

# A Study on Expanding Global Market Reach of Farmers with Special References Sankarankovil TK

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**Abstract:** Many rules and regulation have been introduced to make farmers markets more structured and systematic. In this farmers production they produced paddy rice, farming land, field crops and horticulture crop, etc. To provide the farm land there is a lot of profitability and at the same time there is risk management also. The farmers to adopted eco- friendly practices on agricultural and improve awareness and benefits of biodiversity. Its is concluded technical course and the information sharing meeting may be a inactivate to farmers to know about the benefit of eco agriculture practices. The creation of statewide agricultural produce marketing infrastructure, comprising of various market yards, purchase centers, link roads etc. The study of farming land to local markets distances, change of the field crop with horticulture crop, and changing rice varieties every year appear as significant determinants of farmers perception of crop losses. The market research to identify potential global markets for the agricultural product from Sankarankovil Taluk and Analyze consumer preferences and understand the scope of potential for the farmers produce.

**Keywords:** Profitability, farmers income, updated markets, farmers employment, risk management.

## I. INTRODUCTION

Farmers market vary greatly in term of their physical shape, form, operation and product mix. Farmers market which are sometime referred to as farmers tailgate markets, curb market, weekend markets or Sunday markets, have a long history in human civilization. They are one of the worlds oldest institutions. Many rules and regulations have been introduced to make farmers markets more structured and systematic. In this farmer production they produced paddy rice, farming land, field crops and horticulture crop, etc. Toproduced the farm land there is a lot of profitability and at the same time there is risk management also. There is an information technology in the training extension of farmers and updated market information. The Indian food processing industry account for 32% of the country's total food market, one of the largest industries in India and is ranked fifth in term of production, consumption, export and expected growth.

### 1.1 OBJECTIVES OF THE STUDY:

1. To analysis the growth of agribusiness for farmers in Sankarankovil Taluk.
2. To analysis the generation of increase of opportunities in Sankarankovil Taluk.
3. Creation of statewide agricultural produce marketing infrastructure, comprising of various market yards, purchase centers, link roads etc.
4. Creation of additional facilities, along with expansion and maintenance works on behalf of various market committees.

### 1.2 REVIEW OF LITERATURE :

VO HONG TUL AT.EL.,2018]Entitled a research on the topic of "Paddy production oriented in Vietnamese Mekong delta" concludes that Argo chemicals has positive effects on rice productivity, its application has also caused environmental pollution and biodiversity rice production practices. The analysis is that the farmer not observe biodiversity losses were more have considered the adoption of environmentally sustainable agricultural practices in

developing countries. It is suggested the farmers to adopted eco- friendly practices on agriculture and improve awareness and benefits of biodiversity. It is concluded technical training course and the information sharing meeting may be a inactivate to farmers to know about the benefits of eco agriculture practices

Ben Chendo G.N.[2016]“ Profitability and risk management techniques of paddy production in Kaduna state” ,Analyse the paddy rice production in Chikun local government area of Kaduna state” . Data was were collected from 60 respondents randomly selected paddy rice farmers and analysed using the descriptive statistic, gross margin model and multiple regression analysis used to determine the socio economic characteristic, profitability and relationship between the risk management techniques and the farmers income. The absences of these risk management techniques indicated a decrease in the net return by a constant value of [-0.923]

Zeenatul Islam [2016]Conducted a research on the topic of “Farmer perception on climate change Area of Bangladesh”. The severity of loss for three rice crop and identifies their determines ad explores policy implications. The sample size are 771 valid observation. Very serve drought high temperature and serve groundwater scarcity characterize these five locations. The incidence rice production loss that drought seventy, Groundwater depletion, farming land to local market distance, change of the fields crop with horticulture crop, and changing rice varieties every year appear as significant determinants of farmer perception of crop losses.

Zanello& Srinivasan (2014) Conducted a research on the topic of “study on positive impact on their welfare farm in Tirunelveli”. The authors found that radio and mobile phones are particularly useful in increasing the quantity and quality of market information available to farm producers. And that radio and mobile phones provide them with a broader knowledge of current market development for their production. The author re- commends that there are more gains to be received by integrating information technologies in the training of extension officers to provide farmer with more prompt and updated market information

**II. RESEARCH METHODOLOGY**

This study was conducted in Sankarankovil TK. Sample random sampling is used to select sample respondents. This study includes 68 global market research of farmers. The study is based on primary and secondary data. The purpose of this study is to findout the global market research of farmers.

**2.1 Source of Data**

Primary data :Information is collected by conducting a survey by distributing a questionnaire to 68 in SANKARANKOVIL TK using convenient sampling technique. These 68 farmers are of different age group, different occupation, different Income level and different qualification.

Secondary data: This data were collected from Journals, newspapers, Books and Magazines.The data also collected form both primary and secondary source have been edited and presented in this research report at appropriate places. Some information are collected from authorized web resources.

**III. ANALYSIS AND INTERPRETATION OF PRIMARY DATA**

**TABLE 3.1: DISTRIBUTION ACCORDING TO GENDER**

SI.NO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
1.	Male	42	62
2.	Female	26	38
3.	Total	68	100

Source : Primary Data

**Interpretation :**

The above table 1 reveals that 62 percentage belonging to the male group of 42 respondents,38 percentage belonging to the female group of 26 respondents. The total number of percentage are 100 and respondents are 68.

**TABLE 3.2: DISTRIBUTION ACCORDING TO AGE**

SI.NO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
1.	BELOW 30	15	23
2.	30-50	18	26
3.	Above 50	35	51
	Total	68	100

Source : Primary data

**Interpretation :**

The above table 2 reveals that 23 percentage of respondents belonging to the age group of below 30 years, 26 percentage of respondents belonging to the age group of 30-50 years, 51 percentage of respondents belonging to the Age group of above 50 years.

**TABLE 3.3: DISTRIBUTION ACCORDING TO MONTHLY INCOME**

SI.NO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
1.	Less than Rs1000	25	37
2.	Rs 1000 to 2000	32	47
3.	Rs 3000 to 5000	11	16
	Total	68	100

Source : Primary data

**Interpretation :**

The above table 4 reveals that 37 percentage of respondents belonging to the monthly income of less than 1000 rupees, 47 percentage of respondents belonging to the monthly income of Rs 1000 to 2000, 16 percentage of respondents belonging to the monthly income of Rs3000 to 5000.

**TABLE 3.4: DISTRIBUTION ACCORDING TO MARITAL STATUS**

SI.NO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
1.	Married	48	71
2.	Unmarried	20	29
	Total	68	100

Source : Primary Data

**Interpretation :**

The above table 5 reveals that 71 percentage of respondents belonging to the married group, 29 percentage of respondents belonging to the unmarried group.

**IV. FINDINGS**

- According to gender wise classification majority 62 percentage of the respondent are male.
- According to age wise classification majority 51 percentage of the respondent are above 50 years of age.
- According to the monthly income the majority 47 percentage of the respondents are [Rs 1000 to 2000] farmers are earning monthly income.
- According to the Marital status the majority 71 percentage of the respondents are married

**V. SUGGESTIONS**

- Market research to identify potential global markets for the agricultural product from Sankarankovil Taluk.
- To produced the farm land there is a lot of profitability and at the same time there is risk management also
- Assist farmers in obtaining necessary certifications such as global goods agricultural practices, organic certification, and fair trade certification.
- To enhance the Capacity Building and Training of knowledge and skills of farmers regarding international trade export regulations, marketing strategies, and customer preferences in the target markets.

## VI. CONCLUSION

Farm land and Agriculture is an integral part of smart growth. The ability to feed one own population is critical to the independence of any state. Ontario is blessed with resources that have facilitated the development of a worldclass agriculture industry that provides safe, nutritious, and reliable food. The ability to feed the local population from local sources should not be underestimated. Agriculture is a diverse industry with very specific locational connections. Certain crops can only be grown in specific location where the combination of a variety of factory including soil, moisture, and temperature and topography is the ability to produce the crops that require that particular combination of factors is also lost. The public needs to understand that agriculture land is a non-renewable resources requiring appropriate management techniques.

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