

ECONOMICS OF PRODUCTION AND MARKETING OF TURMERIC

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ABSTRACT

Turmeric (Curuma longa L.) is an important spice of Indian diet. Besides, it is being useful in various industries such as dyes, drugs and cosmetics. Turmeric is a valuable cash crops for cultivators, as it brings ready cash and contributes to the exports earning to the country. Amongst the various agricultural commodities, which have market and export potential from India, spices occupy a place of pride. Amongst the various spices turmeric is one of the most important crops. India is the largest producer, consumer and exporter of turmeric in the world market. India's turmeric is considered to be the best in the world market because of its high cumin content. This study was conducted to focus on economics of production and marketing of turmeric crop in Bhadravati taluka of Chandrapur district.

KEYWORDS: *Marketing Cost, Cost of Cultivation, Price Spread, Input-Output Ratio.*

Introduction

In India, turmeric is grown in almost all the states, but important turmeric growing states are Andhra Pradesh, Orissa, Tamil Nadu, Assam, Maharashtra, Bihar. Maharashtra state rank fifth. Turmeric is one of the important cash crop grown in Chandrapur district. Due to peculiar nature of soil and climate, the area under turmeric cultivation has been mostly concentrated in Bhadravati taluka.

Objectives

Keeping in view the present study was undertaken with the following objectives:

- To study the marketing cost, price spread,
- To determine Returns and Input-Output ratio.

Methodology

The study is exclusively based on the primary data collected from Bhadravati Taluka of Chandrapur district of Maharashtra state. The six villages contributing the highest area under turmeric in this taluka were elected, from, which 60 turmeric growing farmers were selected randomly on the basis of area under it. The required information pertain to costs and returns from turmeric cultivation and other related parameters were collected from sample respondents on well structured survey schedule were designed.

Results and Discussion

• Per Hectare Cost of Cultivation

The average per hectare cost of cultivation of turmeric is presented in table1. It revealed that total per hectare cost of cultivation at Cost A, B, C, was worked out to Rs. 36637.20, Rs. 54249.00 respectively. It is observed that 67.54 per cent of the total cost was accounted by Cost 'A' (out of pocket expenses) and 32.46 per cent was imputed cost i.e. fixed cost. In variable cost, hired human labour, bullock labour, manure, seed, irrigation, and processing material constituted the major items an their respective share in the total cost were 16.73, 2.16, 4.69, 32.61, 2.44, and 0.58 per cent respectively. A

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large portion of total cost i.e. 1/3 cost (Rs.17690.73 or 32.61%) was constituted by the cost of seed suckers and ¼ cost (Rs.17690.73 or 23.69%) was contributed by the cost of human labours. The average value of unpaid family labour was observed to Rs. 3778.85(6.96%) per hectare.

- **Returns and Input-Output Ratio**

From table 2 it is observed that the per hectare yield of cured turmeric was 19.14 quintals. The average price per quintal received by the selected cultivators was Rs 3405.31. The per hectare gross and net return was Rs. 65177.21 and Rs. 0928.71 and Rs. 0928.71 per hectare respectively. The input-output relationship indicates the turnover on the investment in the crop production. The input-output ratio at cost "C" was 1:1.20 where as it was 1:1.77 and 1:1.29 at cost "A" and cost "B", respectively. Since the ratio is greater than unity at all cost concepts, the turmeric production in Bhadravati taluka of Chandrapur district will be a profitable venture.

- **Price Spread**

Study of the price spread in the marketing of the product gives an idea about the marketing cost, profit margin and ultimate share of producer's share in consumer rupee. From table 2, it is observed that producer received 88.45 per cent share in price paid by consumer. The per quintal total cost of marketing worked out to 4.06, 2.49 and 1.08 per cent of consumer price, respectively while the profit earned by wholesalers and retailers worked out to 1.99 and 1.93 per cent, respectively. The cured turmeric being a non-perishable crop, the total cost of marketing was observed to be only 11.55 per cent of price paid by consumer.

Conclusion

In the light of findings, it may be concluded that turmeric cultivation is profitable under the existing farm level technology. It was observed that the farmers are using the local variety, lower doses of input and traditional practices. Therefore, unless a modern variety and improved management practices should be ground up. Turmeric is one of the important cash crops but the cost of production is much higher. There is no provision for institution credit facilities for turmeric production. Therefore the credit facilities should be given to the farmers with easy terms and conditions to increase the turmeric cultivation and to sustain the economic profit from year to year

References

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Appendix

Table 1: Cost of Cultivation of Turmeric (Per Hectare)

Sr. No	Particulars	Unit	Quantity Used	Cost(Rs.)	Percent Cost
1	Hired Human labour	Days			
	• Male		155.45	3979.98	7.34
	• Female		265.9	5095.03	9.39
2	Bullock Labour	Pair days	21.91	1170.23	2.16
3	Manure	C.L.	19.98	2548.46	4.69
4	Seed	Kgs	1802.96	17960.73	32.61
5	Irrigation	No	9.80	1324.08	2.44
6	Processing Material	Bags	7.69	316.51	0.58
7	Depreciation	Rs.	---	240.65	0.44
8	Land revenue			24.58	0.04
9	Miscellaneous charges	Rs.	--	56.21	0.10
10	Interest on working	Rs		4214.89	7.76

	capital				
	Cost 'A'		--	36637.20	67.54
11	Rental value of land	Rs	--	10862.95	20.02
12	Interest on fixed capital	Rs.	--	2970.00	5.48
	Cost 'B'			50470.15	93.04
13	Imputed value of family labour	days	--		
	a)Male			2398.25	4.42
	b) Female			1380.60	2.54
	Cost'C'		--	54249.00	100.00

Table 2: Per Hectare Yield, Gross and Net Income, Input-Output Obtained

Yield(Qt/ha)	Gross Income (Rs/ha)	Cost (Rs/ha)	Net Income (Rs./ha)	Input-Output ratio
19.14	65177.71	'A'36637.20	28540.51	1:1.77
		'B'50470.15	14707.56	1:1.29
		'C'54249.00	10928.71	1:1.20

Table3: Marketing Cost, Market Margins and Price Spread in the Marketing Cured Turmeric

S. No	Particulars	Value(Rs)	Percentage to Consumer's price
1	3323.33	3323.33	88.45
2	152.50	152.50	4.06
3	93.66	93.66	2.49
4	74.66	74.66	1.991
5	40.83	40.83	1.08
6	72.50	72.50	1.93
7	434.15	434.15	11.55
8	3757.48	3757.48	100.00

