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A STUDY ON PROBLEMS AND CHALLENGES FACED BY FARMERS IN SALE OF AGRICULTURE PRODUCT WITH SPECIAL REFERENCE TO RURAL AREASIN COIMBATORE DISTRICT

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ABSTRACT

Agriculture is a vital sector that involves the cultivation of soil, raising livestock, and producing food products for human consumption. It has played a crucial role in the growthand development of human civilization, leading to population growth, urbanization, and trade.In India, agriculture contributes significantly to the country's GDP and provides employment to a large portion of the population.

1. INTRODUCTION

Agriculture is the art and science of cultivating the soil, growing crops and raisinglivestock. It includes the preparation of plant and animal products for people to use and their distribution to markets. Agriculture is the practice of cultivating plants and livestock in order to provide facilities the human beings. Agriculture is an important sector of Indian economy as it contributes about 17% to the total GDP and provides employment to over 60% of the population. Farming enabled people to grow all the food they needed in one place, with a muchsmaller group of people.

2. STATEMENT OF THE PROBLEM

1. Farmers now a days facing the mode of payment made by the people by buying agricultural product in the market. So, this study will try to solve mode of payment problem in sale of agriculture product in market.
2. Unavailability of water supply can damage the agricultural product in the land.
3. Unless changes in the climate condition can cause damages to the agriculturalproduct.

3. OBJECTIVES OF THE STUDY

- To study the demographic profile of the sample respondence inCoimbatore district.
- To identify the level of farmers awareness towards agricultural products.
- To offer suggestion based on the findings of the study.

4. SCOPE OF THE STUDY

The study covers the awareness level of the farmers in sale of agriculture product.Usage of the agriculture products in rural areas. Factors influencing the agricultural products in rural areas. Level of satisfaction of the farmers in sale of products in the market place. Thisresearch would help to re-examine and make changes in the present production and marketingstrategies in order to improve the purchase behaviour and satisfaction the farmers in sale of agriculture products in market place. The scope of the study is limited to the sale of agricultureproduct in Coimbatore district. The outcome of the study is undoubtfully emphasize good growth in future.

5. RESEARCH METHODOLOGY

Research methodology is a way of systematically solve the research problem.It specifies the approach that the researcher intends to use with respect to propose the studyscientifically. The scope of the research methodology is wider than that of research methods, thus we talk of the research methodology, we use the context of our research studyand explain why we are using a particular methods or technique.

Source of Data

- **PRIMARY DATA** -The primary data has been collected by preparing structure questionnaire method has been followed to ascertain the information from the farmers.
- **SECONDARY DATA** – In the present study the secondary data had been collected from different sources of literatures like Articles, Journals, Wikipedia, Related Websites.

Research design

The research design used for the study is descriptive in nature. The basic objectivesof this study are to sort out the problems and challenges faced by farmers.

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Sample Size
The sample of 120 respondence is chosen from the study.

Sample technique
For the purpose of analysis, the data has been collected from 120 farmers fromsample respondents in Coimbatore district.

Area of the study
The study has been undertaken only in Coimbatore district.

Tools used

- Simple percentage method
- Rank analysis method

6. REVIEW OF LITERATURE

Singh et al. (2021): Analysed the effect of constraints, technical gaps, and improved production practices on green gram yield and economics in arid regions. The research was carried out at a farmer's field in Rajasthan's Jodhpur area. The majority of respondents cited low crop returns, high input costs, a lack of knowledge, and the processing industry as major constraints.

Verma et al (2021): Conducted a study on Constraints perceived by the members and non-members towards the functioning of FPO-AKPCL in Kanauji District of Uttar Pradesh. A total of 20 members and 40 non-member farmers were randomly sampled in the functional area of FPO-AKPCL to delineate the constraints faced by them.

Pandey et al. (2020): Identified factors influencing farmers buying behaviour for hybrid seeds of paddy in 6 districts of Bihar stated that majority of the respondents wereaware of the hybrid seeds of paddy due various promotional activities. Factors like seedquality and brand/dealer loyalty were found to be most effective in influencing farmersbuying decision.

Fidowaty, T & Supriadi, R. (2020): Identified various schemes of government to improve the financial situation of farmers through their empowerment by issuing e- commerce innovations has not made any impact. Many farmers are still unable to effectively use ecommerce and related technology.

7. ANALYSIS AND RESULT

7.1 Percentage Analysis

Table 1
Demographic Variable of the respondents

Factors	Options	No. of Respondents	Percentage (%)
Gender	Male	61	51%
	Female	59	41%
Monthly Income	Below ₹10,000	37	30.8%
	₹20,000-₹35,000	34	28.3%
	₹36,000-₹40,000	32	26.7%
	₹41,000-₹49,000	11	9.2%
	More than 50,000	6	5%
Education qualification	Below10th	35	29.9%
	12th pass	31	25.8%
	Graduate	31	25.8%
	Post graduate	15	12.5%
	Others	8	6.7%
Age	Under 30 years	29	24.2%
	Upto 31-49 years	23	19.2%
	Upto 50-59 years	36	30%
	Upto 60-69 years	22	18.3%
	Above 70 years	10	8.3%
Marital status	Married	98	81.7%
	Unmarried	22	18.3%
Source of income	Agriculture	55	45.8%
	Service	30	25 %
	Business	28	23.3 %
	Others	7	5.8%
Nature of the family	Joint family	42	35%
	Nuclear family	78	65 %
Member in family	Less than 3	19	15.8 %

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	Members 3-4	52	43.3%
	Members 5-6	39	32.5%
	More than 6 members	10	8.5%
Farmers experience in agriculture	Below 3 years	23	19.2%
	3-4 years	28	23.3%
	5-6 years	41	34.2%
	Above 6 years	28	23.3%

Table 2
Respondents' behavior toward various function of Activity in producingagriculture products

Factors	Options	No. of Respondents	Percentage (%)
Involvement inagriculture	Farmer	47	39.2%
	Processor	46	38.3%
	Backyard gardener	17	14.2 %
	Others	10	8.3 %
Crops grown on land	Maize	15	12.5%
	Rice	26	21.7%
	Wheat	31	25.8%
	Vegetables	32	26.7%
	Others	16	13.3 %
Market of crops	Direct	26	21.7%
	Through middle men	44	36.7%
	Through agencies	24	20%
	Others	26	21.7 %
Source of water supply	Private well	30	25%
	Dam	40	33.3%
	Stream	38	31.7 %
	Others	12	10 %
Preserve soil fertility	Fertilization	33	27.5%
	Crop rotation	48	40%
	Intercropping	26	21.7%
	Others	13	10.8%

Table 3
Respondents' behavior toward various function of Activity in producingagriculture products

Factors	Option	Respondents	Percentage (%)
Seeds used for farming	Traditional seed	26	21.7 %
	Hybrid seed	47	39.2%
	Foreign seeds	15	12.5%
	Others	32	26.7%
Frequency of agriculture products	Every day	23	19.2 %
	Several times a week	47	39.2%
	Once a week	21	17.5%
	Once in a month	29	24.2%

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Control of weed	By burning plantresidues after harvesting.	19	15.8 %
	By grazing through animals.	38	31.7%
	By mechanical weeding.	40	33.3%
	By crop rotation	23	19.2%
Usage of fertilizer for farming	Organic fertilizers	24	20%
	Chemical fertilizers	49	40.8%
	Both	38	31.7%
	Others	9	7.5%
Payment of electricity bill	By meter	18	15%
	Through a certain fixed amount	37	30.8%
	Have never paid	38	31.7%
	Others	27	22.5%

Percentage analysis deals with the demographic factors, respondent's behavior towards variousactivity of farmers in production of agriculture products. It can be inferred from the above Table 1 shows the most (51%) of the respondents are Male, The most (30.8%) of the respondents are Below ₹10,000., The most (29.2%) of the respondents are below 10th pass, The majority (30%) of the respondents are Under the age of 50-59 years, The most (81.7%)of the respondents are Married, The most (45.8%) of the respondents are agriculture, The most (65%) of the respondents are nuclear family, The most(43.3%) of
the respondents are 3-4 members in family, The majority (34.2%) of the respondents areUnder 5-6 years' experience in agriculture,

Table 2 shows That most (39.2%) of the respondents are farmers, The most (26.7%) of the respondents are growing vegetables in their land, The most (36.7%) of the respondents are market their crops through middle men, The most (33.3%) of the respondents are supply waterthrough dam, The most (40%) of the respondents preserve their soil through crop rotation,

Table 3 shows that most (39.2%) of the respondents used hybrid seeds for farming, The most (39.2%) of the respondents are consume agriculture products several times a week, the most (33.3%) of the respondents are control weeds by mechanical weeding, The most (40.8%) of the respondents used chemical fertilizers for farming, The most (31.7%) of the respondents have never paid their electricity bill.

7.2 Ranking analysis

Table 4
Showing awareness level of the agriculture products

FACTORS	I	II	III	IV	V	VI	VII	VIII	IX	X	TOTAL	RANK
UPI Payment?	5 (10) 50	5 (9) 45	28 (8) 224	2 (7) 49	24 (6) 144	9 (5) 45	9 (4) 36	11 (3) 33	21 (2) 42	6 (1) 6	674	V
Govt plans and policies	5 (10) 50	24 (9) 216	18 (8) 144	6 (7) 42	13 (6) 78	15 (5) 75	9 (4) 36	16 (3) 48	12 (2) 24	2 (1) 2	715	II
Types of pesticides?	14 (10) 140	22 (9) 198	10 (8) 80	3 (7) 21	10 (6) 60	16 (5) 80	18 (4) 72	12 (3) 36	7 (2) 14	8 (1) 8	709	III
Fund given by the Govt?	18 (10) 180	10 (9) 90	14 (8) 112	4 (7) 28	17 (6) 102	19 (5) 95	9 (4) 36	19 (3) 57	8 (2) 16	2 (1) 2	718	I
Current market price?	8 (10) 80	12 (9) 108	14 (8) 112	10 (7) 70	12 (6) 72	13 (5) 65	16 (4) 64	13 (3) 39	12 (2) 24	10 (1) 10	644	VIII
Agriculturalloans	11 (10) 110	16 (9) 144	11 (8) 88	8 (7) 56	10 (6) 60	15 (5) 75	11 (4) 44	15 (3) 45	18 (2) 36	6 (1) 6	664	VII

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Destroyed by animal	9 (10) 90	13 (9) 117	20 (8) 160	4 (7) 28	10 (6) 60	10 (5) 50	16 (4) 64	10 (3) 30	16 (2) 32	7 (1) 7	638	IX
Product theft	10 (10) 100	15 (9) 135	13 (8) 104	11 (7) 77	4 (6) 24	14 (5) 70	9 (4) 36	14 (3) 42	17 (2) 34	6 (1) 60	628	X
Climate condition	18 (10) 180	14 (9) 126	17 (8) 136	4 (7) 28	9 (6) 54	7 (5) 35	13 (4) 52	7 (3) 21	13 (2) 26	8 (1) 8	666	VI
Schemes provided bythe Govt	20 (10) 200	18 (9) 162	7 (8) 56	5 (7) 35	13 (6) 78	12 (5) 60	2 (4) 8	12 (3) 36	14 (2) 28	16 (1) 16	679	IV

Table 4 shows that Fund given by the government due to cause of flood in land I, Governmentplans and facilities II, Different types of pesticides III, Schemes provided by the government IV, UPI Payment V, adopted to the change of climate condition VI, Agricultural loans provided by the government VII, Daily change of current market price VIII, Agricultural product destroyed by the animal IX, Product theft by people near X.

8. SUMMARY OF FINDINGS

On Percentage analysis, the following results were obtained.

- The most (51%) of the respondents are Male.
- The most (30.8%) of the respondents are Below ₹10,000.
- The most (29.2%) of the respondents are below 10th pass.
- The majority (30%) of the respondents are Under the age of 50-59 years.
- The most (81.7%) of the respondents are Married.
- The most (65%) of the respondents are nuclear family.
- The most (43.3%) of the respondents are 3-4 members in family.
- The majority (34.2%) of the respondents are Under 5-6 years' experience inagriculture.
- The most (39.2%) of the respondents are farmers.
- The most (45.8%) of the respondents are agriculture.
- The most (26.7%) of the respondents are growing vegetables in their land.
- The most (36.7%) of the respondents are market their crops through middle men.
- The most (33.3%) of the respondents are supply water through dam.
- The most (40%) of the respondents preserve their soil through crop rotation.
- The most (39.2%) of the respondents used hybrid seeds for farming.
- The most (39.2%) of the respondents are consume agriculture products severaltimes a week.
- The most (40.8%) of the respondents used chemical fertilizers for farming.
- The most (31.7%) of the respondents have never paid their electricity bill.

On the basis of ranking analysis, the following result is obtained

- The Most of the respondents ranked Fund given by the government due to cause of floodin land (718) I.

9. SUGGESTIONS

After conducting the survey and knowing the market, I realized that, the data provided, it can be concluded that the majority of the respondents are male, married, and belong to nuclear families with 3-4 members. The majority of the respondents have less than 10 years of experience in agriculture, and most of them are farmers who cultivate agriculture and grow vegetables in their land using hybrid seeds and chemical fertilizers. The government's fund given due to floods in the land is ranked as the most important factor according to the farmers.

10. CONCLUSION

It has been observed that most of the farmers are satisfied with the supply of water provided by the government similarly of those farmers are dissatisfied with the supply of water. The main problem investigated by this study was the poor access of farmers with physical disabilities to agricultural extension and training agencies. The study's main objectivewas to identify and analyse the training and extension needs of farmers with disabilities. Modern agriculture uses planned technology and emphasizes management practices of conservation and renewability of resources.

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