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Marketing problems faced by small onion variety CO (On) 5 growers of Perambalur district of Tamil Nadu

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Abstract

Onion (*Allium cepa* L.) is one of the major vegetables in Indian food. In India, Tamil Nadu is one of the major producers of small onion. Perambalur district is the top most producer of small onion in Tamil Nadu. Small onion producing farmers faced many problems in marketing aspects. This research was conducted to study the marketing problems of small onion variety CO (On) 5 and to overcome the same. It was conducted in four small onion producing villages of Alattur block which produced more quantity of small onion than other blocks of Perambalur district. Proportionate random sampling technique was used to select 120 respondents from the selected four villages of Alathur block. They were surveyed using a well-structured interview schedule. The data were analyzed using the frequency and percentage analysis. The major problems were low price for onion and price fluctuation. The suggestions were given to overcome these problems.

Keywords: Marketing problems, small onion, farmers, CO (On) 5

1. Introduction

Onion is one of the major vegetables in the Indian diet. It has many good medicinal characters to maintain good health. India is the largest producer of onion followed by China. Onion production in India was around 26.64 million metric tonnes during 2021-22. The productivity of onion is low at around 11.4 metric tons per ha, which is significantly lower than the world average of 17.3 metric tons per ha (Rekha Morais & Irudaya Steny Fernando, 2018) [5]. Most of the south Indian people cultivated small onion varieties that differed according to the region. The per capita consumption of onion raised every year due to some reasons like changes of life and food style. During 2004-05 and 2009-10, the rural consumption of onions increased to 32 per cent and urban consumption of onions increased to 18 percent in India (Kalaiselvi, 2020) [3]. In Tamil Nadu, Perambalur district is the topmost cultivator of small onion. In 2018-19 Perambalur district produced 70,470 MT of small onion. The quality, production and price of Kharif grown onion is lesser than those grown in Rabi season. The quality, production and price of Kharif grown onion is lesser than those grown in Rabi season (Parimalarangan *et al.*, 2019) [4]. The onion growers bring their produce to market for sale immediately after the harvest, because of lack of storage facilities and financial problems of onion growers. This result in glut of onion in market and fall in market prices of the onion (Asmatoddin *et al.*, 2009) [1]. The economic analysis review indicates the cost of onion production is in a continuous change due to inflation and the prices of input are continuously changing. The main problem reported by the selected onion grower was on farm storage of irrigation, low quality of seeds and pesticides, market distance, poor farm market road, costly inputs and exploitation by local traders. (Baloch *et al.*, 2014) [2]. The objectives of the study were to find out the marketing problems of small onion growers and to give suggestions to overcome the problems.

2. Methodology

This study was conducted in Perambalur district, a top most producer of small onion in Tamil Nadu. Perambalur district had four blocks viz., Perambalur, Veppur, Alattur and Veppanthattai. Alattur block produced more quantity of small onion compared to other blocks. Hence Alattur block was purposively selected for this study. Four villages were selected in Alathur block, using simple random sampling technique. Those were Chettikulam, Irur, Nattarmangalam and Padalur. Chettikulam village had a small onion regulated market. Ex post facto research design was used for this study. The sampling was done by proportionate random sampling method.

120 respondents were selected randomly for this study. 40 respondents from Irur, 34 respondents from Chettikulam, 24 respondents from Padalur and 22 respondents from Nattarmangalam village were randomly selected for this study. The data were collected using a well-structured

interview schedule. The data were analysed using percentage, frequency and ranking methods.

3. Results and Discussion

Table 1: Marketing Problems Confronted by small onion growers

S. No	Problem	Respondents frequency	Per cent (%) *	Rank
1.	Low price for onion	89	74.16	I
2.	Price fluctuation	72	60.00	II
3.	Improper functioning of Chettikulam onion market	70	58.33	III
4.	High commission charges	67	55.83	IV
5.	Perishability of produce	58	48.33	V
6.	Exploitation by middlemen	50	41.66	VI
7.	High marketing cost	42	35.00	VII
8.	Market competition	41	34.16	VIII
9.	Lack of information about prices and markets	21	19.16	IX
10.	Poor market linkages	18	15.00	X
11.	Lack of export market support	17	14.16	XI
12.	Lack of value addition of onion	8	6.66	XII

(n = 120)

* Multiple responses recorded

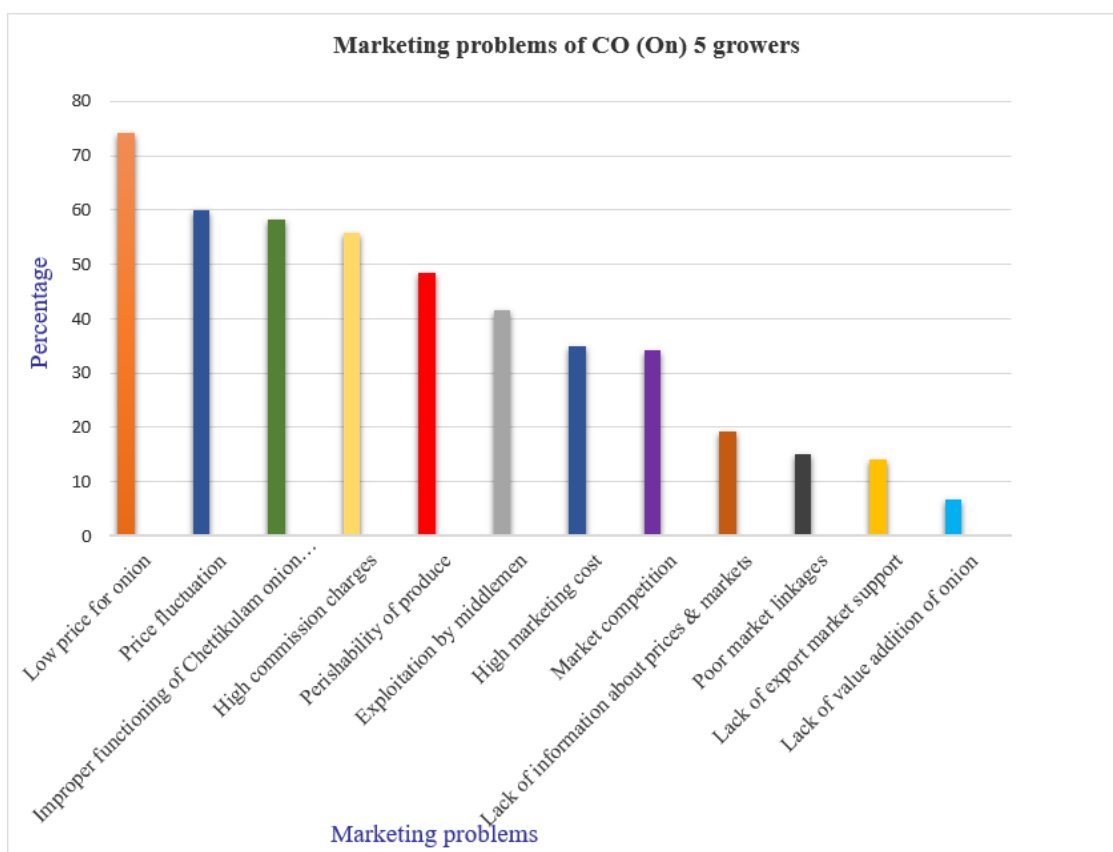


Fig 1: Marketing problems of CO (On) 5 growers of Perambalur district.

The major problem for most of the small onion growers was getting low price for small onion. 74.16 per cent of farmers had faced this problem. Generally, they would get only Rs. 10 to Rs. 15. The small onion price went even less than Rs.4 per kg during COVID 19 period. 60.00 per cent of the farmers had reported that they had faced price fluctuation problem regularly. This happened due to uncertainty in production and arrivals in market. If the arrival was too high, they would get low price. If the arrival was too low, they would get good price. In that case also they did not able to get high price. The third major problem faced by 58.33 per cent farmers was

Improper functioning of Chettikulam onion market. Five years before this Chettikulam market was functioned very well. The farmers got high prices even RS. 60 per kg. This because of the buyers from Pollachi, Ottanchathiram who came and bought small onion regularly from the farmers. But nowadays this market did not function well. The next major problem was high commission charges for selling small onion in wholesale markets. 55.83 per cent of farmers had faced this problem. The commission charges would around 10 per cent which was collected from the farmers. It reduced their overall profit drastically. 48.33 per cent of farmers had faced

the problem of perishability of produce. This was due to practice of traditional storage methods that was storing in the field itself. The problem of exploitation by middle man was faced by 41.66 per cent of farmers. The middle men had collected the cost for transporting, weighing and their commission from the farmers. High market competition problem was reported by 34.16 per cent of farmers. Majority of the farmers in Alathur block was growing small onion. This had increased market competition among farmers. Lack of information about prices and markets was reported by 19.16 per cent of farmers. 15.00 per cent of farmers had faced the problem of poor market linkages. That they did not aware of prices for small onion in different markets. Lack of export market support was reported by 14.16 per cent of farmers. 6.66 per cent of farmers had reported that they faced the problem of lack of value addition of onion.

4. Conclusion

The farmers were not ready to enter into the entrepreneur circle. Majority of the farmers had grown small onion CO (On) 5. It did not have the qualities to export to other countries which were preferred by APEDA. So, the farmers can improve the qualities of their produce and export it to other countries. To avoid high commission charges and high marketing costs, the farmers can form a FPO (Farmer Producer Organization) or society to get a better price. They can hire a vehicle and a few experienced farmers can go and sell the produce at a good price and divide it to farmers. To reduce the Perishability nature of small onion, farmers can go for cold storage practice which is available in Chettikulam small onion regulated market. Malpractices can be avoided by getting experience. Farmers may follow the price forecast for small onion which was given by the Domestic and Export Market Intelligence Cell of Tamil Nadu Agricultural University regularly. ADAs or HOs may explain what it is and how to access this information to farmers. By accessing this, farmers can also improve their decision-making ability while marketing their produce. Over all the farmers faced different kinds of problems while marketing their small onion produce. From this study, it can be concluded that the farmers were not able to get success in marketing of small onion.

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