

Enemies and Potential Customers for Horticulture in Palani Taluk

Dr. T. Ravisankar^{1*}

^{1*}Associate Professor of Economics, PG Department of Economics, Arulmigu Palaniandavar College of Arts and Culture,
Palani 624601, travisankar11@gmail.com

***Corresponding author:**

ABSTRACT

The term horticulture is derived from the Latin words "hortus," meaning garden, and "cultura," which means cultivation. In ancient times, gardens were enclosed with high walls or similar constructions that surrounded the residences. The enclosed areas were utilised to raise fruits, vegetables, flowers, and ornamental plants. As a result, in its original understanding, "horticulture refers to the cultivation of garden plants within protected enclosures". Horticulture is currently described as the study and practice of growing, processing, and marketing fruits, vegetables, flowers, spices, plantations, medicinal plants, and aromatic plants. Modern horticultural production and post-harvest systems are highly specialised and advanced. They necessitate significant input from a variety of technologies, many of which are meant to work on a large scale and are not easily adapted by small-scale enterprises. The horticultural industry is also highly integrated along the supply chain, with many private and public sector parties contributing significantly to various aspects such as the development of new cultivars and production methods, the establishment of grade standards and market entry protocols, and the actual marketing of produce.

Key words: Horticulture, Cultivation, Horticulture Industry etc.

India is the world's seventh largest country, with a total geographical area of 328.73 million hectares, and has the second highest population, 121 crores (2011), behind China. The total arable area accessible is 144 million hectares, with 70% under rain-fed cultivation. Agriculture and related activities support approximately 55-60 percent of the entire population. Horticulture crops account for a major share of total agricultural production in the country.

Horticulture derives from the Latin words "hortus" (garden) and "culture" (cultivation). In ancient times, gardens were enclosed with high walls or similar constructions that surrounded the residences. The enclosed areas were utilised to raise fruits, vegetables, flowers, and ornamental plants. As a result, in its original understanding, "Horticulture refers to the cultivation of garden plants within protected enclosures". Horticulture is currently described as the study and practice of growing, processing, and marketing fruits, vegetables, flowers, spices, plantations, medicinal, and aromatic plants.

IMPORTANCE OF HORTICULTURE

Horticulture is important for the following considerations:

1. As a source of variability in produce.
2. As a source of nutrients, vitamins, minerals, flavour, aroma, alkaloids, oleoresins, fibre, etc.
3. As a source of medicine.
4. As an economic proposition as they give higher returns per unit area in terms of energy, money, job, etc.
5. Employment generation 860 man days/annum for fruit crops as against 143 man days/annum for cereal crops and the crops like grapes, banana and pineapple need 1000- 2500 man days per annum.
6. Effective utilization of waste land through cultivation of hardy fruits and medicinal plants.
7. As a substitute of family income being component of home garden.
8. As a foreign exchange earner, has higher share compare to agriculture crops.
9. As an input for industry being amenable to processing, especially fruit and vegetable preservation industry.
10. Aesthetic consideration and protection of environment.
11. Religious significance.

STATEMENT OF THE PROBLEM:

Horticulture has a number of advantages compared with agriculture crops. For one, it's more remunerative. Horticulture can be done on dry and hilly land. Water utilization is lower and so is consequent risk of crop failure. Unlike large-scale cereal crops, horticulture farms can be much smaller, allowing marginal farmers to boost their earnings from their small landholdings. While horticulture crops require more inputs in the form of fertilizers and so on, farmers often plant two or three crops simultaneously to maximize yield from each acre. Farmers ET Magazine spoke to said their incomes have at least doubled since making the transition to horticulture.

These farmers are part of a horticulture boom sweeping India. According to data from the Agriculture Ministry, horticulture crops first outpaced food variants six years ago. Since then, horticulture output has been mostly widening its margin with food production, with profound impact on farm incomes, water utilization, land usage and employment patterns. Farm-related policies also need to keep up with the shift. Horticulture gives farmers a higher income, but there is little protection against a glut. While food grain enjoys a minimum support price mechanism, there is little by way of a safety net in horticulture. To extend the life of the perishable produce, India also needs better cold chain storage and transport networks. Horticulture also lends itself to greater mechanization, and with its spread, might have an impact on farm employment.

This form of cultivation is gathering steam across the country, even as the Centre aims to double farmer incomes by 2022. In 2016, the government announced the Mission for Integrated Development of Horticulture, whereby the Centre would provide 60% financial assistance and the state government would give the balance. Apart from Karnataka, Punjab, Madhya Pradesh, Tamil Nadu, Telangana and Andhra Pradesh have also unveiled plans for this sector.

OBJECTIVES OF THE STUDY

- To Project the Agriculture Scenario of Palani Taluk
- To Highlight the Financial Feasibility of Horticulture of Palani Taluk
- To Locate the Problems and Prospects of Farmers in Palani Taluk
- To Analyze the Efficiency of Horticulture in Palani Taluk

METHODOLOGY

Primary data is collected using face to face interview which were conducted with the respondents in their workplaces. To measure the level of working conditions and working patterns 65 Farmers were selected for the direct interview method. The researcher had used the following ways to collect secondary data. Through the internet, reference from conferences papers, Journals, Articles, and from already existing data.

SAMPLE SIZE:

The data have been collected from the respondents covering 65 Horticulture Farmer in Palani Taluk.

SAMPLING TECHNIQUE:

Convenience sampling has been used as the sampling technique for this research.

SAMPLING PROCEDURE:

Samples were selected using the Non probability sampling is used to convenience sampling procedure ,sixty five (65) Horticulture Farmer were selected as respondents for the present study.

DATA ANALYSIS:

The researcher prepared the master table from the collected primary data. Then the researcher had used tabulation, percentage analysis, and statistical procedure to interpret the collected primary data.

LIMITATIONS OF THE STUDY

1. The study is limited to Tirunelveli and therefore the findings cannot be extended to other areas.
2. A lot of horticulture farmer are there but the researcher had selected a few of them.
3. Few of the respondents were not interested in sharing their personal information.

REVIEW OF LITERATURE

Karthikeyan (2016) States that Agriculture plays a pivotal role in the economic development of a nation. Agriculture is fundamentally different from industry. The marketing of farm products is a complex process. Agricultural marketing involves many activities and processes through which the nutriment and raw material move from the farm to the final consumers. The marketing system should be so designed as to give proper reward to the efforts of the agriculturist. But unfortunately, in India, the middlemen enjoy the benefits at the cost of disability, illiteracy of the poor Indian farmers. This paper focuses on the problems faced by the farmers in the marketing of agriculture goods and offers valid suggestions to overcome the problems faced by the Indian farmers at the time of marketing their produced goods.

Tanko Saidu&Sufyan A. Tafa (2016) discussed the contemporary problems of agriculture in Nigeria are both on the supply side and demand side of agricultural commodities. In other words, there are broken value chains or disconnects among the components required for agricultural development. These problems include (i) the lack of incentive for farming (ii) the problems of capital shortages (iii) the continuing use of traditional production method and (v) poor storage facilities. On the demand side, the poor market condition for agricultural commodities discourages agricultural production in large scale or quantities.

M. Thirumagal vijaya and D.Suganya (2015) in their research paper “Marketing of Agricultural Products in India” described that the selling on any agricultural products depends on the factors like the demand of the product at that time, and availability of storage etc. The task of distribution system is to match the supply with the existing demand by whole selling and retailing in various points of different markets like primary, secondary or terminal markets. Most of the agricultural products in India are sold by farmers in the private sector to moneylenders or to village traders.

C.Prasannakumaran and V.Rajeswari (2015) implied that over the years, major changes came into effect to improve the agricultural marketing system. Many institutions viz., the regulated markets, marketing boards, cooperative marketing institutions, warehousing cooperatives etc., have been established primarily to help the farmers. However, various studies indicate that modernization in agricultural marketing could not keep pace with the technological 2 Tanko Saidu&Sufyan A. Tafa, towards fixing the broken value chain of agricultural productivity in Nigerea.

GENDER

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	Male	48	74
2	Female	17	26
	TOTAL	65	100

Source: Primary Data

Table shows that out of 65 respondents, 74 percentage of the respondents are male and the remaining 26 percentage of the respondent are female. The majority of the respondents 74 % are Male cultivators are in Palani Taluk.

YEARS

S.NO	PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE
1	Below 25 years	18	28
2	25 to 50 years	32	49
3	Above 50 years	15	23
	TOTAL	65	100

Source: Primary Data

The classification of the respondents according to their years, 28 percentage of the respondents are in the age below 25 years, 49 percentage of the respondents are in the age between 25 to 50 years, 23 percentage of the respondents are above 50 years. Majority of the respondents of cultivator in the age group of 25 to 50 years in Palani Taluk.

EDUCATION QUALIFICATION

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	No formal education	27	42
2	Below High school	15	23
3	Higher secondary	10	15
4	Graduate	05	7
5	Postgraduate	03	5
6	Diploma	05	8
	Total	65	100

Source: Primary Data

Educational qualification of the respondents, out of the total respondents 42 percentage of the respondents are no formal education, 23 percentage of the respondents were educated up to high school level, 15 percentage of the respondents up to higher secondary level, 7 percentage of the respondents up to under graduate, 5 percentage of the respondents up to post graduate, 8 percentage of the respondents up to post graduate. The majority of the respondents' were 42 % of the respondents is No formal education.

AREA OF LIVING

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	Rural	52	80
2	Urban	13	20
	TOTAL	65	100

Source: Primary Data

Table shows that out of the total number of respondents, 80 percentages of the respondents are Rural and the remaining 20 percentage of the respondent are Urban. Rural cultivators are majority of the Horticulture in Palani Taluk.

MARITAL STATUS

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	Married	47	72
2	Unmarried	18	28
	TOTAL	65	100

Source: Primary Data

Marital status of the respondents, out of the total respondents 72 percentages of the respondents is married, 28 percentages of the respondents is unmarried. The majority of the respondents 72 % is married.

NATURE OF FAMILY

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	Nuclear	54	83
2	Joint	11	17
	TOTAL	65	100

Source: Primary Data

Nature of family of the respondents, out of the total respondents 83 percentage of the respondents is Nuclear, 17 percentages of the respondents is Joint family. The majority 83 % of the respondents are Nuclear family.

NATURE OF LAND OWNERSHIP

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	Own land	42	65
2	Lease hold land	23	35
	TOTAL	65	100

Source: Primary Data

Land Ownership of the respondents, out of the total respondents 65 percentage of the respondents is Own land , 35 percentages of the respondents is Lease hold land , The majority of the respondents 65 % are own land of agriculture work.

GOVERNMENT FREE ELECTRICITY CONNECTION

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	Yes	37	57
2	No	28	43
	TOTAL	65	100

Source: Primary Data

Free electricity connection of the respondents, out of the total respondents 57 percentages of the respondents is Yes, 43 percentages of the respondents is No, The majority of the respondents 57 % are Free electricity connection of agriculture work.

HOW MANY YEARS HAVE YOU BEEN USING FREE ELECTRICITY CONNECTION

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	Below 10 years	05	8
2	10 - 20 years	23	35
3	Above 20 years	37	57
	TOTAL	65	100

Source: Primary Data

How many years of using Free electricity connection of the respondents, out of the total respondents 8 percentage of the respondents is Below 10 years, 35 percentages of the respondents is 10-20 years, 57 percentages of the respondents is Above 20 years, The majority of the respondents 57 % are Free electricity connection is above 20 years of agriculture work.

PURCHASE THE FERTILIZERS AND SEEDS FOR AGRICULTURE ACTIVITY:

S.NO	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	Own production	08	12
2	Private shop	24	37
3	co-operative societies	33	51
	TOTAL	352	100

Source: Primary Data

Purchase of fertilizer and seeds of the respondents, out of the total respondents 12 percentage of the respondents is Own production, 37 percentages of the respondents is Private shop, 51 percentages of the respondents is Co-operative societies, The majority of the respondents 51 % are purchased fertilizer and seeds is co-operative societies of agriculture work.

MAJOR FINDINGS:

- The majority of the respondents 74 % are Male cultivators are in Palani Taluk.
- Majority of the respondents of cultivator in the age group of 25 to 50 years in Palani Taluk
- The majority of the respondents were 42 % of the respondents is No formal education.
- Rural cultivators are majority of the Horticulture in Palani Taluk.
- The majority of the respondents 72 % are married.
- The majority 83 % of the respondents are Nuclear family.
- The majority of the respondents 65 % are own land of agriculture work.
- The majority of the respondents 46 % are Well with pump set of agriculture work.
- The majority of the respondents 57 % are Free electricity connection of agriculture work.
- The majority of the respondents 57 % are Free electricity connection is above 20 years of agriculture work.
- The majority of the respondents 51 % are purchased fertilizer and seeds is co-operative societies of agriculture work.

SUGGESTIONS:

- ❖ Most of the fruits and vegetables cultivated are not suitable for processing, being mostly household varieties. It is therefore necessary to provide quality seeds and planting material to farmers along with extension services so as to improve productivity and quality of the produce. Post-harvest technology must be developed and strengthened so as to increase the shelf-life of the horticultural produce.
- ❖ Overall, it can be concluded that while horticulture in the country has tremendous potential, infrastructure bottlenecks, absence of post-harvest management and other logistics act as major constraints. It is only when policy can address these issues that the potential will be realised. While efforts are being made in this directly both by public and private sector, there is still a long way ahead.
- ❖ Scientists and researchers should give training to farmers and entrepreneurs to time to time not only at district headquarters but also in villages and at their farms, so that they can learn about latest developments in the agriculture field. National institutions, such as ICAR, IARI etc. should start programme to identify farmers with potential excellence and encourage them to train other farmers in their areas.

CONCLUSIONS

Modern horticultural production and post-harvest systems are highly specialized and very sophisticated. They require considerable input from a range of technologies, many of which are designed to operate at a large scale and which are not readily adaptable by small-scale holdings. The horticultural industry is also highly integrated along the supply chain with many private and public sector parties making critical contributions to different facets from the development of new cultivars and production methods, to establishing grade standards and market entry protocols, to the actual marketing of produce.

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