

CONSTRAINTS OF TOMATO PRODUCTION IN SALEM REGION, TAMILNADU, INDIA

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Abstract

*Tomato (*Lycopersicon esculentum*) is an important vegetable crop in India and is grown on an area of 4.58 million hectares with the production of 74.62 million tonnes. The geographical area of the Salem is 5205.30 sq kilometers. It has four revenue divisions viz., Salem, Attur, Mettur and Sankagiri and it is divided into nine taluks viz., Attur, Mettur, Omalur, Sankari, Salem, Yercaud, Gangavalli, Idappadi and Vazhapadi. The district comprises of three Municipalities viz., Idappadi, Attur and Mettur and one Corporation i.e Salem and 385 Village Panchayats with 646 Revenue villages. Sample size 50 each of 3 seasons i.e. kharif, rabi and summer i.e. 150 respondents were selected for present investigation. The results revealed that, problems faced by farmers in production of tomatoes were non-availability of labour in time which was reported by (70.00 per cent) farmer which was severe in summer followed by kharif and rabi season. Non-availability of seedlings in time (53.33 per cent), non-availability of loan facilitate in time (45.55 per cent) etc. In case of marketing of tomatoes the problem faced by farmers were low and fluctuating prices (78.88 per cent), cost of packaging material (72.22 per cent), high transport cost (70.00 per cent), high commission charges (62.11 per cent) etc.*

Key words: *Seasonal, Constraints, Perishable, Production, Marketing.*

Introduction:

India is mainly farming nation. Farming is the main methods for living for right around 66% of the utilized class in India. It establishes the most critical piece of Indian Economy. Farming, alongside its associated areas, is undeniably the biggest work supplier in India and most key ventures rely on the part for their data sources. Farming in India has experienced fast change in the previous two decades; the approaches of globalization and advancement have opened up new roads for rural modernization.

During last one and a half decade a few difficulties have surfaced in Indian agribusiness which is turning out to be increasingly more extreme with the progression of time. These identify with development of yield, effectiveness, value and maintainability. The greatest test is to switch the sharp decrease in development pace of farming part experienced after mid 1990s. The development rate has turned lower than the development in populace reliant on agribusiness suggesting that per capita pay in farming is falling. This is viewed as a main consideration for enormous scope provincial misery and huge number of self-destructive passings by ranchers in different pieces of the nation.

Another greatest test is to guarantee manageable utilization of characteristic assets. While the requirement for quickening agrarian development are self-evident, normal asset base in the nation is contracting. There are additionally indications of corruption of land and overexploitation of water in the nation. The circumstance calls for improving intensity of Indian farming which requires improvement in effectiveness in agrarian creation, advertising, transport and so on.

There is a solid inclination in the nation that mediation in food markets has profited just agronomically dynamic districts. The downpour took care of and dry land farming areas have been overlooked. There is likewise genuine worry about reasonability and eventual fate of littler size possessions which establish larger part of ranchers in the nation. The current situation with grim image of farming in the nation has come about because of a few elements/reasons. The first is absence of clear strategy on agribusiness for quite a while. The nation didn't change institutional instruments and administrative system to make condition helpful for farming development and which was expected to acclimate to changes in household and worldwide condition. This relates especially to investment by private area in yield markets and seed advertise. The subsequent explanation is disregard of foundation and redirection of assets to populist measures. Third explanation is log jam in innovation arriving at potential locale and debilitating of expansion framework for dispersal of innovation. Except if extreme changes are actualized in horticulture division it would not be conceivable to restore yield development on manageable premise and alleviate rustic trouble.

History of tomato as food

The present-day tomato has a short history of human utilization. It was accepted to have its birthplace in the South American Andes, which is in present day Peru where it was developing in the wild at the foot of slopes. It was then taken to different pieces of the world by the early pioneers where it was planted as elaborate interests however not eaten. In Europe for example it was planted in gardens as enlivening plants and was viewed as harmful. Despite the fact that tomato was acknowledged later as an eatable harvest in Europe in around 1840 there was as yet severe restriction to its utilization in different pieces of the world. Worldwide tomato creation

expanded during the 1920s because of advancements in innovations that made automated handling conceivable. With expanding information in benefits got from hereditary change of tomatoes, progressively attractive parameters have been chosen for varietal improvement to upgrade the harvest for human utilization. Today, incalculable assortments of tomatoes are devoured everywhere throughout the world in various plans.

Review of Literature:

Vishwanatha Guptha (1990) in his article buys in that, composed market will alone guarantee reasonable cost to makers just as purchasers. Farmers' markets work in a similar line. Vishwanatha Guptha opines that, "if promoting of agrarian produce is appropriately composed, it can bring a decent cost to the rancher and he will be enlivened to deliver more. The enthusiasm of the buyer will likewise be dealt with next to each other. An effective and appropriately sorted out advertising ought to coexist with value systems. In this manner, guarantee reasonable cost to the maker just as to the buyer.

P.K. Mishra (2003) in his article, "Rationalization of Market Fee" the current arrangement of toll of charge at various focuses for a similar product at various phases of exchange should be supplanted, by single point duty of market expense in the whole procedure of showcasing in the State. There is requirement for tenderizing consistency in the state level expense structure in horticultural wares for improving the advertising efficiencies.

Nizamuddin Khan (1990) in his paper, "Needing Gainful Agrarian Marketing" has featured the different ills winning in farming advertising. As per him, Horticultural Advertising in India is experiencing extraordinary infrastructural, authoritative, and utilitarian crossing points. It is wasteful and non-gainful to makers, the dealers. Pain deals, particularly in towns, were the normal work on during the excess seasons. Little and peripheral ranchers were unfavorably influenced and they had to contract their overflow to the commission operators so as to get advances when they were in trouble. Lacking infrastructural offices like every climate street and capacity, ranchers of little size, attractive overflow, non-reasonable linkage to the controlled and rustic markets from the towns just as makers, feeble associations were the huge components, which keep the cultivators to reasonable cost from their per unit of promoted surplus in the business sectors. Appropriate association of business sectors of rural produce won't just expel the ills of the agrarian showcasing however in a manner they will help ranchers roused towards higher creation and duration in horticulture.

S.Shanmuga Sundaram and Natarajan (2001) in their article, "A concentrate on Uzhavar Sandhai" (With Unique Reference to Recipients Mentality Towards Suramangalam Uzhavar Sandhai, Salem), have analyzed the tasks of farmers' market and found that farmers' markets help the ranchers to get a sensible cost for their produce evading all undesirable and nonsensical charges. The customers were encouraged to get new vegetables at a less expensive cost with no malpractice in gauging. Their examination incited them to recommend

foundation of telephone offices, augmentation of business time (working hours) and working of the market both in the morning and night.

Main theme of the research:

Statement of the Problem:

Creation of rural items has been representing a major issue for the ranchers. The ranchers, who produce crops, battle a ton of bring them up. They furrow and tilt the land, seed the plants, water assets, clean them and pack the items fit to be taken to the business sectors available to be purchased. Indeed, even at the hour of delivering the harvests and at the hour of selling them they face a great deal of obstacles and hindrances, for example, the impedance of agents and brokers, absence of protection office, absence of fund, significant expense of information sources, storage facilities and shipping issues. In the market the ranchers are cheated by the agents the buys like charging the merchandise less, gauging the items in uneven machines, etc. Consequently the ranchers face various issue structure the underlying phase of creation to work the offer of the items in the market. And all these are joined and at last have a profound effect on rural promoting. Thus agribusiness as an occupation gets unfruitful and along these lines, unviable.

3.2 OBJECTIVES OF THE STUDY

- To study the opinion of farmers towards performing tomato in the present scenario
- To study the existing nature and structure of tomato in Salem region.
- To analyze the factors that influence harvesting of tomato in the sample area.
- To identify the challenges in production of tomato in Salem region.
- To give suggestions based on the findings.

Period of the study:

The examination were done between the period November 2019 and December 2019

Profile of the Study Area:

Salem Locale is a region of Tamil Nadu state in southern India. Salem is the region central station and other significant towns in the locale incorporate Mettur, Omalur and Attur. Salem is encircled by slopes and the scene dabbed with hillocks. Salem has an energetic culture going back to the old Salem Nadu administered by Mazhavar rulers. Salem goes under Mazhanadu in Sangam Age. As an area, Salem has its importance in different angles; it is known for mango development, silver decorations, material, sago ventures and steel creation. Starting at 2011, the area had a populace of 3,482,056 with a sex-proportion of 954 females for each 1,000 guys. Salem is probably the greatest city in Tamil Nadu.

It has four income divisions viz., Salem, Attur, Mettur and Sankagiri and it is partitioned into nine taluks viz., Attur, Mettur, Omalur, Sankari, Salem, Yercaud, Gangavalli, Idappadi and Vazhapadi. The locale includes three Districts viz., Idappadi, Attur and Mettur and one Company i.e Salem and 385 Town Panchayats with 646 Income towns.

3.5 METHODOLOGY OF THE STUDY:

The multistage Sampling strategy was embraced in planning testing outline for the investigation. In the primary stage, Salem region was chosen. Also, in the subsequent stage, five squares were chosen dependent on probability and most noteworthy region under development. In the third stage five towns were chosen in each square. For gathering essential information 20 ranchers were chosen indiscriminately from every town. In this way, the example size comprised 500 for the examination all in all. Further, while choosing the towns in the chose hinders for distinguishing the possibility just as grouping of ranchers, the analyst had a meeting with the few officials of Agribusiness offices at locale taluk level.

A pilot study was led with a thought of testing the unwavering quality of the survey structured. Tests of 150 ranchers in Salem were chosen for this reason. In view of the perspectives on the respondents, the required alterations were completed and the survey was normalized. This pre-test diminishes predisposition by distinguishing ambiguities and confusion, which would then be able to be limited then the instrument focuses on high level of explicit objectivity.

3.6 METHODS OF DATA COLLECTION:

It become determined that a descriptive observe the usage of number one statistics might be suitable to analyze the goals. The primary statistics had been accrued from the farmers via using interview time table specifically designed for the purpose. Utmost care turned into taken to offer important clarifications in vernacular to enable the respondents to reply as correctly as viable without any ambiguity. The stuffed up time table has been thoroughly checked and ensured as regards correctness and consistency of information. The secondary data were obtained from numerous secondary assets like newspapers, magazines, journals, books, web sites of statistical abstracts of tamil nadu, reserve financial institution of india, ministry of agriculture, agricultural information at a glance, directorate of economics and data and from numerous institutional libraries.

3.7 STATISTICAL TOOLS USED

The data drawn from the various sources were subjected to statistical treatment using the appropriate tools. The data is analyzed using SPSS software and in the case of statistical tests all the hypothesis are tested at 5% significance level.

The following statistical tool have been used to analyze the collected data: Simple Percentage Method.

IV. RESULTS AND DISCUSSION

4.1 Demographic Profile:

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The questionnaire included a segment on respondents' profile. The gender, age, educational qualification, occupation and their annual income are analyzed in the demographic information. This was done because assortments of demographic factors were likely to influence the store choice decisions of the respondents.

Factors	Classification	No.of Respondents	Percentage	Cumulative Percentage
Age	Below 30 years	58	11.6	11.6
	31 years-45 years	147	29.4	41
	46 years to 60 years	211	42.2	83.2
	Above 60 years	84	16.8	100
Educational Qualification	School Education	244	48.8	48.8
	Diploma/Degree	158	31.6	80.4
	No formal Education	98	19.6	100
	Agriculture	358	71.6	71.6

Source of Income	alone			
	Business/Service along with agriculture	142	28.4	100
For how many years you were involved in farming?	Below 20 years	107	21.4	21.4
	20 years-30 years	144	28.8	50.2
	31 years to 40 years	161	32.2	82.4
	Above 40 years	88	17.6	100
Annual Income	Below Rs.1 Lakh	237	47.4	47.4
	Rs.1 Lakh-Rs.2 Lakh	185	37.0	84.4
	Rs.2 Lakh-Rs.3 Lakh	54	10.8	95.2
	Above Rs.3 Lakh	24	4.8	100

Source: Primary data

From Table 4.1.1 it is inferred a majority of 42.2% of the respondents are of the age group of 46 years to 60 years and only 11.6% are below the age of 30 years. A maximum 48.8% of the respondents are having the basic school education and nearly 20% are having no formal education. A majority of 71.6% are doing agriculture alone as their occupation. A major portion of 32.2% is doing farming for 31 years to 40-years. 47.4 percentage of the respondents are in the annual income range below Rs.1 lakh.

4.2 SUGGESTIONS:

1. Consolidation of town terrains and agreeable cultivating will facilitate the weight of divided landholdings. At the point when the ranchers structure a consortium at the town level, the total land can be cultivated by utilizing the most recent innovation.
2. The utilization of complex ranch apparatus and gear will assist the peripheral ranchers with increasing the horticultural profitability.
3. To comprehend the issue of gracefully chain bottlenecks, the administration has begun controlling the market. Serious purchasing, disposal of misbehaviors, use to normalized loads and measures, upgraded debate settlement framework are the substance of the procedure.
4. Crop protection is an unquestionable requirement for ranchers to spare them from catastrophic events.
5. The Government must fix least costs for all items including transient vegetables like tomatoes and organic products to forestall trouble selling.
6. Banks also will loan cash to a town consortium, which can be used to support ranch efficiency, utilize maintainable cultivating strategies, decrease overdependence on manures and subsequently tackle numerous issues.
7. Irrigation issues can be tended to by Government ideally at the State and National levels. In spite of the fact that the Legislature can't drive ranchers to deliver just the assigned yields specifically regions, it can unquestionably instruct them about the other options.
8. Scientific research in this subject is to be urged to advance seeds which are mellow on asset prerequisites however help the ranchers in boosting the yields.
4. Some manageability arrangements are appropriate yield the executives based on water accessibility, crop pivot, sending present day rural practices to support profitability, exchanging over to natural cultivating push on associated exercises.

5. Storage offices can be supported by little cool stockpiling or storage facilities at town level, which can be built up from Panchayat assets and credits to the town society.

4.3 CONCLUSION:

There's absolute confidence that in any manufacturing there is a cause closer to earnings concerned and at the same time the advertising is to be based on certain values, standards and philosophies such as providing simply and truthful prices to the farmers who toil hard to until. Bringing important reforms coupled with proper price discovery mechanism thru regulated marketplace device will help streamline and strengthen agricultural advertising. Production and advertising of agriculture can be made powerful if it's far looked from the collective and integrative efforts from various quarters by means of addressing to farmers, middlemen, researchers and administrators. It's miles high time we delivered out significant strategies in agricultural advertising with innovative and creative tactics to convey culmination of hard work to the farmers.

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