A STUDY ON PRODUCTION AND MARKETING PROBLEMS OF SUGARCANE PRODUCERS IN ATTUR TALUK, SALEM DISTRICT

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Abstract

Sugar Industry is one of the most important agro-based industries in India. Sugar industry is seasonal in nature and its working period is only for 120 to 200 days in year. In India, sugar industry is the second largest industry after textiles. The country is the second largest sugar producer in the world. The sub-tropical region (Uttar Pradesh) contributes almost more than 50% of India's total sugar production. The following are the important hypotheses of the study are as under: There is no signification relationship between annual income and level of satisfaction of the sugarcane producers. There is no signification relationship between age and level of satisfaction of the sugarcane producers. The sampling used for the study is convenient sampling. This sampling is selected by the researcher for the purpose of convenience to access. For the study, sample sizes of 150 respondents were selected. The data collected were tabulated and analyzed by applying statistical tool are Simple percentage method, Chi-square test method and Correlation. The study was conducted in Attur Taluk, Salem District. The study covers a period of 12 months from October 2017 to October 2018. The survey was limited to Attur Taluk only, so it cannot be generalized to all the cities. The samples size is limited to 150 customers only. In sugarcane cultivation techniques and technologies are changing every day. So it is essential to accept and apply of all these new things during cultivation. The above study generally indicates a moderate trend in the production and the sales, variations in area, yield and sugar production.

Keywords: Sugarcane, Irrigation, Tropical Region, Production etc.

Introduction

Sugar Industry is one of the most important agro-based industries in India. Sugar industry is seasonal in nature and its working period is only for 120 to 200 days in year. In India, sugar industry is the second largest industry after textiles. The country is the second largest sugar producer in the world. The sub-tropical region (Uttar Pradesh) contributes almost more than 50% of India's total sugar production, while the balance comes from the tropical region, mainly from Tamil Nadu,

Karnataka, Maharashtra and Madhya Pradesh. The sugar industry is one of the world's major agro-based industries. Maximum global sugar production comes from the top 10 producers, of which the top three (Brazil, India and the European Union) contribute 40% of the total. In 1930s Sugar was given protection. Since then, the industry has been traditionally called a "**Child of Protection".** The Industry grew after India's independence.

Significance of the Study

In other countries sugar is a by-product, but in India sugar is the main product produced by sugar mills. India is producing large quantity of sugar because of our own needs, but now a day's only sugar production is not production is not profitable for sugar mills. Sugar industry needs to increase their capacity in by products like alcohol, ethanol co-generation etc. This could be possible only through fuller and better utilization of the by-products and alternative produce, so that the higher value products are manufactured from them and sugar industry derives maximum benefit from the sugar crop. The ultimate prosperity of the Indian sugar industry depends upon diversification into numerous avenues based on the by-products of the sugar industry.

Statement of the Problem

The cooperative sector plays an important role in the Indian sugar industry. Co-operative sugar factories are the processing unit established by the farmer in the rural area. The capital is collected from the farmers for their economical and social development. It is established as per the co-operative norms and rules. These cooperative sugar factories have created ample opportunities for employment in rural area.

Objectives of the Study

Researcher has conducted research work on the basis of set objectives, the specific objectives are as follows:- 1. To know the economic conditions of the sugarcane producers in the study area. 2. To examine the financial position of the sugarcane producers in the study area. 3. To study the type of irrigation used by the sugarcane cultivation. 4. To study the finance for the sugarcane operations in the study area. 5. To know the problems of sugarcane producers in the study area. 6. To find out the level of satisfactions of the sugarcane cultivators in the study area. 7. To offer suggestions for the improvement of sugarcane production and marketing.

Hypothesis of the Study

The following are the important hypotheses of the study are as under: There is no signification relationship between annual income and level of satisfaction of the sugarcane producers. There is no signification relationship between age and level of satisfaction of the sugarcane producers. There is no signification relationship between annual income and level of satisfaction of the sugarcane producers. There is no signification relationship between annual income and type of irrigation of the sugarcane producers. There is no signification relationship between annual income and experience of the sugarcane producers.

Research Methodology

Research Design: The research design of the project is descriptive as it describes data and characteristics associated with the population using mobile phones. Descriptive research is used to obtain information concerning the current status of the phenomena to describe "what exists" with respect to variables in a given situation.

Method of Data Collection: To accomplish the objectives of the study, both primary and secondary data's were collected.

Primary Data: Primary data is that data which is collected for the first time. It is original in nature in the shape of raw material for the purpose of collection of primary data a well structured questionnaire was filled by the respondents. The questionnaire comprises of close ended as well as ended questions.

Secondary Data: Secondary data is the data which is already collected by someone. They are secondary in nature and area in shape of finished product. Secondary data was collected so as to have accurate results. Required data was collected from various books, magazines, journals and internet.

Sampling Method: The sampling used for the study is convenient sampling. This sampling is selected by the researcher for the purpose of convenience to access.

Sample Size: For the study, sample sizes of 150 respondents were selected

Statistical tools used for the study: The data collected were tabulated and analyzed by applying statistical tool are simple percentage

method, Chi-square test method and Correlation

Area of the Study: The study was conducted in Attur Taluk, Salem District.

Period of the Study: The study covers a period of 12 months from October 2017 to October 2018.

Limitations of the Study: The survey was limited to Attur Taluk only, so it cannot be generalized to all the cities. The samples size is limited to 150 customers only. Time is one of the major constraints. At most care taken by the researches to choose the correct information from the respondents. The study is based upon primary data, so any wrong information given by the respondents may mislead the findings.

Review of Literature

Prakash Rao and Venkateswara Rao (2005) examined the "Problems and Prospects of Sugar Industry in India". An attempt has been made to examine the problems and prospects of sugar industry in India. Though the industry contributes a lot to the socioeconomic development of the nation, it is plagued with a number of problems such as cyclical fluctuations, high support prices payable to farmers, lack of adequate working capital, partial decontrol and the uncertain export outlook. Despite the problems, the industry has good growth potential due to steady increase in sugar consumption, retail boom and diversification into areas such as power generation and production of ethanol.

Goncharuk and Anatoliy (2009) in his article entitled that "How to make sugar production more effective: A case of Ukraine" is devoted to the analysis of efficiency of sugar companies of Ukraine and the ways of its improving. The main factors of sugar plants inefficiency are defined and he finds that these problems have two sides: external and internal. The solving of external problems is not connected with actions of companies and depends on the government and its further policy in the field of regulation of agriculture and sugar production. The solving of internal problems of sugar companies depends on desire and abilities of their proprietors and management to manage a business performance. Recommendations for the improvement of efficiency of sugar companies and industry based on the study are the following; attraction of large foreign investors having high-efficiency technologies, own raw-material base (beet, raw sugar) and distribution channels abroad, and directed to increasing of labour productivity, reduction of wastage, improving of energy efficiency and decreasing of materials-output ratio.

Data Analysis and Interpretation of Production and Marketing Problems of Sugarcane Producers

Annual Income

Annual Income	Respondents	(%)
Below 1,00,000	38	25
1,00,000-3,00,000	60	40
3,00,000-5,00,000	42	28
Above 5,00,000	10	7
TOTAL	150	100

Source: Primary Data

Out of total respondents, the majority of respondents (40%) have got annual income Rs.1,00,000 – Rs.3,00,000, 28 percent of the respondents have got annual income between Rs.3,00,000 – Rs.Rs.5,00,000, 25 percent of the respondents have got annual income between below Rs.1,00,000 remaining 7 percent of the respondents have got annual income above Rs.5,00,000 in the study area. Conclusion **:** It is completed that the majority of respondents (40%) have got annual income Rs.1,00,000 – Rs.3,00,000 in the study area.

Association between Annual Income and Level of Satisfaction

H_o = There is no significant relationship between annual income and level of satisfaction of the sugarcane producers.

Actual Frequency Table

Annual income	Level of satisfaction	Total
38	28	66
60	68	128
42	34	76
10	20	30
0	0	0
150	150	300

Degree of Freedom at 5%

df= (r-1) (c-1)   = (5-1) (2-1)=(4) (1)= 4 9.49.

Hypothesis Testing:

The calculated value is less than the table value. Hence the hypothesis is accepted.

Conclusion:

There is no significant relationship between annual income and level of satisfaction of the sugarcane producers.

Findinds of the Study
Percentage Analysis

It is concluded that the majority of the respondents (39%) are belonging to the age between 31-40 years in the study area. It is accomplished that the most of the respondents (39%) are studied below 12th study the study area. It is concluded that the majority of the respondents (56%) are female respondents in the study area. It is completed that the majority of respondents (40%) have got annual income Rs.1,00,000 – Rs.3,00,000 in the study area. It is ended that the most of the respondents (51%) are living in joint family in the study area of Attur. It is concluded that the majority of the respondents (43%) are having members in the family between 3 -5 in the study area. It is ended that the most of the respondents (76%) are using own land for sugarcane cultivation in the study area. It is concluded that the majority of the respondents (35%) are having the land position between 2-4 (Acres) in the study area. It is concluded that the majority of the respondents (28%) are having experience in sugarcane cultivation below 4 years in the study area. It is concluded that the majority of the respondents (49%) are getting sugarcane cultivation awareness from family members in the study area. It is concluded that (56%) of the respondents are having nature of agriculture in regular sugarcane in the study area. It is concluded that the majority of the respondents of (73%) are using bore well for sugarcane cultivation in the study area. It is concluded that the most of respondents (47%) percent are getting finance form bank for the sugarcane operations in the study area. It is concluded that the great majority of the respondents (57%) are getting sugarcane production above 8 tones in the study area. It is concluded that the majority of the respondents (49%) are selling sugarcane in contract in the study area. It is concluded that the great majority of the respondents (65%) are selling sugarcane between Rs.2, 000 to Rs.4, 000 per ton in the study area. It is concluded that the majority of the respondent (57%) are getting sale proceeds of sugarcane within a month in the study area. It is concluded that the majority of the respondents (40%) are satisfied with the price of sugarcane in the study area. It is concluded that the majority of the respondents (52%) are not having membership in sugarcane association in the study area. It is concluded that the majority of the respondents (57%)

percent are not awareness about programme organized by the association in the study area. It is concluded that the majority of the respondents (64%) percent are getting govt subsidies in the study area. It is completed that the majority of respondents (48%) have got amount of subsidies from govt between Rs.2, 000-4, 000 in the study area. It is concluded that majority of the respondents (45%) are satisfied with the about sugarcane cultivation in the study area.

Rank Analysis: It is concluded that the water problem of sugarcane is getting first rank in the study area.

Correction Analysis: There is a positive correlation between experience of sugarcane cultivators and level of satisfaction of sugarcane cultivators in the study area.

Chi-Square Test Analysis: There is no significant relationship between annual income and level of satisfaction of the sugarcane producers. There is significant relationship between age and level of satisfaction of the sugarcane producers. There is significant relationship between education and level of satisfaction of the sugarcane producers. There is significant relationship between annual income and type of irrigation of the sugarcane producers. There is significant relationship between annual income and experience of the sugarcane producers. There is significant relationship between annual income and nature of sugarcane of the sugarcane producers. There is significant relationship between experience and production of sugarcane of the sugarcane producers.

Suggestions of the Study: Taking into consideration, the problems of sugarcane farmers the following suggestions are given to sustain Sugarcane cultivation and to improve the economic conditions of sugarcane farmers. 1. The Mahatma Gandhi National Rural Employment Guarantee Act has to be grounded strictly during non-agriculture season i.e. from April –June. 2. In view of huge labour cost, appropriate capital intensive techniques (machinery to plant sugarcane stems, de-weeding and harvesting machines) are to be supplied by the government on subsidy basis or 275 made available. Farmers who can afford them will purchase. Once they are available in the village, farmers can hire them as they are doing in case of tractors and crushing machines. 3. Sugarcane farmers need to be educated on

recent techniques of cultivation and Farm Management by government extension department functioning at Mandal level. 4. The sugarcane mills are to be strictly instructed to purchase cane immediately after harvest without loss of weight. 5. The most important recommendation is, proper review of government policy of MSP. This need to be increased. 6. Uninterrupted power supply need be ensured at least 8 hours in a day so that necessary irrigation from wells will be possible which affect the output. 7. Relation between the sugarcane growers and the factory should be always well knit. 8. There should be some systems for providing suitable seeds, fertilizers and pesticides to the member farmers. 9. There should be Option for factory's transportation service. 10. There should be new Techniques and Technologies in Sugarcane Cultivation

Conclusion

In sugarcane cultivation techniques and technologies are changing every day. So it is essential to accept and apply of all these new things during cultivation. The above study generally indicates a moderate trend in the production and the sales, variations in area, yield, sugar production and recovery of sugar should be avoided. In recent years, sugar cane production in India has slow down due to water and power scarcity. In order to regular level of supply of water, all the area under sugar cane cultivation should be brought under drip irrigation. Drip irrigation equipments should be supplied free of cost by the government. Satisfactory and expected power supply to sugar cane growers and sugar factories would raise production and productivity. To boost the share of Indian sugar industry in global trade, quality and quantity of sugar need to be improved through modern technology. Hence efforts should be made to ensure a positive trend in the estimation and maintenance of the production and sales.

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