major turmeric growing states are shown in the following tables. The major turmeric cultivating states in India are Andhra Pradesh, Tamilnadu, Orissa, West Bengal, Maharashtra, Karnataka, Kerala. The average results indicate that Andhra Pradesh produces the maximum quantity and also has the largest area of turmeric cultivation. Next to it are Tamilnadu and Orissa as significant turmeric cultivation states in India.

2. Review of Literature

Review of literature is an essential aspect which helps the researcher to get more acquainted with the subject matter and directs the efforts towards the desired goal. The related studies are presented below.

Karthik, Amarnath (2013) ^[5]. Carried out a study on an economic analysis of turmeric production in Tamil Nadu, India. The present study revealed that the cost of cultivation of turmeric per hectare was Rs. 119873.75. The gross income realized per hectare was Rs.247754.92. The net income was Rs. 127881.17 per ha. The Cobb-Douglas production function showed that planting material, nitrogen, potash, harvesting and curing, machine hours and irrigation contributed significant influence on yield of turmeric. The results of Garrett's ranking technique on farm level constraints and intermediary level constraints in production of turmeric revealed that non-availability of labour and pest and disease attack were the major constraints in production.

Muruganathi, Shivakumar, Aijan (2013) ^[6]. In their report entitled "Price Discovery of Indian Turmeric in Futures Market". This paper examined the relationship between turmeric futures price traded in National Commodity and Derivatives Exchange (NCDEX), Mumbai and spot price prevailed in Erode market over a period of eight years (2004-2012). The result showed the presence of unidirectional causality from futures price to spot price. This study also proved the occurrence of price transmission from futures market to spot prices of turmeric. The result of the study showed commodity futures market with respect to turmeric are efficient, since they played a fair role in price discovery.

Reji, Edakkandi Meethal (2013) ^[7]. Conducted a study on "Value Chains for Integrating Small Producers into Market: Small-Scale Organic Turmeric Processing Enterprises in Orissa". The key sections of the paper provide the background of evolution of these enterprises, their business operations, various chain participants and their functions in the value chain. The value chain analysis reveals strong inter-firm relations in the chain that facilitate the integration of small producers in the market. The paper concludes that an increasing demand for the organic turmeric products from both domestic as well as international markets offers scope for further growth and development of these enterprises.

Sajith Mohan, Sheena, Rajan, Unnikrishnan (2013) ^[8]. , in their study entitled "Marketing of Indian Spices as a challenge in India" stated that spices are demand in the industrialized world, the export of these basic agricultural commodities by India can be relied upon to earn valuable

foreign exchange. India, blessed with agro-climatic zones, exports spices to 120 countries. At present, production is around 3.2 million tons of different spices valued at approximately 4 billion US \$, and holds a prominent position in world spice production. The biggest trading partners are the US, Europe and Japan. India has the status of mere a commodity exporter in these markets, except for spice oils and oleoresins. Finally they concluded that the main challenge is for pepper, cardamom, coriander, ginger and turmeric. Among these spices pepper is facing major challenge in exporting in India

3. Statement of the Problem

The study was conducted to find the problems and prospects for turmeric products perceived by the small farmers in Erode district. Very few studies have tried to discuss the problems faced by the small farmers and prospects for their turmeric products for which the study was conducted in among the said group in Erode District. The study intended to find the problems related to various factors cost, return, advantages, net return and prospects for their turmeric products in the study area. The study will help the small farmers to achieve profitable returns for their hard work and also encourage them to continue their agricultural operations, which is the need of the hour because many farmers are now leaving their generational agri-business and trying to move on to some other field for earning money. Hence it becomes necessary to conduct the study in a particular area and for a particular product that will facilitate the small farmers, policy makers, NGOs and Departments that will take initiative to overcome certain complaints put forth by the small farmers.

4. Objectives of the study

The objectives are

1. To examine the demographics of the small farmers in Erode District
2. To find out the problems perceived by the small farmers in turmeric market
3. To identify the prospects for the turmeric products perceived by the small farmers
4. To contribute suggestions for policy implications

5. Methodology

This study is an empirical research based on survey method. Both primary and secondary data have been used in this study. Required primary data have been collected with pre-tested, will structured and non-disguised interview schedules from the small farmers engaged in turmeric cultivation. Required secondary data have been collected from the Directorate of Economics and Statistics of Government web site, Season and Crop Report of Government of Tamil Nadu, The sample size of the present study is 250 small farmers. The farmers who are engaged in cultivation of turmeric products in minimum of one acre land with a maximum not exceeding 5 acres in all the areas of Erode District. 228 farmers have been selected after editing process, 22 interview schedules were not considered for the data analysis due to missing information that were not helping to conclude the study. Hence, the final sample size was concluded to 228small farmers.

6. Limitations of the Study

- This study confined to the farmers cultivating in Erode District limits. Hence, the generalization of the results is restricted.

- The farmers are not in the habit of maintaining a detailed methodological records regarding cost, return and price in their cultivation and promotion. Hence the information might be subjected to recall bias.
- The size of the sample is restricted. Therefore, the limitations of a restricted sample size are applicable to the present study.

7. Analysis and results Demographics of the Small farmers

Sl. No.	Demographics	Respondents (228 Nos.)	Percentage (100%)
1.	Place of Residence		
	Urban	138	60.53
	Semi-urban	70	30.70
	Rural	20	8.77
2.	Age		
	Less than 30 years	3	1.32
	30 to 40 years	102	44.74
	40 to 50 years	59	25.88
	50 to 60 years	39	17.11
	Above 60 years	25	10.96
3.	Educational Qualification		
	No formal education	54	23.68
	Primary / Secondary	130	57.02
	Higher Secondary	22	9.65
	Graduation	12	5.26
	Others	10	4.39
4.	Prime source of occupation		
	Agricultural activity	97	42.54
	Agricultural and Business	58	25.44
	Agricultural Allied Activities	73	32.02
5.	Family size		
	1 to 3 members	78	34.21
	4 to 6 members	141	61.84
	Above 6 members	9	3.95
6.	Economic Status		
	Below Rs.100000	77	33.77
	Rs.100001 to 200000	59	25.88
	Rs.200001 to 300000	46	20.18
	Rs.300001 to 400000	25	10.96
	Above Rs.400000	21	9.21
7.	Number of Earning Members		
	Less than one	54	23.68
	Morethan one	174	76.32
8.	Experience in turmeric cultivation		
	Below 1 year	97	42.54
	1 to 2 years	56	24.56
	2 to 4 years	75	32.89
9.	Source of Irrigation		
	Well with pump set	43	18.86
	Borewell	79	34.65
	Canal	71	31.14
	Drip Irrigation	27	11.84
	Others	8	3.51
10.	Acreage of turmeric cultivation		
	Less than 1 acre	46	20.18
	1 to 2 acres	100	43.86
	2 to 3 acres	74	32.46
	3 to 4 acres	8	3.51

Source: Primary Data

- The above table shows that most (60.53%) of the respondents are living in urban areas, 30.7% of the small

farmers are from semi-urban areas and the remaining 8.77% of the respondents are from rural areas.

- It is clear that maximum (44.74%) of the small farmers belong to the age between 30 and 40 years, while 25.88% of the respondents belong to the age from 40 to 50 years, 17.11% of the farmers belong to the age between 50 and 60 years, 10.96% of the respondents belong to the age above 60 years and the remaining 1.32% of the respondents belong to the age less than 30 years.
- It is evident that more than half (57.02%) of the small farmers are qualified upto primary / secondary level, while 23.68% of the respondents do not have any formal education, 9.65% of the respondents are qualified upto higher secondary, 5.26% of the respondents are graduates and the remaining 4.39% of the respondents are having other qualification (Technical, etc.).
- Maximum (42.54%) of the respondents are involved in agricultural activity, while 32.02% of the respondents are involved in agricultural and allied activities and the remaining 25.44% of the respondents are doing agricultural and business as well.
- It is clear that most (61.84%) of the respondents have 4 to 6 members in their family, while 34.21% of the respondents indicated 1 to 3 members in their family and the remaining 3.95% of the respondents stated above 6 members in their family.
- It is inferred that maximum (33.77%) of the respondents are having family income below Rs.100000 per annum, while 25.88% of the farmers are having family income between Rs.100001 and 200000 per annum, 20.18% of the farmers are having family income from Rs, 200001 to 300000 per annum, 10.96% of the farmers are having family income from Rs.300001 to 400000 per annum and the remaining 9.21% of the small farmers are having family income above Rs.400000 per annum.
- It is clear from the above table that majority (76.32%) of the small farmers are having more than one earning member in their family and 23.68% of the respondents are having less than one earning member in their family.
- It is clear that less than half (42.54%) of the respondents indicated that they have below 1 year experience in turmeric cultivation, while 32.89% of the respondents stated between 2 and 4 years' experience and the remaining 24.56% of the respondents opined 1 to 2 years' experience they have in turmeric cultivation.
- It is clear that maximum (34.65%) of the respondents depend on borewell as their source of irrigation, while 31.14% of the respondents depend on canal as their source for irrigation, 18.86% of the respondents depend on well with pump set for their irrigation, 11.84% of the respondents depend on drip irrigation system and the remaining 3.51% of the small farmers depend on other sources for their irrigation.
- It is observed that maximum (43.86%) of the respondents possess 1 to 2 acres for their turmeric cultivation, while 32.46% of the small farmers cultivate turmeric in 2 to 3 acres, 20.18% of the small farmers cultivate turmeric in less than 1 acre and the remaining 3.51% of the farmers cultivate turmeric with 3 to 4 acres of land resources.

Perception of Small Farmers towards Problems Faced In Turmeric Cultivation

Problems	Low		Moderate		High	
	N	%	Count	%	Count	%
Traditional method of irrigation ruling the cost factors	81	35.53	136	59.65	11	4.82
Inadequate agricultural action plan	95	41.67	116	50.88	17	7.46
Migration of Agricultural labours	122	53.51	91	39.91	15	6.58
Improper maintenance / non-maintenance of Cattle breeds	79	34.65	125	54.82	24	10.53
Inadequate maintenance of water level	64	28.07	122	53.51	42	18.42
Problems due to Natural disaster	66	28.95	107	46.93	55	24.12
Unseasonal Rains	90	39.47	96	42.11	42	18.42

Source: Primary Data

- The above table reveals that most (59.65%) of the respondents had moderate perception towards problems faced in turmeric cultivation based on traditional method of irrigation ruling the cost factors, while 35.53% of the respondents had low perception and the remaining 4.82% of the respondents had high level of perception.
- It is understood that more than half (50.88%) of the respondents had moderate perception towards problems faced in turmeric cultivation based on inadequate agricultural action plan, while 41.67% of the respondents had low perception and the remaining 7.46% of the respondents had high level of perception.
- It is clear that more than half (53.51%) of the respondents had low level of perception towards problems faced in turmeric cultivation based on

migration of agricultural labourers, while 39.91% of the respondents had moderate perception and the remaining 6.58% of the respondents had high level of perception.

- It is inferred that maximum (54.85%) of the respondents had moderate level of perception towards problems faced in turmeric cultivation based on improper maintenance / non-maintenance of cattle breeds, while 34.65% of the respondents had low perception and the remaining 10.53% of the respondents had high level of perception.
- It is found that more than half (53.51%) of the respondents had moderate level of perception towards problems faced in turmeric cultivation based on inadequate maintenance of water level, while 28.07% of the respondents had low perception and the remaining 18.42% of the respondents had high level of perception.
- It is evident that less than half (46.93%) of the respondents had moderate level of perception towards problems faced in turmeric cultivation based on problems due to natural disaster, while 28.95% of the respondents had low perception and the remaining 24.12% of the respondents had high level of perception.
- It is observed that maximum (42.11%) of the respondents had moderate level of perception towards problems faced in turmeric cultivation based on unseasonal rains, while 39.47% of the respondents had low perception and the remaining 18.42% of the respondents had high level of perception.

Garrett Ranking

Garrett ranking showing the small farmers opinion towards prime barriers in turmeric market with respect to 1) Price fluctuation, 2) High transportation cost, 3) Lack of skilled labours, 4) Lack of transport facilities, 5) High cost of fertilizers and pesticides and finally, 7) huge competition from high producers.

Rating of the small farmers towards prime barriers in turmeric market Garrett Ranking

Barriers	Rank-1	Rank-2	Rank-3	Rank-4	Rank-5	Rank-6	Rank-7
Price fluctuation	9	10	96	22	32	49	10
High transportation cost	39	25	32	36	37	51	8
Lack of skilled labours	60	59	9	24	49	22	5
Lack of transport facilities	56	55	16	12	26	12	51
High Cost of Fertilizers and pesticides	13	25	36	35	47	43	29
Huge competition from larger producers	21	18	21	92	27	41	8
Marginal profit	30	36	18	7	10	10	117

Source: Primary Data

Rank showing the prime barriers perceived by the farmers in turmeric market

Barriers	Garrett Score	Garrett Mean	Garrett Rank
Price fluctuation	11195	49.101	5
High transportation cost	11831	51.890	3
Lack of skilled labours	13253	58.127	1
Lack of transport facilities	12159	53.329	2
High Cost of Fertilizers and pesticides	10575	46.382	6
Huge competition from larger producers	11357	49.811	4
Marginal profit	9430	41.360	7

Source: Computed from Primary Data

From the above table it is clear that the highest rating (M=58.127) was towards barriers in turmeric promotion was based on lack of skilled labours, while the 2nd rank

(M=53.329) was achieved for the lack of transport facilities, 3rd rank (M=51.890) was towards high transportation cost, 4th was ranked (M=49.811) for the huge competition from larger

producers, 5th position (M=49.101) was stated by the small farmers is price fluctuation, 6th position (M=46.382) was rated for high cost of fertilizers and pesticides and finally, the last rank (M=41.360) was rated towards very marginal profit.

Perception of the small farmers towards prospects for turmeric products

Prospects	Strongly agree		agree		Neutral		Disagree		Strongly Disagree	
	N	%	N	%	N	%	N	%	N	%
Proper Pricing for the produce	101	44.30	93	40.79	28	12.28	6	2.63	0	0.00
Better harvest without tilling	39	17.11	78	34.21	61	26.75	43	18.86	7	3.07
Maintenance of moisture required for the plant	40	17.54	69	30.26	58	25.44	51	22.37	10	4.39
Medicinal and domestic importance	40	17.54	63	27.63	57	25.00	50	21.93	18	7.89
Suitable soil & weather condition	44	19.30	74	32.46	50	21.93	41	17.98	19	8.33
High yield/growth /Profitability	35	15.35	51	22.37	57	25.00	64	28.07	21	9.21
Cash crop & Mixed cropping	29	12.72	43	18.86	50	21.93	75	32.89	31	13.60

Source: Primary Data

- It is clear that the respondents opinion towards prospects for turmeric products based on proper pricing for their produce reveals that maximum (44.30%) of the small farmers strongly agreed, whereas, least (2.63%) of the small farmers disagreed to the same.
- It is evident that the opinion of the small farmers towards prospects for turmeric products based on better harvest without tilling shows that maximum (34.21%) of the small farmers agreed, whereas, least (3.07%) of the small farmers strongly disagreed to the same.
- It is understood that the opinion of the small farmers towards prospects for turmeric products based on maintenance of moisture required for the plant shows that maximum (30.26%) of the small farmers agreed, whereas, least (4.39%) of the small farmers strongly disagreed to the same.
- It is found that the opinion of the small farmers towards prospects for turmeric products based on medicinal domestic importance of the product shows that 27.63% of the small farmers agreed, whereas, least (7.89%) of the small farmers strongly disagreed to the same.
- It is evident that the opinion of the small farmers towards prospects for turmeric products based on suitable soil and whether condition for turmeric cultivation shows that 32.46% of the small farmers agreed, whereas, least (8.33%) of the small farmers strongly disagreed to the same.
- It is clear that the opinion of the small farmers towards prospects for turmeric products based on high yield, growth and profitability shows that 28.07% of the small farmers disagreed and 9.21% of them strongly disagreed, whereas, 22.37% of the small farmers agreed to the same.
- It is observed that the opinion of the small farmers towards prospects for turmeric products based on cash crop and mixed cropping shows that 32.89% of the small farmers disagreed and 13.60% of them strongly disagreed, whereas, 18.86% of the small farmers agreed to the same.

Chi-Square Tests

Demographics and Perception on Problems

To analyze the small farmer’s opinion based on their demographics to find the relationship with the problems faced in promoting turmeric products. The demographics such as Place of residence, Age, Marital Status, Educational Qualification, Prime Source of Occupation, Family Size, Economic Status, Number of Earning Members, Experience

in Turmeric cultivation, Source of Irrigation and finally, acreage of turmeric cultivation has been taken for the study.

H₀: There is no significant relationship between demographics of the small farmers and their perception towards problems in promotion of turmeric products

Demographics of the small farmers and their perception towards problems in promotion of turmeric products

Demographics	Value	df	Table Value	Sig.
Place of Residence	11.720*	4	9.488	.020
Age	10.138	8	15.508	.256
Marital Status	0.489	2	5.991	.783
Educational Qualification	7.961	8	15.508	.437
Prime source of occupation	2.841	4	9.488	.585
Family Size	9.736*	4	9.488	.045
Economic status	2.926	8	15.508	.939
Number of Earning members	0.805	2	5.991	.669
Experience	2.262	4	9.488	.688
Source of Irrigation	8.320	8	15.508	.403
Acreage of Turmeric Cultivation	51.151**	6	12.592	.000

Source: Computed from Primary Data

To analyze the small farmers opinion based on their demographics to find the relationship between the personal variables and perception towards problems faced by the small farmers in the turmeric market which shows that there is no significant relationship with regards to the variables such as Age, Marital Status, Educational Qualification, Prime Source of Occupation, Economic Status, Number of Earning Members, Experience in Turmeric cultivation and finally, Source of Irrigation when compared with the perception of the farmers in turmeric market, therefore, the null hypothesis is accepted. Whereas, there is significant relationship with the variables namely, place of residence, family size and finally, acreage of cultivation compared with the perception towards problems faced by the small farmers in the turmeric market, hence, the null hypothesis is rejected.

8. Summary of the Results

- Most (60.53%) of the respondents are living in urban areas, It is clear that maximum (44.74%) of the small farmers belong to the age between 30 and 40 years, It is evident that more than half (57.02%) of the small farmers are qualified upto primary / secondary level, Maximum (42.54%) of the respondents are involved in agricultural activity, It is clear that most (61.84%) of the

respondents have 4 to 6 members in their family, It is inferred that maximum (33.77%) of the respondents are having family income below Rs.100000 per annum, It is clear from the above table that majority (76.32%) of the small farmers are having more than one earning member in their family It is clear that less than half (42.54%) of the respondents indicated that they have below 1 year experience in turmeric cultivation, It is clear that maximum (34.65%) of the respondents depend on borewell as their source of irrigation, It is observed that maximum (43.86%) of the respondents possess 1 to 2 acres for their turmeric cultivation.

- It is observed that most (59.65%) of the respondents had moderate perception towards problems faced in turmeric cultivation based on traditional method of irrigation ruling the cost factors, followed by more than half (50.88%) of the respondents had moderate perception and stated inadequate agricultural action plan, while more than half (53.51%) of the respondents had low level of perception and indicated migration of agricultural labourers, maximum (54.85%) of the respondents had moderate level of perception and expressed improper maintenance / non-maintenance of cattle breeds. more than half (53.51%) of the respondents had moderate level of perception and opined inadequate maintenance of water level, less than half (46.93%) of the respondents had moderate level of perception and stated problems due to natural disaster. It is observed that maximum (42.11%) of the respondents had moderate level of perception and opined un-seasonal rains.
- It is observed that the highest rating was towards barriers in turmeric promotion was based on lack of skilled labours which was rated as 1st by the small farmers whereas, the least rating was towards marginal profit on cultivating and selling of turmeric in the market.
- It is clear that the respondents opinion towards prospects for turmeric products based on proper pricing for their produce reveals that maximum (44.30%) of the small farmers strongly agreed, better harvest without tilling shows that maximum (34.21%) of the small farmers agreed, maintenance of moisture required for the plant shows that maximum (30.26%) of the small farmers agreed, medicinal domestic importance of the product shows that 27.63% of the small farmers agreed, soil and whether condition for turmeric cultivation shows that 32.46% of the small farmers agreed, high yield, growth and profitability shows that 28.07% of the small farmers disagreed and finally, cash crop and mixed cropping shows that 32.89% of the small farmers disagreed.
- It is found that there is significant relationship only with the variables namely, place of residence, family size and finally, acreage of cultivation compared with the perception towards problems faced by the small farmers in the turmeric market, hence, the null hypothesis is rejected.

9. Suggestions and Conclusion

- Many of respondents indicated migration of agricultural labours while few had indicated inadequate agricultural action plan, some stated unseasonal rains and also natural disasters. Few opined inadequacy in maintaining water levels and improper maintenance. It is

recommended that the policy makers shall attend to these issues and aid the farmers to overcome the situations.

- Maximum number of farmers had indicated that lack of skilled labour missing in their field which indicates that the labours leave the agricultural field due to insufficiency in their present earnings and also getting better income than the present farming.
- Few farmers indicated the transport facility and cost of transporting their goods. It is recommended that the government shall take initiative to transport their produces at free of cost and help them in avoiding transport crisis and cost factors.
- It is understood that few of the respondents had agreed about the pricing for their products, while some stated better harvest without tilling, few stated high yield / growth and productivity which are all the positive side for the turmeric cultivation for the small farmers.

10. Conclusion

The study has been purposively conducted to assist the small farmers to achieve profitable returns for their hard work and also encourage them to continue their agricultural operations. It is found that the maintaining labour by small farmers are having level of impact in their business when not retained the small farmers had to meet un-necessary and unexpected losses. Hence it is important to encourage the small farmers and help them to achieve greater heights in the years to come.

11. References

1. Acharya SS, Agarwal NL. Agricultural Marketing in India, 3rd edn, (New Delhi: Oxford and IBH Publishing Co. Pvt. Ltd, 1999, 36.
2. Karthik V, Amarnath JS. An economic analysis of turmeric production in Tamil Nadu, India, Direct Research Journal of Agriculture Food and Science, 2014; 2(6):66-76.
3. Muruganathi D, Shivakumar KM, Aijan N. Discovery of Indian Turmeric in Futures Market, International Journal of commerce and business management. 2013; 6(2):166-170.
4. Reji Edakkandi Meethal. A study on value Chains for Integrating Small Producers into Market: Small-Scale Organic Turmeric Processing Enterprises in Orissa, IUP Journal of Business Strategy. 2013; 10(2)38-49.
5. Sajith Mohan Sheena, Rajan S, Unnikrishnan G. Marketing of Indian Spices as a challenge in India", International Journal of Business and Management Invention. 2013, 2319-8028, 2319-801X
6. Supra n.2, 280-295.
7. <http://moef.nic.in/divisions/ic/wssd/doc2/ch14.pdf>.
8. <http://www.markedbyteachers.Com/As-And-A-Level/Business-Studies/-Agricultural-Markets.html>