



A STUDY ON SUPPLY CHAIN MANAGEMENT OF TURMERIC IN NIZAMABAD DISTRICT TELANGANA

Boga Sachin devan¹ Mr. Jayant Zechariah²

Department of Agriculture Economics

Sam Higginbottom University of Agriculture, Technology and Sciences

Prayagraj-211007, India

Abstract: The present study entitled “A study on supply chain management of turmeric in Nizamabad District Telangana”, was intended to study the objectives of Scio-Economic profile of Turmeric growing farmers, Marketing channels, Marketing cost, Marketing margin, Price spread and producers share in consumer rupee. Turmeric (*Curcuma longa*) (Family: Zingiberaceae) is used as a condiment, mild digestive, being aromatic, a stimulant, and a carminative Turmeric is one of nature's most powerful healers. The active ingredient in turmeric is curcumin. Turmeric has been used for over 2500 years in India, where it was most likely first used as a dye. India is the most producing country in the world and Telangana is one of the important Turmeric producing state, in Nizamabad district. Telangana was selected purposively. The study was under taken in Armoor mandal of Nizamabad district,. The villages are selected under armor Viz., are Ankapur, Govindepet, Degaon, Fathepur, Manthani, Alur, Chepur and Total number of respondents were 130. The market functionaries/intermediates at various levels of Marketing and margin the sample of Five Trader, five wholesalers and five retailers were selected In the study area, following channel were identified in marketing of Turmeric Channel-Producer-Trader-wholesaler-retailer-consumers. Major problems of Turmeric farmers were High frequent price fluctuation, High price for labours, high commission charges, lack of market information delayed to farmers.

Keywords: Turmeric, Marketing cost, marketing margin, price spread, producer's share in consumer rupee.

I.INTRODUCTION

India is known as the “spice bowl of the world” for its varieties of production of superior quality spices. India has been famous for the cultivation of spices since the ancient times. There are records about the properties of various spices in the Vedas as early as 6000BC. India is well known for trade in agricultural commodities, especially spices and cotton ever-since the exploration of sea routes.

Spices have been a major identification mark of India since time immemorial. Their fame and importance dates back older than Indian history. Since the ancient times Indians have used spice for many purposes making it an indispensable item in day to day routines. It occupied the central role in civilization, identification and even commercialization of Indian trading system.

The meaning of the word turmeric is “meritorious earth” derived from the Latin words “Terra Merita”. Around the globe it is called through various terms like “Indian saffron”, “yellow root” and “golden spice” and scientific name is *curcuma longa*.

Spices represented Indian culture through many different forms such as Indian cooking, Indian medicines and Indian traditions. India is world famous for its diverse ability to grow all kinds of spices and for their versatile usage in day today life. Amongst the long list of spices of India, turmeric is one of the spices with most heterogenous utilities. It is massively grown and utilized in India. It is an important condiment, coloring agent, medicinal plant and major part of religious ceremonies. Turmeric is not only a principle spice but also an important part of religious ceremonies in Southeast Asia.

Telangana state is the largest producer of turmeric growers in the country. In Telangana, the four districts Nizamabad, Karimnagar, Warangal, and Adilabad account for around 90% of the production of turmeric in the State, and Different types of variates are grown in states and It as the most important turmeric markets are there in the country. In the study area of Nizamabad turmeric crop is cultivated on around 13,549ha (33,480) of the land farmer are growing the turmeric.

India is the largest producer and consumer of turmeric in the world and has the largest share in world exports. From India, turmeric is exported to different countries so there are top destinations are U.A.E, Malaysia, UK, Iran, and USA.

3.1 SAMPLING PROCEDURE:

3.1.1 Selection of the district:

There are 33 districts in Telangana. Out of 33 districts, the Nizamabad district of Telangana was purposively selected for the study as it has a large area under Turmeric production and as the very famous (Armoor variety) was cultivated. The study will be conducted in different markets in the Nizamabad district.

3.1.2 Selection of the Block:

Selection of the block the second stage of sampling. These are sub-divided into Twenty Nine mandalas are under Nizamabad district. The Armoor was selected purposively. There are 150 Gram-Panchayats in the district. Sri. C. Narayana Reddy Is the present collector of the district. List of all the 29 community development blocks of Nizamabad district. I choose the Armoor block, was selected purposively.

3.1.3 Selection of the Village:

There are 23 villages in Armoor block out of 5% of villages was selected randomly for the study of supply chain of Turmeric. The villages are arranged in decending order on the basis of the area under turmeric cultivation. Out of 16, turmeric growing village's 7 villages are selected Purposively for the study.

Table.No: 3.1.3 Selection of the Village

S no	Villages	No of farmers
1	Ankapur	29
2	Govindepet	25
3	Degaon	23
4	Fathepur	19
5	Manthani	14
6	Alur	11
7	Chepur	09
	Total	130

ANALYTICAL TOOLS:

The collected data was subjected to various analytical tools. The data extracted were analyzed through using the following tools;

Marketing cost:

The movement of products from the producers to the ultimate consumers involves costs, taxes, and expenses which is called Marketing costs. These costs vary the channels through which a particular commodity passes through Ex:- Costs of packing, transport, weighment, loading, unloading, losses and spoilages. Total cost of marketing of commodity.

$$MC = C_p + \sum C_{mi}$$

Where,

MC = Marketing Cost

C_p = Cost incurred by producers for marketing

C_{mi} = Cost incurred by I middlemen for marketing

Marketing Margin:

Marketing is calculated by subtracting the net farm value equivalent of food sold at farm product from the retailer price.

$$\text{Marketing Margin} = \text{Producer price} - \text{Marketing Cost}$$

Price Spread:

Producers share in consumer rupee

$$P_s = PF/PR \times 100$$

Where,

P_s = Producers Share

PF = Price received by farmers

PR = Retail price paid by farmers

Producers share in consumer Rupee:

The producers receives what the consumer pay after the various cost of marketing has been deducted. This residual expressed as percentage of the price paid by the consumers is the producers share .it is calculated by:

$$Fs = (Fp/Cp) \times 100$$

Where,

Fs = producers share in consumer rupee(percentage)

Fp = producer net selling price

Cp = Consumer price.

IV.RESULTS AND DISCUSSION

4.1 To work out the marketing cost's, marketing margin, and price spread of different marketing channels of turmeric.

Channel-I Producer-Trader-Wholesaler-Retailer-Consumer

4.1.1 MARKETING CHANNEL –I:

Table 4.1.1 shows the Revealed the information on marketing of Turmeric through marketing Channel-I Producer – Trader-Wholesaler – Retailer - Consumer This was the most common practiced channel through which 50 percent of Turmeric produce in the district were marketed. Here, the producer share in consumer rupee of turmeric was percent. In this marketing channel, the total marketing cost of turmeric was Rs.555 per quintal. The market margin and marketing cost of Trader is 4.17 percent. The margin of wholesaler through this channel of turmeric was Rs 310 per quintal. Thus, out of these three channels understudy, the Price spread in turmeric was found to be high in channel –I i.e., lowing to large number of market functionaries involved in the process of marketing of turmeric.

Table.No:4.1.1 MARKETING CHANNEL –I

Sr.no	Particulars	Channel-I	Percentage%
Marketing cost incurred by producer			
	Net rate received by producer	6560	79.61
I	Loading	40	0.48
II	Transportation	80	0.97
III	Octroi	35	0.42
IV	Weighing charges	10	0.12
V	Commission	65	0.78
VI	Unloading	20	0.24
VII	Miscellaneous Expenditure	5	0.06
1)	Marketing cost of producer	255	3.09
2)	Producer selling price to Trader	6815	82.7
Marketing Cost incurred by Trader			
I	Transportation	20	0.24
II	Weighing charges	10	0.12
III	Hamali	20	0.24
IV	Market Cess	70	0.84
V	Other expenses	10	0.12
3	Marketing cost of trader	130	1.57
4	Trader margin or Profit	215	2.6
5	Selling price of trader	7160	86.89
Marketing Cost incurred by Wholesaler			
I	Transportation	40	0.48
II	Weighing charges	10	0.12
III	Hamali	20	0.24
V	Other expenses	10	0.12

6	Marketing cost of wholesaler	80	0.97
7	wholesaler margin or Profit	310	3.76
8	Selling price of wholesaler	7550	91.62
D	Marketing cost incurred by retailer		
I	Transportation	50	0.6
II	Weighing charges	15	0.18
III	Hamali	20	0.24
IV	Other expenses	5	0.06
9	Marketing cost of retailer	90	1.09
10	Retailer margin or profit	600	7.28
11	Selling cost by retailer	8240	100
12	Total marketing cost	555	6.73
13	Total market margin	1125	13.65
14	Consumer price	8240	100
15	Price Spread	1425	17.2
16	Producer share in consumer Rupee	Total	79.6

CONCLUSION:

The present study it was concluded that supply chain management of turmeric in Nizamabad district Telangana. In this area it is a profitable Business.it provides good returns in short span of time.The main objective is to study is Marketing costs, Marketing margin, Producers share in consumer rupee &Price spread. This research information collected from farmers about growers, bagging, transport facillites, marketers, Traders, wholesaler and retailers. Market intermediaries (Trader, wholesaler, retailer) were higher in channel results higher price spread and producers share in consumer rupee. Hences the marketing channel of turmeric plays an important role.

V.ACKNOWLEDGEMENT:

The Authors warmly thank the contribution of faculty of Department of Agricultural Economics

Mr. Jayant zechariah, Dr. Ameesh j Stephen, Dr.Nitinbarker, Dr(Mrs)PrathyushaTripathi and many thanks to Dr Ashish S Noel Head of the Department of Agriculture Economics, Sam Higginbottom university of Agriculture, Technology and Sciences. Prayagraj.

References:

- Ravindra Kanthe U, Venkatesh Yashwant Badave. "Marketing of Turmeric in the Sangli District, Maharashtra, India", International Journal of Economics & Management Sciences 2016;5:1-7
- Sawant M.S., 2002, A study of adoption of turmeric production technology in Satara district. M. Sc. (Agri.) Thesis,Mahatma Phule Krishi Vidyapeeth, Rahuri.
- Balashanmugan PV (1991) Processing and Curing of Turmeric, South Indian Horticulture 39: 214-216.
- Singh Bhagwan., 2007, Constrains in adoption of production technologies in cumin (Cuminum cyminum L.). Journal of Spices and Aromatic Crops, 16(1):42-45.
- Singh, J. M., Singh, Jasdev., Garg. B. R. and Kaur Baljinder (2012), Production and marketing of turmeric-A case study in Punjab. Indian Journal of Agricultural Marketing, 26 (1):36-45.
- Patil, M. R., Borse, M. K. , Patil, S. D. and Poonam, Kamble., 2009, Economic aspects of production, processing and marketing of turmeric in western Maharashtra. International Journal of Agricultural Sciences, 5 (1):60-63.

- Patil, P. R., 2000, Economics of production and marketing of turmeric in Sangli district (Maharashtra). M. Sc. (Agri.) Thesis, Mahatma Phule Krishi Vidyapeeth, Rahuri.
- Patil, P.R., Lohar, N.S., Bhingardev, S.D. and Bondar, V.S., 2004, Economics of production of turmeric in Sangli district of Western Maharashtra. Indian Journal of Arecanut, Spices and Medicinal Plants, 6(1):9-12.