

“Production and Marketing Problems faced by the farmers: A case study of District Pulwama”

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Abstract

Jammu & Kashmir is basically an agrarian state. Agriculture occupies an important place in the economy of the state. Around 70% of the population in the State get livelihood directly or indirectly from Agriculture and allied Sectors. Agriculture is the main stay of the economy of the district Pulwama. Agriculture plays an important role in the economy of the District. Around 80% of the population in the district get livelihood directly or indirectly from Agriculture and allied Sectors. Rice the major crop grown in the district with 12983 hectares under its cultivation accounting for 39.75 percent of the net area sown followed by maize accounting for 0.89 percent of the net area sown. In this paper an attempt has been made to identify the major production and marketing problems faced by the farmers in Pulwama District of Jammu and Kashmir. It is found from the study that major production problem faced by farmers is high incidence of diseases and holds the first rank with average score of 52.88. High cost of fertilizers and weedicides holds the second rank with average score of 52.13 followed by climate change (51.0), lack of timely availability of good quality seeds/inputs (49.38), and the least production problem faced by the farmers is inadequate irrigation facilities with average score of 44.63. Furthermore, the major marketing problems faced by the farmers is low price of farm produce and holds the first rank with average score of 54.6. Delay in payment by marketing agencies holds the second rank with average score of 49.9 followed by lack of marketing facilities at village level (49.5), high cost of transportation (48.4) and the least marketing problem faced by the farmers is exploitation by middlemen with average score of 47.7

Keywords: Agriculture Sector, Area, Jammu and Kashmir, Production Problems, Marketing Problems.

I: Introduction

Jammu & Kashmir is basically an agrarian state. Agriculture occupies an important place in the economy of the state. Around 70% of the population in the State get livelihood directly or indirectly from Agriculture and allied Sectors (Singh & Andrabi, 2015). The Rice is the most dominant crop in the entire state followed by wheat and maize. The state of is predominantly a mono cropped and rain fed with about 40% of the area in Jammu division and 60% in Kashmir Division having assured means of irrigation. The net area irrigated by different sources was about 355.99 thousand hectares in the year 2015-16 (Govt. of J&K, 2016). In J&K state cultivators and those engaged in primary occupation constitute about 64.8 per cent of the total work force. Nearly 3.1 per cent are agricultural labourers and 4 per cent involved in other primary activities like livestock, forestry, plantation, mining, quarrying and other allied activities. About 21.0 per cent work force is dependent on construction works and 7.7 per cent involved in trade and commerce, transport, communication, storage activities etc. Other services provide employment to 11.6 per cent of the total work force (Govt. of J&K, 2016).

The agriculture sector is an important sector of Jammu & Kashmir State's economy. It plays an imperative role from various points of view like, share in GSDP, NSDP, employment and foreign exchange earning etc. (Bhat, 2013). During the year 2015-16, the share of agriculture including forestry and fishing to GSDP at current prices was 19.52 %, out of which crops contributed 13.96 %, live stock contributed 3.74 %, forestry and logging 1.46 % and fishing and aquaculture was 0.38 %. During the year 2015-16, the share of agriculture including forestry and fishing to NSDP at current prices was 20.22 %, out of which crops contributed 13.87 %, live stock contributed 4.29 %, forestry and logging 1.69 % and fishing and aquaculture was 0.38 % (Government of Jammu and Kashmir, 2016). The agriculture sector is the foundation of the Jammu and Kashmir's economy as it provides directly employment to about 42% of the population and also provides inputs for agro-based industry. Agriculture income has also created demand for industrial goods. Not only that it also contributes raw materials for manufacturing goods and provides market for manufactured products (Shah, et.al., 2013).

II. Socio - Economic Profile of District Pulwama

Pulwama being a part of the beautiful valley is bounded by Srinagar in the North by Budgam and Poonch Districts in west and by Anantnag District in the South and East. As per census 2011, Pulwama district has a population of 560440 souls, consisting of 293064 males and 267376 females, with a sex ratio of 912 females per 1000 males as against sex ratio of 883 of J&K state. During the decade 2001-2011, there has been a population growth rate of 27.00 in the district as against 23.71 of J&K state. Main population of the district lives in its rural areas. Only 80462 souls i.e. 14.35 percent of total population resides in urban areas while as 479978 souls i.e. 85.65 percent of it lives in rural areas. Population of the district is predominantly Muslims (95.50 %) followed by Hindus (2.47 %) and Sikhs (1.68 %). The population comprises of various groups of diverse nature like Gujjars, Bakerwals, Pustons, Dogarwals and predominantly Kashmiri's. As per census 2011, the literacy rate of the district is 65.00 percent, in case of males it is 75.41 percent and in case of females it is 53.81 percent. The district consists of 327 villages out of which 319 are inhabited and 08 are un-inhabited (Govt. of J&K, 2016).

Agriculture is the main stay of the economy of the district. Agriculture plays an important role in the economy of the District. The agriculture products like paddy, oil seeds, fodder, saffron & milk are the main contributors to the Gross Domestic Product (GDP) of the District. Around 80% of the population in the district get livelihood directly or indirectly from Agriculture and allied Sectors. In district Pulwama, cultivators constitute about 26.40 per cent of the total work force and nearly 18.10 per cent are agricultural. During the year 2015-16, net area sown in the district Pulwama was 32660 hectares. The Rice is the most dominant crop in the entire state followed by wheat and maize. Rice the major crop grown in the district with 12983 hectares under its cultivation accounting for 39.75 percent of the net area sown followed by maize accounting for 0.89 percent of the net area sown. During the year 2015-16, the area under high yielding variety of rice was 16.50 hectares followed by maize (4.20 hectares) and wheat (0.22 hectares). During the same year, 1586.85 quintals of improved rice seeds were distributed and 69.94 quintals of improved maize seeds were distributed in the district (Govt. of J&K, 2016).

III. Objectives of the Study

In the light of importance of the present study entitled “Production and Marketing problems faced by Farmers: A case study of district Pulwama” researcher has set the following objectives

- To identify the major production problems faced by farmers in the sample district.
- To identify the major marketing problems faced by farmers in the sample district

IV. Sampling Design

The present study was conducted in District Pulwama of Jammu and Kashmir. District Pulwama has been chosen purposively for our study as it is the main producer of paddy crop in the Kashmir region. A multi stage random sampling method was adopted for the selection of sample farmers in the study area. For the present study, five Blocks from district Pulwama has been selected and five villages from each block has been selected. A Sample of 80 farmers is selected randomly from each blocks. Therefore total number of farmers selected randomly in our study region turns out to be about 400 farmers. The present study is based on an exclusive interview method. The schedules has been prepared and canvassed for the collection of data. The interview schedule was translated in Kashmiri language. The collected data were analyzed with appropriate statistical tools.

V. Data Collection

Keeping in view the present status and objectives of research work, both secondary as well as primary data have been collected to make the study scientific as well as realistic. The secondary source of data have been collected from various official sources like Ministry of Agriculture, Department of Agriculture, Cooperation and Farmers Welfare (Government of India), Central Statistics Office, Ministry of Statistics and Programme Implementation (Government of India), Economic Survey of Jammu & Kashmir , Economic Review of Jammu and Kashmir, Digest of Statistics Jammu and Kashmir , District at a glance, Pulwama. Further various published research papers, books, periodicals, reports, magazines, newspapers, and websites have also been used for the

study. The primary data has been collected through a well structured interview schedule served on a selected group of 300 respondents from five blocks of district Pulwama. Interview schedule was translated into local language i.e. Kashmiri for ease of data collection.

VI. Statistical Tools

The study made use of Garrett’s ranking technique for the analysis and interpretation of data. Garrett’s ranking technique

The Garret ranks were calculated by using appropriate Garret Ranking formula, which is based on the Garret ranks, the garret value was calculated. The Garret tables and scores of each reason in table, and multiplied to records scores in table, finally by adding each row, the total Garret score were obtained.

Percent Position = $\frac{100 (R_{ij}-0.5)}{N_j}$

Where, Rij = Rank given for the ith variable by the jth respondent.

Nj = number of variables ranked by the jth respondent.

VII. Analysis and Interpretation of Data

This section deals with the identification of the main problems faced by the farmers in Pulwama district of Jammu and Kashmir state. The problems were divided into two categories i.e. production problems and marketing problems. .

Production Problems

The ranking of production problems faced by the farmers in the study area given by respondents is shown in table 1.1 a.

Table 1.1 a: Ranking of Production Problems given by Respondents

Production problem	Ranks given by the respondents				
	R ¹	R ²	R ³	R ⁴	R ⁵
Climate change	80	80	120	40	80
High incidence of diseases	110	80	60	90	60
Lack of timely availability of good quality seeds/inputs	60	100	100	50	90
High cost of fertilizers and weedicides	100	80	80	70	70
Inadequate irrigation facilities	50	60	40	150	100

Table 1.1 b: Percent Position and Garret value

$100(R_{ij} - 0.5)/N_j$	Calculated Value	Garret Value
$100(1 - 0.5)/N_j$	10	75
$100(2 - 0.5)/N_j$	30	60
$100(3 - 0.5)/N_j$	50	50
$100(4 - 0.5)/N_j$	70	40
$100(5 - 0.5)/N_j$	90	25

Table 1.1 c: Calculation of Garret Value and Ranking

Production Problems	1 st	2 nd	3 rd	4 th	5 th	6 th	Total	Average Score	Rank
Climate change	1463	2898	2862	1656	2812	1610	13301	44.34	5
High incidence of diseases	3388	2268	2862	3082	2072	1012	14684	48.95	3
Lack of timely availability of good quality seeds/inputs	7161	4599	3294	1656	740	391	17841	59.47	1
High cost of fertilizers and weedicides	6699	4599	2106	2254	1147	483	17288	57.63	2
Inadequate irrigation facilities	2849	2898	2106	3036	2331	1127	14347	47.82	4

Production problem	Ranks given by the respondents							
	R ¹	R ²	R ³	R ⁴	R ⁵	Total	Average	Rank
Climate change	6000	4800	6000	1600	2000	20400	51.0	3
High incidence of diseases	8250	4800	3000	3600	1500	21150	52.88	1
Lack of timely availability of good quality seeds/inputs	4500	6000	5000	2000	2250	19750	49.38	4
High cost of fertilizers and weedicides	7500	4800	4000	2800	1750	20850	52.13	2
Inadequate irrigation facilities	3750	3600	2000	6000	2500	17850	44.63	5

Source: Primary Survey, Computed by Researcher.

The calculation of Garret value and ranking of production problems faced by farmers in Pulwama district of Jammu and Kashmir is presented in the table 1.1 c. It is found from the table that the major production problem faced by farmers is high incidence of diseases and holds the first rank with average score of 52.88. High cost of fertilizers and

weedicides holds the second rank with average score of 52.13 followed by climate change (51.0), lack of timely availability of good quality seeds/inputs (49.38), and the least production problem faced by the farmers is inadequate irrigation facilities with average score of 44.63.

Marketing Problems

The ranking of marketing problems faced by the farmers in the study area given by respondents is shown in table 1.2 a

Table 1.2 a: Ranking of Marketing Problems given by Respondents

Marketing problem	Ranks given by the respondents				
	R ¹	R ²	R ³	R ⁴	R ⁵
Delay in payment by marketing agencies	53	100	80	120	47
Exploitation by middlemen	65	75	80	80	100
High cost of transportation	50	78	125	66	81
Low price of farm produce	142	67	63	54	74
Lack of marketing facilities at village level	90	80	52	80	98

Table 1.2 b: Percent Position and Garret value

$100(R_{ij} - 0.5)/N_j$	Calculated Value	Garret Value
$100(1 - 0.5)/N_j$	10	75
$100(2 - 0.5)/N_j$	30	60
$100(3 - 0.5)/N_j$	50	50
$100(4 - 0.5)/N_j$	70	40
$100(5 - 0.5)/N_j$	90	25

Table 1.3 c: Calculation of Garret Value and Ranking

Marketing problems	Ranks given by the respondents							
	R ¹	R ²	R ³	R ⁴	R ⁵	Total	average	Rank
Delay in payment by marketing agencies	3975	6000	4000	4800	1175	19950	49.9	2
Exploitation by middlemen	4875	4500	4000	3200	2500	19075	47.7	5
High cost of transportation	3775	4680	6250	2640	2025	19345	48.4	4
Low price of farm produce	10650	4020	3150	2160	1850	21830	54.6	1
Lack of marketing facilities at village level	6750	4800	2600	3200	2450	19800	49.5	3

Source: Primary Survey, Computed by Researcher.

The calculation of Garret value and ranking of marketing problems faced by farmers in district Pulwama is presented in the table 1.2 c. It is found from the table that the major marketing problem faced by farmers is low price of farm produce and holds the first rank with average score of 54.6. Delay in payment by marketing agencies holds the second rank with average score of 49.9 followed by lack of marketing facilities at village level (49.5), high cost of transportation (48.4) and the least marketing problem faced by the farmers is exploitation by middlemen with average score of 47.7.

VIII. Conclusion

Agriculture sector is one of the vibrant sectors of J& K provides live hood to thousands of people in the state. Agriculture is the main stay of the economy of the district Pulwama. The agriculture products like paddy, oil seeds, fodder, saffron & milk are the main contributors to the Gross Domestic Product (GDP) of the District. Around 80% of the population in the district get livelihood directly or indirectly from Agriculture and allied Sectors. Rice the major crop grown in the district with 12983 hectares under its cultivation accounting for 39.75 percent of the net area sown followed by maize accounting for 0.89

percent of the net area sown. This paper presents the production and marketing problems faced by farmers in district Pulwama. The salient findings of this paper are summarized below:

- ❖ Considering the ranking of production problems faced by the farmers in rice cultivation of agriculture in our study area. By using the Henry Garrett's ranking technique, it is apparent from the results that the most crucial problem faced by farmers is high incidence of diseases and holds the first rank with average score of 52.88. High cost of fertilizers and weedicides holds the second rank with average score of 52.13 followed by climate change (51.0), lack of timely availability of good quality seeds/inputs (49.38), and the least production problem faced by the farmers is inadequate irrigation facilities with average score of 44.63.
- ❖ Regarding the ranking of marketing problems faced by the farmers in rice cultivation of agriculture. Among the various marketing problems, the major problems faced by the farmers is low price of farm produce and holds the first rank with average score of 54.6. Delay in payment by marketing agencies holds the second rank with average score of 49.9 followed by lack of marketing facilities at village level (49.5), high cost of transportation (48.4) and the least marketing problem faced by the farmers is exploitation by middlemen with average score of 47.7

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