

# PROBLEMS OF CHILLI CULTIVATION AND MARKETING IN RAMANATHAPURAM DISTRICT, TAMILNADU

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## ABSTRACT

*Chilli is considered as one of the commercial spice crops. It is the most widely used universal spice, named as wonder spice. Different varieties are cultivated for various uses like vegetable, pickles, spice and condiments. In daily life, chillies are the most important ingredient in many different cuisines around the world as it adds pungency, taste, flavor and colour to the dishes. The Indian chilli is considered to be world famous for two important commercial qualities namely, its colour and pungency levels. Some varieties are famous for the red colour because of the pigment and other quality parameters in chilli are length, width and skin thickness. The world production of chilli crop to around 7 million tones, which is cultivated on 1.5 million hectares of land. India is the world leader in chilli production followed by China and Pakistan. This shows that the bulk share of chilli production is held by the Asian countries, though it is produced throughout the world. A large demand for chilli comes from several chilli consuming countries such as India, China, Mexico, Thailand, USA, UK, Germany and Sweden. Indian share in global production ranges between from 50 to 60 per cent. Hence, this paper attempts to identify the Problems faced by farmers during the Chilli Cultivation and Marketing in Thirupullani Bolck, Ramanathapuram District, Tamilnadu.*

## Keywords:

## I. Introduction

Chilli is one of the important vegetable spices grown all over the world except in colder parts. It is also known as red pepper or hot pepper and it constitutes an important well-known commercial crop used as a condiment, culinary supplement or as a vegetable. Chilli is mainly used as culinary supplement to add flavour, colour, vitamin and pungency. Chilli is virtually an indispensable item in the kitchen. Different varieties are grown for vegetables, spices, condiments, sauces and pickles. Chilli is one of the most valuable crops and grown throughout the country. Among Indian states, Tamil Nadu is one of highest chilli producing state. Tamil Nadu having highest area, output and productivity of chilli. So there is a lot of scope to increase the chilli area. Moreover the yield of chilli is reduced in year to year. The technological gap may be one of the reasons for the low yield and also the chilli growers are facing the problem in production as well as marketing.

## II. Review of Literature

**S. Mahendra Dev (2012)** in his studied that the Small Farmers in India: Challenges and Opportunities, to examine the roles and challenges of small holding agriculture in India. It covers trends in agricultural growth, cultivation patterns, participation of small holding agriculture, productivity performance of small holders, linking small holders with markets including value chains, role of small holders in enhancing food security and employment generation, differential policies and institutional support for small holders and, challenges and future options for small holding agriculture including information needs.

**G S Biradar and D M Chandrgi (2013)** have studied, Socio Economic Profile of Chilli Farmers and their Constraints in Chilli Cultivation in North Eastern districts of Karnataka, focussed on technological gap in adoption of chilli cultivation practices in Raichur and Yadgir districts of North Eastern Karnataka during 2011-12 based on highest area under chilli cultivation. The exposit factor research design was used for the study. The findings revealed that Majority (78.33%) of the farmers expressed problem of price fluctuation followed by inadequate irrigation (62.50%) and same per cent of them expressed the non-availability of labourers at critical stages and high wages, non-availability of good quality inputs at proper price at right time (59.17%) and the major suggestions made by the respondents were minimum support price should be fixed for chilli (86.67%), followed by market should be nearer, (65.83%), should provide good quality

### III. Objectives

- To examine the Socio - Economic background of Sample Chilli farmers in the study area.
- To identify the Problems faced by farmers during the Chilli Cultivation and Marketing of in the study area.

### IV. Methodology

The study is based on primary data which have been from different farmer's households by using interview schedule methods. About 90 farmer's households are interviewed for the study and the multistage sampling technique is use in the sample selection process. Ramanathapuram District, Thiruppulani Block is one of the Major Chilli growing districts in Tamil Nadu. Present study is list of village's cultivation of Chilli from Taluk office at Thiruppulani Block. A total of six villages were selected the random sample methods. The collected data were, analysed with help of table percentages and average was used.

The Table -1 that the Lack of technical knowledge was major problem occupies first rank about 90.00 percentage of respondents faced the problems. The second major Lack of financial facility about 87.77 percentage of respondents faced the problems and lack of drying space for chilli about 86.77 percentage of respondents faced the problems. In regarding to High cost of fertilizer about 75.55 percentage of respondents faced the problems and Irregular supply of fertilizers about 68.88 percentage of respondents faced the problems happened to High cost of quality seed about 47.77 percentage of respondents faced the problems. Finally, Infestations of insect and pest about 43.33 percentage of respondents faced the problems.

From the table farmers faced by the marketing problems that Lack of market Intelligence was major marketing problem occupies first rank about 90.00 percentages of respondents faced the problem. The Second was High cost of transport charges about 65.55 percentage of respondents faced the problem. The third was Heavy commission charges about 50.50 percentage of respondents faced the problem and Lack of storage facilities about 40.66 percentage of respondents faced the problem. Irregular payment by intermediaries about 38.88 percentage of respondents faced the problem. Finally, Lack of finance about 35.55 percentage of respondents faced the problem.

**Table-1**  
**Problems Faced by the Farmers during the Chilli Cultivation in the Study Area**

SI. No	Particulars	Percentage	Rank
<b>I.</b>	<b>Cultivation Problems</b>		
1.	Lack of drying space	86.66	III
2.	Irregular supply of fertilizers	68.88	V
3.	High cost of fertilizer	75.55	IV
4.	High cost of quality seed	47.77	VI
5.	Lack of technical knowledge	90.00	I
6.	Lack of financial facility	87.77	II
7.	Infestations of insect and pest	43.33	VII
<b>II.</b>	<b>Marketing Problems</b>		
1.	Heavy commission charges	50.50	III
2.	Lack of finance	35.55	VI
3.	Lack of market Intelligence	84.74	I
4.	Lack of storage facilities	46.66	IV
5.	High cost of transport	65.55	II
6.	Irregular payment by intermediaries	38.88	V

Source: computed primary data

### V. Result and discussion

- The majority of age composition 35-60 in small, medium, large farmers.
- The majority of the 68.96 percent and 83.33 percent, 87.09 percent of small, medium, large farmers have Hindus.
- The majority of the 51.72 percent and 53.33 percent, 54.84 percent of small, medium, large farmers have most backward classes.
- The majority of the secondary education level of small and medium, large farmers.
- The majority of the respondents were earned 41.37 percent, 36.66 percent and 38.70 percent of small, medium, large farmers in income level of 50000.

- The agriculture is the back bone of Indian peasant's particularly small farmers in the study area.
- The 86.20 percent and 86.66 percent, 87.09 percent of the small, medium, large farmers have own land agricultural chilli cultivation.
- 96.55 percent and 100.0 percent and 96.77 percent of small, medium, large farmers have irrigated land in agriculture.
- Under the area chilli cultivation in Ramanathapuram district is showing a decreasing trend over the Years, emphasis should be given for providing good quality seeds, pest and diseases resistant with high yielding varieties and hybrids to augment the area under this spice crop, in order to take advantage of commercial trade.
- The Lack of technical knowledge was major problem occupies first rank about 90.00 percentage of respondents faced the problems.
- Finally, Infestations of insect and pest about 43.33 percentage of respondents faced the problem.

### Conclusion

This paper made an attempt to identify the Problems faced by farmers during the Chilli Cultivation and Marketing in Thirupullani Bolck, Ramanathapuram District, From the analysis, Chilli growers need to be educated regarding the use of treated seeds, maintaining correct spacing and irrigating the crop at the recommended intervals. The farmers need to be minimum supporting pricing and subsidies, so that they can get the high returns by reducing the expenditure.

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