SOCIO-ECONOMIC MARKETING PRACTICES AND PROBLEMS OF PADDY CULTIVATORS IN SPSR NELLORE DT: A CASE STUDY OF MUTHYLAPADU

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ABSTRACT
A paddy field is a flooded field of arable land used for growing semi-aquatic crops, most notably rice and taro. It originates from the Neolithic rice farming culture of the Yangtze River basin in southern China, associated with Pre-Austronesian and H mong- main cultures. Paddy also called rice paddy, small level flooded field used to cultivate rice in southern and eastern Asia. Wet rice cultivation is the most prevalent method of farming in the far east, where it utilises a small fraction of the total land yet feeds the majority of the rural population. Rice is a tropical climate crop that can grow from sea level to an altitude of 3000 meters. Paddy cultivation can also be done in temperate and subtropical climate under humid conditions. A higher temperature, humidity and sufficient rainfall with irrigation facilities are the primary requirement of paddy cultivation. It is also needing bright sunshine with temperature ranging between 20 and 40 degrees centigrade. It can tolerate temperature up to 42 degrees centigrade.

Keywords: Farmers and Paddy

I. INTRODUCTION

Rice is the staple food of people from southern and eastern parts of India. It is where widely cultivated in India and other parts of Asia such as China, Japan, Indonesia Bangladesh, Thailand etc. Globally China is the leading producer of rice with India being the next. As per the statistics West Bengal is the leading rice producer in India followed by Uttar Pradesh, Telangana, Andhra Pradesh, Punjab, Orissa, Bihar, Chhattisgarh, Tamil Nadu, Assam and Haryana. Rice is the seed of a grass variety called ORYZA SATIVA AND ORYZE GLABERRIMA. Paddy plant has a fibrous root with the plant group up to 6 feet tall. It has a round jointed stem with leaves. The chief rice group season is Kharif season also called winter rice. The sowing time is June - July, it is harvesting during November - December months. 84 percent of the country's rice supply is grown in the Kharif crop. Rice cultivated during rabi season is called as summer rice it is sown in the months of November to February and harvested during March to June. 9 percent of total rice crop is grown in this season. The pre-kharif or autumn rice is sown during May to August.

Almost every type soil can be used for rice cultivation provided the region has a high level of humidity sufficient rainfall with irrigational facility and a high temperature. The major types of soils for rice cultivation are black soil red soil laterite soil, red sandy, terai, hill and modern too shallow black soil. It can be even cultivated in salts and gravel. The three major verities of paddy are:

1. Aus Rice
2. Aman Rice
3. Boro Rice

Aus rice is sown in summer and harvested in autumn. Aman this so sown in monsoon and harvested in winter. Boro, this is sown in winter harvested in summer.

Diseases of paddy: The paddy prone to some diseases:
1. Blast caused by fungi
2. Brown spot causative agent fungi
3. Bacterial blight causative agent bacteria
4. Udbatta disease causative agent is fungi
5. Sheath blight causative agent fungi.

OBJECTIVES OF THE STUDY
The following are important objectives of the study:
1. To study the socio-economic conditions of the selected farmers in SPSR Nellore district;
2. To identify the marketing problems encountered by the selected respondents in the district.

II. METHODOLOGY

SPSR Nellore District is purposively selected for the study because of the proximity and familiarity of the researcher. The primary data covering Marketing Practices and Problems of Paddy Cultivators in accordance with the objectives of the study are collected through personal interviews from the farmers of the sample units using a pre-tested schedule, which is to be specially designed for the study.

SAMPLING

Primary data is collected from the selected farmers in SPSR Nellore district, Andhra Pradesh. A sample of 100 farmers is drawn at random covering all categories of farmers belonging to different groups (SC, ST, BC and OC) and different farmers' lines. In selecting the sample farmers, the researchers are used "Simple Random Sampling with proportional allocation".

MUTHYALAPADU REVENUE VILLAGE PROFILE

Muthyalapadu revenue village clubbing four hamlets that is Muthyalapadu, Nancharampet, Palicherlavaripallem, and Writersatram. In this revenue village 280 farmers families are existing out of which 100 farmers are taken for primary data collection. The primary data collected from all four hamlets that is Muthyalapadu, Nancharampet, Palicherlavaripallem and Writersatram. This revenue village is having 850 acres ayacut.

SOCIO-ECONOMIC MARKETING PRACTICES OF PADDY CULTIVATORS IN MUTHYALAPADU REVENUE VILLAGE:

Table 1 shows that the Land wise cultivators of Paddy in Muthyalapadu Village. Out of 100 paddy cultivators 20 that is 20 percent cultivators cultivating 2 acres of land, 50 that is 50 percent paddy cultivators having 2 to 5 acres of land cultivating, 20 that is 20 percent paddy cultivators are having 5 to 10 acres of land cultivating and 10 that is 10 percent paddy cultivators cultivating more than 10 acres land cultivating. In the 100 cultivators mostly are small and petty farmers. In the above data we are identified 50 percent cultivators are cultivating 2 to 5 acres.

Table 1
Land wise cultivators of Paddy in Muthyalapadu Village

Land	Cultivators	Paddy (%)
2 acres	20	20 percent
2-5 acres	50	50 percent
5-10 acres	20	20 percent
10 above acres	10	10 percent
Total	**100**	**100-00**

Source: Data collected from 100 respondents in Muthyalapadu village.

Table 2 reveals that the Age group - wise cultivators of Paddy in Muthyalapadu Village. It could be observed from the table in case of age group out of 100 paddy cultivators 10 that is 10 percent is having the age of below 25 years, 20 that is 20 percent paddy cultivators is having the 25 to 35 years of age, 35 that is 35 percent of paddy cultivators is having 35 to 45 years of age and 35 that is 35 percent of paddy cultivators is having above 45 years of age. In these 100 samples of paddy cultivators more number related to middle age group. In this data we identified 35 that is 35 percent cultivators are having above 45 years of age.

Table 2
Age group - wise cultivators of Paddy in Muthyalapadu Village

Age group	Cultivators	Paddy (%)
25 years	10	10 percent
25-35 years	20	20 percent
35-45 years	35	35 percent
45 and above years	35	35 percent
Total	**100**	**100-00**

Source: Data collected from 100 respondents in Muthyalapadu village.

Table 3 depicts that the Social Status - wise cultivators of Paddy in Muthyalapadu Village. It could be seen from the table in the case of community wise out of 100 cultivators 30 that is 30 percent are open category, 40 that is 40 percent are related to backward class, 25 that is 25 percent are schedule caste and 5 that is 5 percent are related to scheduled tribes. The participation of upper castes in cultivation gradually decreasing due to the education levels are increasing.

Table 3
Social Status - wise cultivators of Paddy in Muthyalapadu Village

Social Status	Cultivators	Paddy (%)
OC	30	30 percent
BC	40	40 percent
SC	25	25 percent
ST	5	5 percent
Total	**100**	**100-00**

Source: Data collected from 100 respondents in Muthyalapadu village.

Table 4 divulges that the Education levels of cultivators of Paddy in Muthyalapadu Village. It could be observed from the table in case of the education of the paddy cultivators 5 that is 5 percent are illiterates, 25 that is 25 percent cultivators are having SSC as their educational qualification 25 that is 25 percent paddy cultivators are having intermediate as their educational qualification, 25 that is 25 percent paddy cultivators are having degree as their educational qualification, 20 that is 20 percent paddy cultivators are having post-graduation as their qualification.

Table 4
Education levels of cultivators of Paddy in Muthyalapadu Village

Education levels	Cultivators	Paddy (%)
Illiterates	5	5 percent
SSC	25	25 percent
Intermediate	25	40 percent
Degree	25	25 percent
Post-Graduates	20	5 percent
Total	**100**	**100-00**

Source: Data collected from 100 respondents in Muthyalapadu village.

Yield per acre is very low due to low selling price and high cost of production. There is no surplus to leaseholders. Out of 100 farmers 10 that is 10 percent cultivators support to yield of rupees 10000 per acre 35 that is 35 percent paddy cultivators supports to 10000 to 20000 rupees yield per acre, 30 that is 30 percent paddy cultivators support to 20000 to 30000 per acre and 15 that is 15 percent paddy cultivators support to above 30000 yield per acre.

Table 5
Yield of Rs. cultivators of Paddy in Muthyalapadu Village

Yield of Rs.	Farmers	Paddy (%)
10000	10	10 percent
10000 to 20000	35	35 percent
20000 to 30000	30	30 percent
30000 and above	15	15 percent
Total	**100**	**100-00**

Source: Data collected from 100 respondents in Muthyalapadu village.

Normally the paddy cultivators have been selling their paddy in wholesale way. In the sample out of 100 farmers 100 percent has been selling their product in wholesale.

Generally, the paddy is packed in jute gunny bags. Recently the paddy is also packing in plastic bags also. Out of 100 paddy farmers 90 that is 90 percent are packing their product in jute gunny bags, 10 that is 10 percent paddy farmers are packing their product in plastic bags also. Generally, the produce is transport from field to market place through lorries, trucks and auto-rickshaws. Out of 100 paddy cultivators 90 that is 90 percent carrying their product through lorries, 8 that is 8 percent are carrying their product through mini trucks and 2 that 2 percent carry their product through auto-rickshaws.

III. PROBLEMS OF PADDY CULTIVATORS

1. Seed Problem:

Now the seed problem of paddy cultivators is medium due to available of quality seeds especially Nellore Masooras. Out of 100 respondents 10 that is 10 percent supports low seed problem, 60 that is 60 percent paddy cultivators supports medium seed problem 20 that is 20 per cent supports high seed problem and 10 that is 10 percent paddy cultivators very high seed problem.

Table 6
Seed Problem of Farmers in Muthyalapadu Village

Seed Problem	Farmers	%
Low seed problem	10	10 percent
Medium seed problem	60	60 percent
High seed problem	20	20 percent
Very high seed problem	10	10 percent
Total	**100**	**100-00**

Source: Data collected from 100 respondents in Muthyalapadu village

2. Fertilizers problem:

The problem of fertilizers is very high. The cost of the fertilizers is very high and also the supply of the fertilizers like urea, phosphate and potassium are very scarce. Out of 100 respondents 10 that is 10 percent supports low fertilizers problem, 20 that is 20 percent supports medium fertilizers problem, 30 that 30 per cent paddy cultivators supports high level of fertilizers problem and 40 that is 40 percent paddy cultivators supports very high-level fertilizers problem.

Table 7
Fertilizers Problem of Farmers in Muthyalapadu Village

Fertilizers problem	Farmers	%
Low fertilizers problem	10	10 percent
Medium fertilizers problem	20	20 percent
High fertilizers problem	30	30 percent
Very high fertilizers problem	40	40 percent
Total	**100**	**100-00**

Source: Data collected from 100 respondents in Muthyalapadu village.

3. Water Problem:

In recent years the rain fall is very high. So, there is no scarcity of water. Sufficient water is available to the paddy cultivation. Out of 100 respondents 70 that is 70 percent are supporting to low water problem, 20 that is 20 per cent are supported to medium water problem, 10 that is 10 percent are supported to high water problem and none could support to very high-water problem.

Table 8
Water Problem of Farmers in Muthyalapadu Village

Water problem	Farmers	%
Low water problem	70	70 percent
Medium water problem	20	20 percent
High water problem	10	10 percent
Very high-water problem	0	0
Total	**100**	**100-00**

Source: Data collected from 100 respondents in Muthyalapadu village.

4. Labour Problem:
The scarcity of labour is very high and also, they demanding high coolies due to abundant non-agricultural works. So, labour problem is very high. Out of 100 respondents 5 that 5 percent supports to low labour problem, 20 that is 20 percent respondents supports medium size labour problem, 25 that is 25 percent respondents supports high labour problem and 50 that is 50 percent respondents were supports very high labour problem.

Table 9
Labour Problem of Farmers in Muthyalapadu Village

Labour problem	Farmers	%
Low labour problem	5	5 percent
Medium labour problem	20	20 percent
High labour problem	25	25 percent
Very high labour problem	50	50 percent
Total	**100**	**100-00**

Source: Data collected from 100 respondents in Muthyalapadu village.

5. Natural Calamities Problem:
Normally paddy cultivators face high natural calamities problem. Generally, paddy crop facing natural calamities like unseasonal floods, cyclones and famines. Out of 100 respondents 10 that is 10 percent supports low natural calamities problem, 10 that is 10 percent supports medium size natural calamities problem, 60 that is 60 percent are supports high natural calamities problem and 20 that is 20 percent supports very high natural calamities problem.

Table 10
Natural Calamities Problem of Farmers in Muthyalapadu Village

Natural Calamities problem	Farmers	%
Low natural calamities problem	10	10 percent
Medium natural calamities problem	10	10 percent
High natural calamities problem	60	25 percent
Very high natural calamities problem	20	50 percent
Total	**100**	**100-00**

Source: Data collected from 100 respondents in Muthyalapadu village.

6. Selling price Problem
The cost of production of paddy is very high but the selling price is very low due to this the paddy cultivators having full of debts and attempting suicides. Out of 100 respondents none have support low problem of selling price, 15 that is 15 percent are supports medium problem of selling price, 30 that is 30 percent are supports high problem of selling price, 55 that is 55 percent of respondents support very high problem of selling price.

Table 11
Selling price Problem of Farmers in Muthyalapadu Village

Selling price problem	Farmers	%
Low problem of selling price	0	-
Medium problem of selling price	15	15 percent
High problem of selling price	30	30 percent
Very high problem of selling price	55	55 percent
Total	**100**	**100-00**

Source: Data collected from 100 respondents in Muthyalapadu village.

7. Yield Problem
The yield of paddy is also low due to age old agricultural methods. The yield problem is very high. Out of 100 respondents 10 that is 10 percent are supports low yield problem, 20 that is 20 percent supports medium yield problem, 55 that is 55 percent supports high yield problem and 15 that is 15 percent supports very high yield problem.

Table 12
Yield Problem of Farmers in Muthyalapadu Village

Yield problem	Farmers	%
Low yield problem	10	10 percent
Medium yield problem	20	20 percent
High yield problem	55	55 percent
Very high yield problem	15	15 percent
Total	**100**	**100-00**

Source: Data collected from 100 respondents in Muthyalapadu village.

8. Pest Problem

The pests of paddy are very high due to water and air pollution and also the price of the insecticides and pesticides is very high. Out of 100 respondents 10 that is 10 percent respondents supports low pest problem 18 that is 18 percent supports medium pest problem, 22 that is 22 percent respondents supports high pest problem, 50 that is 50 per cent respondents supports very high pest problem.

Table 13
Pest Problem of Farmers in Muthyalapadu Village

Pest problem	Farmers	%
Low pest problem	10	10 percent
Medium pest problem	18	18 percent
High pest problem	22	22 percent
Very high pest problem	50	50 percent
Total	**100**	**100-00**

Source: Data collected from 100 respondents in Muthyalapadu village.

9. Transport Problem

Generally, the produce of the cultivator's transport from place of production to market through lorries, tractors, or auto-rickshaws. The cost of diesel is very high so the rent of the vehicle is very high. Out of 100 respondents 40 that is 40 percent supports low problem of transport, 15 that is 15 percent supports medium problem of transport, 25 that is 25 percent supports high problem of transport 20 that is 20 percent respondents support very high transport problem.

Table 14
Transport Problem of Farmers in Muthyalapadu Village

Transport problem	Farmers	%
Low transport problem	40	40 percent
Medium transport problem	15	15 percent
High transport problem	25	25 percent
Very high transport problem	20	20 percent
Total	**100**	**100-00**

Source: Data collected from 100 respondents in Muthyalapadu village.

10. Technical Problem:

Generally, tractors are using for tilling the land, harvesters could use for cut the crop and sprayers could using the spray the pesticides and insecticides and sowing machines using for winnowing. These machines are very high cost and the rent of these machines is very high. So, the technical problem is very high. Out of 100 respondents 15 that is 15 percent respondents support low technical problem, 20 that is 20 percent respondents supports medium sized technical problem, 25 that is 25 percent respondents supports high technical problem, 40 that is 40 percent respondents supports very high technical problem.

Table 15
Technical Problem of Farmers in Muthyalapadu Village

Technical problem	Farmers	%
Low technical problem	15	15 percent
Medium technical problem	20	20 percent
High technical problem	25	25 percent
Very high technical problem	40	40 percent
Total	**100**	**100-00**

Source: Data collected from 100 respondents in Muthyalapadu village.

IV. CONCLUSION

These are the problems of the paddy cultivators of Muthyalapadu revenue village. In chillakur mandal, old SPSR Nellore district. In these ten problems the main problems are procurement price problem and fertilizers problem. To eradicate these problems the government should increase procurement of the paddy and give more and more subsidy in the case of fertilizers like urea, phosphate and potassium especially to small and petty farmers those having white ration card. Paddy is the one of the staple foods in the World, so it should not be neglible.

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