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Constraints faced by turmeric growers and invite their suggestions to overcome the constraints

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Abstract

The present study was conducted in Basmat and Aundha tehsils of Hingoli district from Marathwada region of Maharashtra State in 2024-2025, with an objective to study “Marketing behaviour of turmeric growers in Marathwada region”. Six villages from each tehsil were selected. Total twelve villages were selected for research study. Ten respondents were selected from each village and hence 120 respondents were selected for the study. Ex post facto research design was followed in present investigation. As regard the constraint faced by turmeric growers it was observed that, Very large majority of respondent faced the constraint exploitation by middlemen 83.33 percent, high cost of transportation 79.17 percent, fluctuation in market price 74.17, non-availability of storage facility 62.50 percent, Lack of market information 25.83 percent and market is far away (10.00%).

The suggestions expressed by turmeric growers such as majority of the respondents suggested for eliminate middlemen (75.83%), standardized price for produce (66.67%), provide access to market information (50.00%), frame cooperatives for collective marketing (35.00%).

Keywords: Marketing, behaviour, turmeric, turmeric grower, Marathwada region

Introduction

Turmeric, scientifically known as *Curcuma longa*, is one of the most important spices in the global market, prized for its culinary, medicinal, and cultural applications. Known for its vibrant yellow colour and distinct flavour, turmeric is an integral part of various cuisines, particularly in India, where it is widely used in both food preparation and traditional medicine.

However, before turmeric can be used in culinary or medicinal applications, it must undergo a series of processing steps to enhance its flavour, colour, and shelf life. These processing techniques are crucial as they help transform raw turmeric rhizomes into a more refined and marketable product. In the traditional methods, turmeric rhizomes were boiled or steamed and then subjected to various curing methods to remove the raw odour, gelatinize the starch, and give the rhizomes a uniform golden colour. Initially, turmeric rhizomes were placed in earthenware pans filled with water, covered with leaves, and layered with cow dung. The ammonia in the cow dung would react with the turmeric to produce the desired colour and aroma. However, due to hygienic concerns, this traditional method has largely been replaced by more modern techniques.

Marketing behaviours defined as farmer or producer perform one or more marketing activities. It includes selling of produce at different places and volume, moving the produce from the point of production to the consumer and role of farmers in different stages of marketing of agriculture or horticulture produce.

Marketing behaviour includes all activities that help move goods and services from the producer to the final consumer. It covers a wide range of functions such as purchasing, selling, processing the produce for sale, collecting it in one place, transporting, sorting, packaging, storing, value addition, and retailing. Other crucial elements include marketing finance, distribution systems, quality control, market intelligence, and training. Building strong market linkages is also a part of this process. Marketing systems are constantly evolving, shaped by competition and the need for ongoing innovation.

One of the key enablers in this system is access to accurate and timely market information. It helps ensure better coordination, lowers marketing expenses, enhances productivity, and supports a more efficient and transparent market environment.

Materials and Methods

Ex-post facto research design was used to conduct the investigation. Purposive sampling techniques were employed in the multistage research sample drawing process. The state of Maharashtra's Marathwada region was chosen. The Hingoli districts is chosen from the Marathwada region. of them, two talukas Aunda and Basmat were purposively chosen for the study because maximum turmeric growers are from this area. Six villages were randomly chosen from each of the talukas that were chosen. For the study, a total of twelve villages were

chosen. Ten farmers from each village were chosen as respondents based on a random sampling approach that was used for the selection of respondents. 120 growers of turmeric were therefore chosen for the study. These selections were done by using a simple random sampling method. The ex post facto research design used for present study. An interview schedule was prepared in view of the objective of the study and data were collected by personal interview of the selected soybean growers at their home or farms. The collected data was organised, tabulated and analyzed with help of statistical tools like frequency, mean, standard deviation, correlation of coefficient (r).

Results and Discussion

Constraints Faced by Turmeric Growers

Table 1: Production constraints faced by the turmeric growers

Sr. No.	Production constraints	Frequency	Percentage	Rank
1	Problem of pest and diseases	77	64.17	III
2	High cost of fertilizers and plant protection chemicals	87	72.50	I
3	Inadequate irrigation facilities	76	64.33	IV
4	Lack of finance/ credit facility	39	32.50	VI
5	Limited and irregularity of electric power supply	53	44.17	V
6	Non availability of labour	86	71.67	II

It is evident from Table 1 that, high cost of fertilizers and plant protection chemicals ranked first followed by non-availability of labour, problem of pest and diseases, inadequate irrigation facilities, limited and irregularity of electric power supply, lack of finance/ credit facility, ranked second, third, fourth, fifth and sixth respectively.

Table 2: Marketing constraints faced by the turmeric growers

Sr. No.	Production constraints	Frequency	Percentage	Rank
1	Market is far away	12	10.00	VI
2	High cost of transportation	95	79.17	II
3	Fluctuation in market price	89	74.17	III
4	Exploitation by middlemen	100	83.33	I
5	Lack of market information	31	25.83	V
6	Non availability of storage facility	75	62.50	IV

It was observed from the Table 2 that, exploitation by middlemen ranked first followed by, high cost of transportation, fluctuation in market price, non-availability of storage facility. Lack of market information, market is far away and ranked second, third, fourth, fifth and sixth respectively.

Suggestions by turmeric growers

Table 3: Suggestions given by the turmeric growers to overcome the constraints

Sr. No.	Category	Frequency	Percentage
1	Eliminate middlemen	91	75.83
2	Standardized price for the produce	80	66.67
3	Provide access to market information	60	50.00
4	Frame cooperatives for collective marketing	42	35.00

From the above Table 3 it could be seen that, majority of the respondents suggested for eliminate middlemen (75.83%), standardized price for produce (66.67%), provide access to market information (50.00%), frame cooperatives for collective marketing (35.00%)

Conclusion

It was found that high cost of fertilizers and plant protection chemicals and non-availability of labour the major problem faced by the turmeric growers in production of crop. high cost of transportation, fluctuation in market price and non-availability of storage facility is the major constraint faced by the growers in marketing of produce.

It was evident that majority of the respondents suggested that avoiding the middlemen and give standardized price for the produce for improvement of marketing problems.

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