

COTTON CULTIVATION AND MARKETING – A STUDY ON PROSPECTS AND PROBLEMS IN TIRUPUR DISTRICT

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ABSTRACT

Agriculture is fundamentally different from industry and it plays a significant role in the economic development of a country. In the line of attack, India's prosperity depends upon the agricultural prosperity. There are many kinds of agricultural products produced in India like Cotton, Tobacco, Paddy, Wheat, and Sugarcane etc. The marketing of all these farm products generally tends to be a complex process. Agricultural marketing involves many operations and processes through which the food and raw materials move from the farm to the final consumers. Agriculture provides goods for consumption and exports and manufacturing sectors. The suitable marketing system should be designed so as to give proper reward or return to the efforts of the tiller of the soil. Hence the researcher is intended to identify the existing and emerging prospects in cultivation and production of Cotton in Tirupur district as well as to analyze the emanated and enlarging problems in marketing of Cotton to arrive at appropriate authentication and respective rejuvenation.

Key words - Agriculture, Cotton Cultivation, Marketing, Rejuvenation, Paddy.

I. INTRODUCTION

Agriculture is the backbone of an agriculture country, like India. On the other hand, in India, the middlemen **enjoy the cream** at the cost of disability, illiteracy etc, of the poor Indian farmers. A **small part of the price** paid by buyers **reaches the farmers** while the **big part is sucked** by the middlemen. Farmers are **handicapped** mainly in securing a **fair and reasonable price** for their produce. The reasons are many-lack of regulated markets, ungraded produce, no Agmark, inadequate storage and warehousing facility etc. At present, the conditions have been greatly improved. Today, agriculture being modernized, leads to **manifold productions**. The role of marketing is **fast changing**. Hence the researcher is attempted to analyze the **prospects and problems** in marketing of cotton in Tirupur district as it is one of the **leading and traditional agricultural products** in India.

II. OBJECTIVES OF THE STUDY

The study is carried with the following specific objectives:-

- To analyze the production and marketing of Cotton in Tirupur district.
- To study the existing marketing practices of the Cotton cultivators in Tirupur district.
- To identify the factors influencing the cotton cultivation and problems faced by the Sample respondents in the study area.
- To offer suggestions based on the results of the study for effective marketing of cotton.

III. SCOPE OF THE STUDY

The study specifically deals with the prospects and problems in marketing of cotton with reference to Tirupur district. The study intends to know the profile of the farmers who are cultivating cotton and problems faced by the farmers in marketing their cotton. The findings from this study will help the government to look after the problems of farmers who are cultivating cotton. The guidelines given by the researcher will be more suitable to overcome the problems faced by the farmers who are cultivating cotton.

IV. METHODOLOGY OF THE STUDY

The present study is based on the field survey conducted with the help of a well-structured questionnaire and interviews with farmers who are cultivating and marketing cotton. The study is confined to Tirupur district and the primary data was collected from 150 respondents.

V. LIMITATIONS OF THE STUDY

The study is the cause to experience with the following limitations.

- Only 150 respondents have been taken into consideration
- The study is restrained to Tirupur district.
- The respondents might not have been disclosed the actual facts due to their busy schedule and hence the findings may not be applicable to the whole universe.

VI. HYPOTHESIS OF THE STUDY

In tune with the objectives of the study, the following hypothesis were formulated and tested.

- There is no significant relationship between Educational Qualification and Quantity of Cotton Supplied.
- There is no significant relationship between Possession of Land and Quantity of Cotton Supplied.
- There is no significant relationship between Distance of Market Yard and Quantity of Cotton Supplied.
- There is no significant relationship between Experience in Cultivation of Cotton and Quantity of Cotton Supplied

VII. ANALYSIS AND INTERPRETATION

Tools applied for the study

The following statistical tools were applied for this research and interpretations were also made.

- Percentage analysis
- Chi-square analysis
- Ranking analysis

Percentage Analysis

Table A

Educational Qualification	No. of Respondents	%	Age	No. of Respondents	%
Illiterate	51	34.0	Below 30 yrs	36	24.0
Primary School level	32	21.3	30 – 40 yrs	68	45.4
High School level	35	23.4	Above 40 yrs	46	30.6
College level	32	21.3	Total	150	100
Total	150	100	Distance	No. of Respondents	%
Type of Holding land	No. of Respondents	%	Below 5 kms	61	40.6
Own Land	73	48.7	5-10 kms	54	36.0
Leased Land	36	24.0	Above 10 kms	35	23.4
Both Own and Leased Land	41	27.3	Total	150	100
Total	150	100	Transportation Arrangements	No. of Respondents	%
Mobilization of Fund	No. of Respondents	%	Own arrangement	39	26.0
Own fund	51	34.0	Commission agents	29	19.3
Borrowings from financial institutions	36	24.0	Regulated market	48	32.0
Borrowings from market intermediaries	63	42.0	Co-operative marketing societies	34	22.7
Total	150	100	Total	150	100
Prospects	No. of Respondents	%	Problems	No. of Respondents	%
Cropping finance	40	26.7	Loss of weight	49	32.7
Procurement of inputs	3	2.0	Wastage during handling	12	8.0

Transport arrangements	20	13.3	Improper fumigation service	25	16.7
Supply of packing materials	9	6.0	Damage by rats	26	17.3
Storage facility	52	34.7	Wet due to rain	23	15.3
Pledge loan facility	15	10.0	Poor maintenance	15	10.0
Immediate payments	8	5.3	Total	150	100
Market information	3	2.0			
Total	150	100			

Source: Survey Data

Educational Qualification of the Respondents

It could be observed from the above A that 34.0% of the respondents are illiterates, 21.3% of the respondents are having primary school level of education and collegiate level and 23.4% of the respondents are having higher secondary school level of education. It is concluded from the above analysis that majority of the respondents are illiterates.

Age of the Respondents

It is noted from the above A that 24.0% of the respondents are belonging to below 30 years of age group, 45.4% of the respondents are belonging to 30-40 years of age group and 30.6% of the respondents are belonging to above 40 years of age group. It is concluded from the above analysis that majority of the respondents are belonging to 30-40 years of age group.

Position of Land Holdings of the Respondents

It is identified from the above A that 48.7% of the respondents are having own land, 24.0% of the respondents are having leased land and 27.3% of the respondents are having both own and leased land. It is concluded from the above analysis that majority of the respondents are having own land.

Distance of Market Yard from the Place of Respondents

It is observed from the above A that 40.6% of the respondents are having below 5 kms of distance from their field, 36.0% of the respondents are having 5-10 kms of distance from their field and 23.4% of the respondents are having above 10 kms of distance from their field. It is concluded from the above analysis that majority of the respondents are having below 5 kms of distance from their field.

Sources of Financial Needs

It is highlighted from the above A that 34.0% of the respondents are having own fund, 24.0% of the respondents are borrowings from financial institutions and 42.0% of the respondents are borrowings from market intermediaries. It is concluded from the above analysis that majority of the respondents are borrowings from market intermediaries.

Marketing Facilities offered by the Intermediaries

It is identified from the above A that 34.7% of the respondents are opined that the intermediaries arranging storage facility, 26.7% of the respondents are opined that the intermediaries arranging cropping finance, 13.3% of the respondents are opined that the intermediaries arranging transport arrangement and remaining 10.0% of the respondents are opined that the intermediaries arranging pledge loan facility. It is concluded from the above analysis that majority of the respondents are opined that the intermediaries arranging storage facility.

Problems in Storing the Cotton in the Godown

It is noted from the above A that 32.7% of the respondents are facing the problem of 'loss of weight' while in storing their cotton, 8.0% of the respondents are facing the problem of 'wastage during handling' while in storing their Cotton, 16.7% of the respondents are facing the problem of 'improper fumigation service' while in storing their Cotton, 17.3% of the respondents are facing the problem of 'damage by rats' while in storing their Cotton, 15.3% of the respondents are facing the problem of 'wet due to rain' while in storing their Cotton, and remaining 10.0% of the respondents are facing the problem of 'poor maintenance' while in storing their Cotton,. It is concluded from the above analysis that majority of the respondents are facing the problem of 'loss of weight' while in storing their Cotton.

Chi-Square Analysis**Table B**

Educational Qualification	Quantity of Cotton Supplied			Total	Possession of Land	Quantity of Cotton Supplied			Total
	Low	Medium	high			Low	Medium	high	
Illiterate	5(16.7)	19(38.0)	27(38.6)	51	Own Land	19(63.3)	25(50.0)	29(41.4)	73
Primary	13(43.3)	6(12.0)	13(18.6)	32	Leased Land	9(30.0)	16(32.0)	11(15.7)	36
High School	6(20.0)	15(30.0)	14(20.0)	35	Both Own & Leased Land	2(6.7)	9(18.0)	30(42.9)	41
Collegiate	6(20.0)	10(20.0)	16(22.9)	32	Total	30	50	70	150
Total	30	50	70	150	Experience	Quantity of Cotton Supplied			Total
	Quantity of Cotton Supplied					Low	Medium	high	
Distance	Low	Medium	high	Total	Upto 5 years	8(26.7)	26(52.0)	42(60.0)	76
Upto 5 kms	10(33.3)	14(28.0)	37(52.9)	61	6-10 years	18(60.0)	19(38.0)	21(30.0)	58
6-10 kms	14(46.7)	23(46.0)	17(24.3)	54	Above 10 years	4(13.3)	5(10.0)	7(10.0)	16
Above 10 kms	6(20.0)	13(26.0)	16(22.9)	35	Total	30	50	70	150
Total	30	50	70	150					

Source: Survey Data

Chi-Square Test**Table C**

No Association Between	Calculated Chi- Square Value	Degree of freedom	Table Value	Result
Educational Qualification and Quantity of Cotton Supplied	13.986	6	12.592	Rejected
Possession of Land and Quantity of Cotton Supplied	18.337	4	9.488	Rejected
Distance and Quantity of Cotton Supplied	10.235	4	9.488	Rejected
Experience and Quantity of Cotton Supplied	9.778	4	9.488	Rejected

Source: Survey Data

Educational Status and Quantity of Cotton Supplied

It could be concluded from the Table C that the calculated Chi-Square value is more than the table value and the result is rejected at 5 percent level. Hence, there is significant relationship between Educational Qualification and Quantity of Cotton Supplied.

Possession of Land and Quantity of Cotton Supplied

It could be identified from the Table C that the calculated Chi-Square value is more than the table value and the result is rejected at 5 percent level. Hence, there is significant relationship between Possession of Land and Quantity of Cotton Supplied.

Distance of Market Yard and Quantity of Cotton Supplied

It could be noticed from the Table C that the calculated Chi-Square value is more than the table value and the result is rejected at 5 percent level. Hence, there is significant relationship between Distance of Market Yard and Quantity of Cotton Supplied

Experience in Cultivation and Quantity of Cotton Supplied

It could be inferred from the Table C that the calculated Chi-Square value is more than the table value and the result is rejected at 5 percent level. Hence, there is significant relationship between Experience in Cultivation and Quantity of Cotton Supplied

Ranking Analysis Reasons for Cultivating Cotton for a Long Period

Table D

S.No.	Reasons	Mean Score	Total score	Rank
1.	Highly profitable	53.9	8082	I
2.	Better marketing facilities	52.1	7819	III
3.	Traditional crop	52.8	7923	II
4.	Able to store for a longer period	48.0	7198	V
5.	Less labour work	50.1	7522	IV
6.	Able to wait for a better price	43.0	6447	VI

Source: Survey Data

The above table D shows the reason for cultivating cotton for a long time by the farmers. The first and best reason for cotton cultivation is 'Highly profitable' with Garrett scored as 8082 points. The second reason for cotton cultivation is 'traditional crop' with Garrett scored as 7923 points. The third reason for cotton cultivation is 'better marketing facilities' with Garrett scored as 7819 points. The fourth reason for cotton cultivation is 'less labour work' with Garrett scored as 7522 points. The fifth reason for cotton cultivation is 'Able to store for a longer period' with Garrett scored as 7198 points and final reason for cotton cultivation is 'Able to wait for a better price' with Garrett scored as 6447 points. It is concluded from the above analysis that majority of the respondents are doing the cotton cultivation for the major reasons are 'Highly profitable' and 'traditional crop'.

Problems Faced by the Respondents

Table E

S.No.	Problems	Mean Score	Total Score	Rank
1.	Insufficient pledge loan facility	36.42	5463	XV
2.	Price fluctuation	44.72	6708	XIV
3.	Poor post storage facilities	48.82	7323	X
4.	Non-existence of Agmark Lab.	52.99	7949	V
5.	Lack of market information	52.77	7916	VI
6.	Improper method of sale	53.91	8087	II
7.	Unscientific weighing machines	48.79	7318	XI
8.	Delay in unloading services	50.56	7584	IX
9.	High marketing cost	46.36	6954	XIII
10.	Unauthorized Deductions	48.65	7298	XII
11.	Poor customer relationship	50.63	7594	VIII
12.	Location of banks	53.77	8066	III
13.	Insufficient godown facility	51.41	7712	VII
14.	Poor quality of packing materials	53.45	8018	IV
15.	Poor government supports	54.65	8197	I

Source: Survey Data

The above table E shows the problems faced by the respondents in cultivation of cotton. The first and the highest problem for cotton cultivation is 'Poor government support' with Garrett scored as 8197 points. The second and third problems are 'Improper method of sale' and 'Location of banks' with Garrett scored as 8087 and 8066 points. The fourth and fifth problems are 'Poor quality of packing materials' and 'Non-existence of Agmark Lab' with Garrett scored as 8018 and 7949 points. It is concluded from the above analysis that majority of the respondents are faced the major problems are 'Poor government supports' and 'Improper method of sale'.

VIII. FINDINGS, SUGGESTIONS AND CONCLUSION

Percentage Analysis

- The majority of respondents are illiterates.
- The majority of respondents are belonging to 30-40 years of age group.
- The majority of respondents are having own land.
- The majority of respondents are having below 5 kms of distance from their field.
- The majority of respondents are borrowings from market intermediaries.
- The majority of respondents are opined that the intermediaries arranging storage facility.
- The majority of respondents are facing the problem of 'loss of weight' while in storing their cotton.

Chi-Square Analysis

- There is significant relationship between Educational Qualification and Quantity of Cotton Supplied.
- There is significant relationship between Possession of Land and Quantity of Cotton Supplied.
- There is significant relationship between Distance of Market Yard and Quantity of Cotton Supplied
- There is significant relationship between Experience in Cultivation and Quantity of Cotton Supplied

Ranking Analysis

- The majority of respondents are cultivating cotton for the two major reasons 'Highly Profitable' and 'Traditional Crop'.
- The majority of respondents faced the major problems are 'Poor government support' and 'Improper method of Sale'.

IX. SUGGESTIONS

Based on the major findings, followings are the suggestions offered to make the study more useful and appreciable.

- It is noticed that the prices prevailing in the cotton markets are highly fluctuating which affects the margin of the farmers. In order to avoid this situation, a steady demand for the cotton has to be identified by expanding the global market for cotton which would boost the sales volume as well as the price in the local market.
- If the cotton is stored for more than three months in the godowns then the fumigation process is essentially needed. The fumigation process should take place within a time schedule and it has to maintain proper records about fumigation services.
- The packing materials in the form of gunny bags supplied by the commission agents are of good quality and they provide transportation, loading and unloading facilities. Whereas regulated market and co-operative marketing societies do not supply the facilities. This problem leads to loss of arrivals of cotton and sale of the same in co-operative marketing societies and regulated market. The authorities of regulated markets and co-operative marketing societies should concentrate on these facilities and rectify the problems which would attract more farmers to have more transactions with regulated markets and co-operative marketing societies.
- At present the transactions of cotton are taking in two different market places ie., regulated market and commission agents' association. In order to avoid this unhealthy environment, a common market place has

to be established by the government, which would promote cotton trade in the state. The common market place should be equipped with all infrastructure facilities. The establishment of such a place would solve many of the problems prevailing in the cotton trade. From the government point of view, this provision would facilitate mobilizing regular income in terms of service charges, rent for buildings and also make it easy to monitor the trading activities.

- The lack of storage facility for cotton, affects the farmers to protect their cotton in a proper way. If the authorities of the markets notify the problems, farmers may be benefited more by the way of timely sales.
- The other equally important inference of the study is finance related problem. To safeguard the grower-sellers from the exploitative activities emerging out of lack of adequate finance, the grower-sellers may be given the necessary financial assistance by the Regulated and the Co-operative Marketing societies at nominal rates of interests.
- The study revealed facts that the care taken by the regulated and co-operative marketing society in protecting the stored cotton in their godowns is satisfactory comparing to the care taken by the commission agents. In this context the authority concerned may take extra efforts and satisfy the storage needs of the cotton cultivators.

X. CONCLUSION

Since India is the home for cultivating cotton, the government can encourage the farmers to export directly to other countries to enable them to have a fair share of the profit earned through international trade and foreign exchange. The demand for cotton can be assessed through the export promotion council in and also abroad. The government could come forward to extend the credit facilities to the farmers in accordance with their requirements even by accepting the pledging of their future cultivation and production of cotton.

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