

# SUGARCANE GROWERS ATTITUDE TOWARDS SUGARCANE PRODUCTION AND MARKETING, DHARMAPURI DISTRICT, TAMILNADU, INDIA

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## **ABSTRACT**

*Agriculture is one of the most significant sectors of the Indian Economy. Nearly two thirds of the Indian workers are living with agriculture and allied activities. In India number of crops grown by farmers such as different food crops, commercial crops, oil seeds etc. Sugarcane is one of the important commercial crops grown in India. The objectives of the study are to know the Demographic profile sample farmers and to study the Sugarcane Growers Attitude about Production and Marketing of Sugarcane in sample Dharmapuri district. The multi-stage random sampling technique was adopted. The total of 30 village panchayats and 150 sugarcane growers were determined as the sample of the study. From the analysis result the study found that most of the sample farmers were comes under the age group of 31-50, majority of the sample sugarcane growers were male and completed a higher secondary and degree level education, majority of the sample sugarcane growers are doing sugarcane cultivation is the primary occupation and earned Rs.25001-50000 per annum from sugarcane production. Further the analysis of cultivation variables reveals that majority of the sample respondents have cultivating 1-5 acres and 6-10 years experience in sugarcane production. The attitude about production, harvesting, marketing and financial aspects reveals that majority of the sugarcane growers in sample Dharmapuri district were not satisfied about the production, harvesting, marketing and financial aspects except soil fertility, labour available for production and manure available in private market.*

**Keywords:** Attitude of Sugarcane Growers, Sugarcane Production, Sugarcane Marketing

## **I. INTRODUCTION**

Agriculture is one of the most significant sectors of the Indian Economy. Nearly two thirds of the Indian workers are living with agriculture and allied activities. Agriculture sector occupied 43 percent of India's geographical area, and it contributing 16.1 percent of India's GDP. Even though the GDP has declining in India the agriculture has contributing significant role to maintain the GDP. In India number of crops grown by

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farmers such as different food crops, commercial crops, oil seeds etc. Sugarcane is one of the important commercial crops grown in India and it is the main source of sugar in Asia and Europe. Thus, the sugarcane cultivation and sugar industry in India plays a vital role towards socio-economic development in the rural areas by mobilizing rural resources and generating higher income and employment opportunities. About 7.5 percent of the rural population, nearly 50 million sugarcane farmers and laborers are directly involved in sugarcane cultivation in India.<sup>3</sup> The state Uttarpradesh produced highest quantity of sugarcane in India and it placed first position followed by Maharastra, Karnataka and the Tamilnadu placed fourth position. The recent years the output and yield of sugarcane are fluctuated in India particularly, the Tamilnadu placed fifth position due to decreasing production trend for last five years. However, the productivity of tones per hectare, the Tamilnadu placed second next to Kerala i.e., 90.1 tones per hectare in 2018. The number of sugarcane cultivators has declining trend in Tamilnadu due to lack of available manure and fertilizers, lack quality seeds, lack of technical support by government and sugar factories, high cost of production and not competitive price etc. Among these problems the active support of sugar mills is the biggest problems of sugarcane producers. Hence, this study has been undertaken entitled Sugarcane Grower's Attitude towards Sugarcane Production and Marketing in Dharmapuri District, Tamilnadu, India.

## II. REVIEW OF LITERATURE

Jagatpal and et al., (2017), has published an article in the title of "Socio Economic Profile of the Sugarcane Growers in Sitapur District (U.P.), India". This study was conducted in Hairabad block of Sitapur District (U.P.). The researcher was selected 100 respondents through random sampling technique from 5 sample villages on the basis of majority of sugarcane grower. The study found that the majority of the respondents i.e., 60 percent were found in middle age categories (38-59), 68 percent are literate, 99 percent are married, 67 percent are other backward caste, 100 percent of farmers belongs Hindu religion, 54 percent are following nuclear family system, 67 percent have medium family size (5-11 members), 47 percent are marginal land holding size (less than 1 ha.), 78 percent of respondents doing agriculture as main occupation and 67 percent are doing subsidiary occupation and 80 percent of respondents have earned the annual income of Rs.45001-172000.

Kishore kumar et al., (2016), conducted a research entailed "Problems and Prospects for Sugarcane". The study found that the fundamental problem of the sugarcane grower is that there is no relation between the price of raw material i.e., sugar cane and its finished good i.e., sugar. The other problems are there has been a sharp decline in sugar production in the country, most of the sugar factories turned red and they were net able to pay even the cane price, there was no Government central ever price and distribution despite higher lenses of sugar because of processing of Gur and Khandsari, there is no relation between the price of raw material i.e., sugar cane and its finished good i.e., sugar and illogical intervention of the state Government causes a wide economic dissertation in the sugar industry. The researcher suggested that make the sugar factories viable on a regular basis instead of sporadic periods of volatility and make it possible to establish a more direct link

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<sup>3</sup> [https://shodhganga.inflibnet.ac.in/bitstream/10603/8664/1/11\\_chapter%204.pdf](https://shodhganga.inflibnet.ac.in/bitstream/10603/8664/1/11_chapter%204.pdf)

between the price of sugarcane and the finished product and enable the sugar industry to be globally competitive.

R.K. Rout and et al (2013), "Farmers Perception on Contract Farming of Sugarcane in Orissa: A Village Level Study". The study was conducted with the objectives of examine the nature of contracts in sugar care cultivation, type of inputs and services provided by the sugar factories to the farmers and benefits and constraints experienced by the farmers in sugar cane farming. The multi-stage stratified random sampling technique was adopted in the study. The study found that on contract farms the important constraints experienced by the sugarcane contract growers in its order of importance were (i) delay in payment of produce, (ii) lack of credit for crop production, (iii) scarcity of water for irrigation, (iv) difficulty in meeting quality requirements and (v) lower prices of crop produce. The study also found the the following constraints expressed by the sugar industry were (i) violation of terms and conditions by farms, (ii) lack of proper management by company, (iii) frequent price fluctuations in international market, (iv) scarcity of transport vehicle during peak periods, (v) inability to provide proper transport facilities to farms and (vi) families negligence in maintaining quality.

Ismael Quiroz Guerrero et al (2011) conducted a study entitled "Perception and Attitude of Sugar Cane Growers concerning Tte Filter Cake Compost and Vinass". The aim of the study was to determine the sugar cane farmers' perception and attitude regarding the use of filter cake compost and vinasse in the cultivation of sugar cane. The multidimensional analysis, factor and frequency analysis, and averages were used for analysis of data. The study found that the 65 % of applied compost producers who have a negative perception and attitude of 2.9 (negative). Also, 68 % who applied vinasse, had a negative perception and an attitude of 2.4 (negative). Producers who did not apply these two products, the 70 % had a positive perception of compost and negative perception towards the vinasse (63 %). Besides, the attitude was 3.5 (positive) and 2.1 (negative) to the use of compost and vinasse, respectively. The study concluded that the negative perception and attitude towards the use of compost and vinasse is due to the inadequate management and the factory.

## STATEMENT OF PROBLEMS

Sugarcane is one of the most significant cash crops in Indian agriculture. It is a long duration, high water (750-1200mm range rainfall required) and high nutrient demanding crop. India is one of the largest area under sugarcane cultivation in the world and it is second largest sugar producer in the world next to Brazil. Sugarcane production has been more or less static (around 350 million tonnes) in India during the past 10 years.<sup>4</sup> As per the record of Directorate of Economic and Statistics, Ministry of Agriculture the Uttar Pradesh is the largest producer of sugarcane in India it contribute 41.02 percent to total followed by Maharashtra, Karnataka and the Tamilnadu comes at the fourth place it contributes 7.5 percent to total country production. In the year 2017-18, production of sugarcane in India stood at 310.37 lac tons. Though, Tamil Nadu accounts only for about 7.10 lac tones and only 6 per cent of the area under sugarcane of the country. On the other side, the Tamilnadu has unique distinction of growing highest yield of 90.1 tones per hectare.<sup>5</sup> However most of the farmers are not growing sugarcane in Tamilnadu due to the reasons of, it needs long duration i.e., one year,

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<sup>4</sup> <https://www.mapsofindia.com/answers/india/state-biggest-sugarcane-producer/> retrieved on 19-06-19.

<sup>5</sup> <http://www.yourarticlelibrary.com/cultivation/sugarcane-cultivation-in-india-conditions-production-and-distribution/20945>

water scarcity, inadequate manures and fertilizers, lack of government support, lack of sugar mills support, high cost of production, climatic problems, less price fixed by the government and sugar mills, irregular payments, demand and supply mismatch, etc. In this backdrop the study has been undertaken to know the attitude of sugarcane growers about the production and marketing of sugarcane in Dharmapuri District.

### **OBJECTIVES OF THE STUDY**

The objectives of the study are:

1. To know the Demographic profile sample farmers.
2. To study the Sugarcane Growers Attitude about Production and Marketing of Sugarcane.

### **III. RESEARCH METHODOLOGY**

The multi-stage random sampling technique was adopted. In the first stage Dharmapuri district was selected purposively. In the second stage, out of 8 blocks in Dharmapuri district only three blocks namely, Dharmapuri, Pappireddipatti and Karimangalam blocks were selected based on number of sugarcane growers and functions of sugar factories. In third stage, out of 77 village panchayats in sample three blocks each 10 village panchayats were selected randomly. In the last stage, each 5 sugarcane growers were selected randomly. Thus the total of 30 village panchayats and 150 sugarcane growers were determined as the sample of the study. Data were collected from sample sugarcane growers through direct interviewing method using a pre-tested structured interview schedule during the month of January to March 2019. The interview schedule consisted of two parts viz., demographic profile and the attitude statements towards sugarcane production and marketing of sample respondents.

#### **TOOLS USED**

To analyse the attitude of sample sugarcane growers about production and marketing of sugarcane the Likerts five Scale techniques was used and to present the data neatly and clearly understanding the reader the simple percentage analysis was used.

### **IV. RESULTS & DISCUSSION**

The socio-economic variables such as age, gender, education, occupation and income and the cultivation variables number of acre sugarcane growing and experience in sugarcane growing were analysed in this part of the study.

**Table 1**  
**Socio-economic and Cultivation particulars**  
**of sample Sugarcane Growers**  
**(n = 150)**

S.N	Variables	Count	%
	<b><u>Socio-economic variables</u></b>		
1.	<b>Age:</b>		
	Upto 30	11	07.33
	31-40	49	32.67
	41-50	78	52.00
	Above 50	12	08.00
2.	<b>Gender</b>		
	Male	127	84.67
	Female	23	15.33
3.	<b>Education:</b>		
	No Formal Education	4	2.66
	Primary	12	08.00
	Secondary	25	16.67
	Higher Secondary	61	40.67
	Degree / others	48	32.00
4.	<b>Occupation</b>		
	Primary Occupation	59	66.67
	Secondary Occupation	91	33.33
5.	<b>Annual Income</b>		
	Less than Rs.25000	24	16.00
	Rs.25001-50000	86	57.33
	More than Rs.50000	40	26.67
	<b><u>Cultivation variables</u></b>		

6.	<b>No. of acres cultivation</b>		
	Below 1 acre	16	10.67
	1 -5 acres	92	61.33
	Above 5 acres	42	28.00
7.	<b>Experience in Sugarcane Growing</b>		
	0-5 years	29	19.33
	6-10 years	83	55.33
	Above 10 years	38	25.34

*Source: Primary data*

The socio-economic particulars of sample sugarcane growers showed that most of the sample farmers were comes under the age group of 41-50 and 31-40 which constitutes 52.00 percent and 32.67 percent respectively. The most (84.67 percent) of the sample sugarcane growers were male. Majority of the sample sugarcane growers were completed a higher secondary and degree level which constitutes 40.67 percent and 32.00 percent respectively. Majority (66.67 percent) of the sample sugarcane growers are doing sugarcane cultivation is the primary occupation. Majority of the respondents have earned Rs.25001-50000 per annum from sugarcane production. The analysis of cultivation variables of sample sugarcane growers reveals that majority i.e., 61.33 percent and 55.33 percent of the sample respondents have cultivating 1-5 acres and 6-10 years experience in sugarcane production respectively. Hence, the result indicates that the majority of the sample sugarcane growers have cultivating more than 5 years experience in sugarcane growing and cultivating upto 5 acres and most of the farmers opined that they were earned average of Rs.10000 per acre from sugarcane production which indicates that very low income of farmers. The reasons of, higher production, harvesting and marketing cost and not competitive price fixed by the government and sugar mills.

### **ATTITUDES OF SUGARCANE GROWERS ABOUT SUGARCANE PRODUCTION AND MARKETING**

The sample sugarcane growers' attitude was measured by using five points Likert's rating scale statements i.e., highly satisfied, satisfied, neither nor, dissatisfied and highly dissatisfied. The sample respondents opinion about production and marketing of sugarcane in the study area were asked through rating scale statements in four aspects i.e., production/operational aspects, harvesting aspects, marketing aspects and finance aspects. To analyse the attitude statements, the sample sugarcane growers response about production and marketing were further grouped into three i.e., satisfied, neither nor and dissatisfied. The analysis result is presented in the following table.

**Table 2**  
**Attitudes of sample sugarcane growers towards**  
**production and marketing of sugarcane**

(n=150)

Statement	Satisfied		Neither Nor		Dissatisfied	
	Count	%	Count	%	Count	%
<b>Production /operational aspects</b>						
The soil is most suitable for sugarcane growing	82	54.67	56	37.33	12	08.00
Different variety of seeds based on soil is available	15	10.00	49	32.67	86	57.33
The sugar mills provides high yield seed properly	22	14.67	35	23.33	93	62.00
Adequate labour available in local areas	89	59.33	45	30.00	16	10.67
Adequate manure available in the market	76	50.67	46	30.67	28	18.67
The sugar mills support/provides manure and fertilisers regularly and adequately	0	0	12	08.00	138	92.00
The government supplied manure and fertilisers adequately	0	0	34	22.67	116	79.33
Adequate water is available from pumpset and river	0	0	57	38.00	93	62.00
Regular electricity supplied by government for using pumpset	0	0	0	0	150	100
The sugar mills officers are periodically visit the plant for technical support	19	12.67	26	17.33	105	70.00
The government provides adequate technical support to production of sugarcane	15	10.00	31	20.67	104	69.33
<b>Harvesting aspects</b>						
Adequate labour is available for harvesting	0	0	51	34.00	99	66.00
The sugar mills giving permission on time to harvest	0	0	26	17.33	124	82.67

the sugarcane						
Adequate machineries available for harvesting	0	0	39	26.00	111	74.00
<b>Marketing aspects</b>						
Adequate marketing facilities in Dharmapuri district	11	7.33	53	35.33	86	57.33
Adequate transport facility available for transport of sugarcane from plant to sugar mills	20	13.33	49	32.67	81	54.00
The climatic conditions is good for harvesting	05	3.33	66	44.00	79	52.67
The rate of rent for hiring transport vehicles is appropriate	08	5.33	28	18.67	114	76.00
<b>Financial aspects</b>						
The sugar mills provided subsidized manure and fertilizer adequately	38	25.33	57	38.00	55	36.67
The government provides adequate subsidy to buy manure and fertilizer from private market	0	0	26	17.33	124	82.67
The cost of labour for production is appropriate	59	39.33	45	30.00	46	30.67
The sugar mills provides adequate credit for production	39	26.00	28	18.67	83	55.33
The inputs cost are appropriate	18	12.00	27	18.00	105	70.00
The cost of labour for harvesting is appropriate	0	0	0	0	150	100
The sugar mills and government regulate the harvesting cost	0	0	12	8.00	138	92.00
The sugar mills provides subsidized machineries for production and marketing	19	12.67	42	28.00	89	59.33
The price fixed by government and sugar mills is adequate	0	0	0	0	150	100
Proper and on time payment for crop producers	11	7.33	25	16.67	114	76.00

Source: Compiled from primary data.



***Production and Operational Aspects:*** The attitude of sugarcane growers about production and operational aspects reveals that majority of the sample respondents have the negative attitude about the variety of seeds availability, seeds provided by sugar mills, manures and fertilizers provided by sugar mills, manure and fertilizers supplied by government, water availability and electricity technical supports given by sugar mills and government. Particularly all the sample sugarcane producers were having the negative attitude about the availability of electricity. However, majority of the sugarcane growers were satisfied about the soil quality, labour available in local and manure and fertilizer available in private market. Hence, the result clearly indicates that most of the sugarcane growers opined that the sugar mills and government are not giving active support for growing sugarcane in the study area.

***Harvesting aspects:*** The attitude of sugarcane growers about harvesting aspects reveals that majority of the respondents were have negative aspects about the adequate labour available for harvesting, period of harvesting the sugarcane and machineries available for harvesting in the study area. In particular no sample sugarcane growers have satisfied about the harvesting facilities available in the study area.

***Marketing Aspects:*** The attitude of sugarcane growers about marketing aspects reveals that majority of the respondents have the negative attitude about the marketing facilities available, transport facility available for transport of sugarcane from plant to sugar mills, climatic conditions for harvesting and the rate of rent for hiring transport vehicles in the study area. It implies that majority of the sugarcane producers were not satisfied about the marketing facilities available in the study area.

***Financial Aspects:*** The attitude about financial aspects reveals that majority of the sugarcane growers have negative aspects about the subsidy given by government for purchase of manure and fertilizer from private market, credit facilities available from sugar mills, the inputs cost, sugar mills and government regulating the harvesting cost and subsidized machineries provided for production and marketing by sugar mills. In particular all the sample sugarcane growers were not satisfied about cost of labour for harvesting, price fixed by government and sugar mills and payment for sugarcane producers. However, simple majority of the sample sugarcane growers were satisfied and neither nor satisfied about the sugar mills provided subsidized manure and fertilizer adequately and the cost of labour for production. It implies that majority of the sugarcane growers were not satisfied about the sugar mills in terms of payment, credit facilities, control and regulating the harvesting cost and machineries provided by sugar mills in the study area.

## **V. CONCLUSION**

From the analysis result it may be concluded that the most of the sample farmers were comes under the age group of 31-50, majority of the sample sugarcane growers were male and completed a higher secondary and degree level education, majority of the sample sugarcane growers are doing sugarcane cultivation is the primary occupation and earned Rs.25001-50000 per annum from sugarcane production. Further the analysis of cultivation variables reveals that majority of the sample respondents have cultivating 1-5 acres and 6-10 years experience in sugarcane production. The attitude about production, harvesting, marketing and financial aspects reveals that majority of the sugarcane growers in sample Dharmapuri district were not satisfied about the

production, harvesting, marketing and financial aspects except soil fertility, labour available for production and manure available in private market.

## **VI. FINDINGS AND SUGGESTIONS**

1. Most of the sugarcane growers opined that the sugar mills and government are not giving active support for growing sugarcane in the study area. Therefore, the sugar mills should introduced variety of seeds to farmers and provide suitable seed for different soil and the government should supply adequate and non stop electricity to farmers.

2. Majority of the sample respondents were opined that the inadequate labour and high labour cost for harvesting in the study area. Thus, the sugar mills should arrange adequate labour for harvesting or the sugar mills may purchase harvesters at their own cost and giving to farmers at subsidized rent.

3. Majority of the sample respondents have not satisfied about the marketing facilities available such as transport facility available for transport of sugarcane from plant to sugar mills, climatic conditions for harvesting and the rate of rent for hiring transport vehicles in the study area. Therefore, the sugar mills should arrange proper transport facility with appropriate price.

4. Majority of the sugarcane growers were not satisfied about the sugar mills in terms of payment, credit facilities, manure supplied, control and regulating the harvesting cost and machineries provided by sugar mills in the study area. Hence, the sugar mills should given special attention in payment, provide adequate credit facilities to farmers and control the harvesting cost.

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