



A STUDY ABOUT THE PRODUCTION AND MARKETING OF SPICES IN KANYAKUMARI DISTRICT

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Abstract

This chapter reveals the findings which are identified by the researcher regarding the production and marketing of spices in Kanyakumari District. Some suggestions are suggested by the researchers to undertake necessary steps to increase the production and marketing of spices in Kanyakumari District. Though spices cultivation occupies a significant position, it encounters many problems from the planting stage to the marketing of spices, price fluctuation increasing cost of production, seasonal changes low productivity, exploitation by intermediaries and weak marketing system are some of the problems faced by the spices growers of this district. To analysis and interpret both primary and secondary data, appropriate statistical tools , chi-square test and Garret ranking analysis have been used.

Introduction

The richness of the culture and the fragrance of the spices were the major sources of glory of the ancient India. It is really amazing to see that India could maintain its supremacy in the production and trade of spices even from the Vedic ages dating back to 6000 B.C to the modern era of the third millennium. The vicissitudes of history made unbelievable changes everywhere but the India domination over the world spice market still remains unquestionable.

The geographical and climatic peculiarities of South India in general and Kerala in particular are the major gifts of nature still providing us an upper hand in the world of spices. Geographical advantages of the state coupled with the sterling efforts of the people, particularly of the high ranges of the Western Ghats, help us to produce the best quality spices favoured all over the world. The state of Kerala has made considerable achievement in the export of spices during the last many years. Pepper, cardamom, ginger, turmeric, nutmeg, garlic, chilly, tamarind, vanilla and cinnamon etc, are the major items of spices produced and exported from Kerala.

Statement of the Problems

The problems associated into the production and marketing of spices are stated as follows.

1. Poor consideration on quality production.
2. Grading is done as per demand by the importing countries.
3. Inadequate infrastructure facilities available for value addition.
4. Insufficient storage facilities.
5. Lack of proper post- harvest handling techniques.
6. Inadequate knowledge pertaining to quality production
7. Unawareness of systematic production technology.
8. Lack of proper marketing system.
9. Inadequate export facilities compel growers to sell their products in the local market.
10. Lack of crop insurance facility.

Objectives of the Study

1. To identify the problems in the production and marketing of Spices in Kanyakumari District.
2. To offer suitable suggestions for the improvement in the production and marketing of Spices in Kanyakumari District.

Methodology

The study is based on both primary and secondary data. Primary data are collected from the cultivators of spices in Kanyakumari District. Three hundred cultivators are selected for the study. The selection is done by stratification sampling method. Stratification is done on the basis of different sizes of holdings and different types of spices cultivated in all places of Kanyakumari District.

Secondary data collected to journals, Report of Assistant Director of Statistics, and Horticulture Department of Nagercoil.

Frame Work of Analysis

Primary data are analysed through statistical tools like Chi-square test and Garret ranking technique.



Chi- Square Test (χ^2)

$$\chi^2 = \frac{(O-E)}{E}$$

O = Observed frequencies; E = Expected frequencies
The expected frequencies are calculated as follows.

$$E = \frac{RT \times CT}{N}$$

E = Expected frequency; RT = Row total; CT = Column total
N = The total number of observation

Garret Ranking Technique

Garret ranking technique is used to analyse the problems faced by the cultivators and traders.

$$\text{Present position} = \frac{100 (R_{ij}-5)}{NJ}$$

Scope of the Study

The current study has a special bearing on the marketing of spices in Kanyakumari District. An analysis was conducted to identify the problems faced with cultivation and marketing of spices in Kanyakumari District. This study also exhibits the factors which affect the cultivators of Spices and dealers of Spices in Kanyakumari District, in order to improve the production and sales of Spices.

Analysis about the Production and Marketing of Spices by Cultivators

This study is based on sample method. So it is necessary to understand the particulars of the sample respondents such as their area, reason and way of becoming a spice cultivator

Area under Spices Cultivation

The details of area under spices cultivation are stated in table 1 as follows:

Table1: Area under spices cultivation

Area	No. of Respondents	Percentage
Below 1 acre	175	58
1- 2.5 acre	85	29
2.5- 5 acre	12	4
Above 5 acre	28	9
Total	300	100

Source: Primary data

It is observed from Table 1 that majority of the respondent's cultivating area is below 1 acres. They are 175 in number forming 58 percentage of the total. Only 12 are in the cultivating area below 2.2-5 acre forming 4 percentage of the total.

Reason of Cultivation

The details of reason of cultivation of spices are stated in Table 2 as follows:

Table 2: Reason of cultivation

Cultivation	No. of Respondents	Percentage
Favourable climate	100	33
Easy marketability	66	22
Unemployment	65	22
Profit motive	69	23
Total	300	100

Source: Primary data



It is observed from Table 2 that majority of the respondents stated favorable climate as the reason for cultivating spices. They are 100 in number forming 33 percentage of the total. Only 65 are with the reason of unemployment. They form 22 per cent of the total.

H₀: There is no significant difference between the area of cultivators and different type of spices cultivated

The test is conducted through the χ^2 test with the help of the Table 3 which has been stated as follows:

Table 3: Area wise classification of respondents

Spices	Below 1 acre	1-2.50acre	2.50-5 acre	Above 5 acre	Total
Pepper	60	10	2	-	72
Clove	25	39	7	22	93
Cardamom	-	8	2	5	15
Ginger	23	-	-	-	23
Tamarind	67	28	1	1	97
Total	175	85	12	28	300

Source: Calculated data

From the above analysis, it is inferred that there is significant difference between acre covered by cultivation of spices and type of spices cultivated by the sample respondents. In order to find out the difference between area under cultivation and type of spices cultivation as per null hypothesis “there exists significant difference between acre group and category of spices cultivators used by the sample respondents”. On the basis of the data chi-square value was calculated and the result of which are stated as follows:

$$\begin{aligned} \text{Degrees of freedom} &= (5-1)(4-1) = 12 \\ \text{Table value} &= 21.0 \\ \text{Calculated value} &= 118.04 \end{aligned}$$

Since the calculated value (118.04) is greater than its corresponding table value (21.0) at 5 per cent level of significance the null hypothesis is rejected. Therefore, it is concluded that there is significant difference between area of the respondents and category of spices cultivated.

H₁: There is no significant difference between the reason of cultivation and different type of spices cultivated

The test is conducted through the χ^2 test with the help of the Table 4 which has been stated as follows:

Table 4: Reason for cultivation of Spices

Spices	Favorable climate	Un employment	Profit motive	Easy market	Total
Pepper	21	16	15	20	72
Clove	23	28	22	20	93
Cardamom	5	-	8	2	15
Ginger	1	14	3	5	23
Tamarind	50	7	21	19	97
Total	100	65	69	66	300

Source: Calculated data

From the above analysis, it is inferred that there is significant difference between reason of cultivation group and type of spices cultivated by the sample respondents. In order to find out the relation between reason of cultivation and type of spices cultivation as per null hypothesis “there exists significant difference between reason of cultivation group and category of spices cultivators used by the sample respondents”. On the basis of the data chi-square value was calculated and the result of which are stated as follows:

$$\begin{aligned} \text{Degrees of freedom} &= (5-1)(4-1) = 12 \\ \text{Table value} &= 21.0 \\ \text{Calculated value} &= 50.51 \end{aligned}$$

Since the calculated value (50.51) is greater than its corresponding table value (21.0) at 5 per cent level of significance the null hypothesis is rejected. Therefore, it is concluded that there is significant difference between reason of cultivation of the respondents and category of spices cultivated.



Garrett Ranking Techniques

The problems faced by cultivators of spices are studied and the details of it are analysed through Garrett ranking method, the details of it are stated in

Table 5 as follows:

Table 5: Problems faced by cultivators of Spices

S. No	Problems	Response	Rank
1	High labour cost	59.8	I
2	Water	55.8	II
3	Diseases caused in spices	54.5	III
4	Price fluctuation	39.9	IV
5	climate	38.7	V

Source: Primary data

It is clear from Table 5 shows that main problem faced by the spices cultivators which result in high labour cost. Water problem is the second problems faced by the cultivators. Third problem is the diseases caused in spices and fourth problem is price fluctuation and the last problem faced by cultivators is climate.

Conclusion

The analysis is made through the respondents opinion based on some factors. This study reveals the marketing of spices in kanyakumari district. Spices give seasonal work to the people but the need for spices is throughout the year. This study reveals the origin of spices cultivated areas of spices, and pricing trend. Increasing the cultivation of spices and promoting cultivator's interest are the main factors to increase the production.

References

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