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Constraints in Marketing of Maize in Warangal Rural District of Telangana State

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ABSTRACT: Maize was one of the major crops grown in Warangal Rural district of Telangana. The present study was undertaken to examine constraints in the marketing of maize. The findings of the study revealed that the respondents expressed major constraint was Frequent price fluctuations and was assigned first rank followed by High transportation cost, Lack of information about government schemes and subsidies, High commission charges, Lack of awareness of new technologies, Lack of availability of market information at farm level, Lack of cooperatives in marketing societies at village level, Weighing loss during storage, Lack of scientific training about Maize cultivation, Lack of amenities and facilities in the market, Lack of support prices when there is a glut in the market, Lack of proper infrastructure in market, Lack of storage facility, and finally Delay in cash payment which assigned least rank.

Keywords: Constraints, Production, Maize, Labour scarcity, Incidence, Pest & Diseases.

INTRODUCTION

Maize (*Zea mays* L.) referred to as the Queen of Cereals, is a vital crop in India, standing as the third cash crop after wheat and rice. With 15 million Indian farmers engaged in maize cultivation, states like Karnataka, Rajasthan, Madhya Pradesh, and Telangana contribute significantly to the country's maize production. To ensure remunerative prices for farmers, India must plan production by enhancing productivity and reorienting the value chain (IIMR, 2022-23).

In Telangana, maize ranks third among all crops, covering an extensive area of 12.74 lakh acres. The maize production in Telangana reached 28.65 lakh tonnes during 2022-23 (DES, 2022-23). Major maize-growing districts in Telangana include Warangal Rural, Khammam, Nirmal, Siddipet, Kamareddy, Mahabubabad, Nizamabad, Warangal Urban, Jagityal and Karimnagar. Over the last decade, both the area and production of maize have witnessed significant growth in the state (TSAGRICULTURE, 2022-23).

SURVEY OF LITERATURE

Kumari *et al.* (2015) examined problems and prospects of maize crop in eastern zone of Bihar. Results showed that, for Kharif maize, 90 per cent of farmers used a native variety. The primary (70%) institutional limitation was the village's market connectedness, which was followed by an inadequate and inconsistent supply of energy. A major (90%) marketing limitation in the research area was lack of effective marketing infrastructure, which seem to be a very depressing development for the maize farmers.

Krishna *et al*. (2018) listed out constraints in the production and marketing of maize in Karimnagar district of Telangana. According to the findings, the sample farmers suffered from crop damage from wild animals and birds, labour shortages, and excessive labour costs. A major obstacle that affected 58.33 per cent of maize growers was the high cost of inputs. More specifically, lack of credit, dearth of storage options, lack of seed options suitable for the region, late crop planting, excessive weed infestation, *etc.* One of the main issues that 50 per cent of corn growers mentioned was abnormal weather in the following order. Another obstacle cited by 35 per cent of corn farmers was the low price of grains.

Yadav *et al.* (2021) concluded that major constraints in cotton crop production was high cost of seeds and the unfavourable weather conditions that led to crop failure followed by lack of technical guidance, unavailability of credit, marketing facilities and technical knowledge. Further, fall in prices during harvesting season also affected farmers with lower returns.

Padhy *et al.* (2022) based on the data collected from 240 cotton growing farmers from two districts *viz.*, Gajapati and Rayagada of Odisha state, identified the constraints faced by cotton growing farmers. The study recommended for soil testing to assess the soil fertility status and also suggested on fertilizer application, measurement and grading transparency, immediate payments, providing market information and

conducting awareness programmes through cluster approach.

MATERIALS AND METHODS

Garrett's ranking technique. Garrett's ranking technique was used to rank the constraints faced by the farmers in the study area. Respondents were asked to rank the listed constraints and rank one meant most important and last rank meant least important. Then, the rank assigned to each constraint by each individual farmer was converted into per cent position using the following formula

$$\text{Percent position} = \frac{100 \times (R_{ij} - 0.50)}{N_j}$$

Where, Rij stands for rank given for the i^{th} constraint (i= 1, 2……n) by the j^{th} individual (j=1,2…..50) and Nj stands for number of constraints ranked by j^{th} individual.

RESULTS AND DISCUSSION

Table 1 and Fig. 1 reveal that constraints faced by the different size of farms group in marketing of Maize. Most of the Respondents expressed that major constraint was identified that Frequent price fluctuations and was assigned first rank followed by High transportation cost (II), Lack of information about government schemes and subsidies (III), High commission charges (IV), Lack of awareness of new technologies (V), Lack of availability of market information at farm level (VI), Lack of cooperatives in marketing societies at village level (VII),Weighing loss during storage (VIII), Lack of scientific training about Maize cultivation (IX), Lack of amenities and facilities in the market (X), Lack of support prices when there is a glut in the market (XI), Lack of proper infrastructure in market (XII), Lack of storage facility (XIII) and finally Delay in cash payment which assigned least rank *i.e.* (XIV) respectively.

Table 1: Constraints in Marketing of Maizein Different Size of Farms Group.

Sr. No.	Particulars	(Value in Numbers)				
		S M L = 57 + 44 + 19 = 120			Number of Respondents = 120	
		Size of Farms Groups			Total in percentage	Rank
		Small	Medium	Large		
1.	Lack of availability of market information at farm level	37	34	23	94(78.33)	VI
2.	Frequent price fluctuations	44	42	24	110(91.67)	I
3.	Lack of storage facility	24	21	10	55(45.83)	XIII
4.	Weighing loss during storage	34	30	20	84(70.00)	VIII
5.	High commission charges	41	36	28	105(87.50)	IV
6.	High transportation cost	43	40	26	109(90.83)	II
7.	Delay in cash payment	16	15	10	41(34.17)	XIV
8.	Lack of information about government schemes and subsidies	40	36	30	106(88.33)	III
9.	Lack of awareness of new technologies	38	33	24	95(79.17)	V
10.	Lack of support prices when there is a glut in the market	25	23	18	66(55.00)	XI
11.	Lack of scientific training about Maize cultivation	36	25	18	79(65.83)	IX
12.	Lack of amenities and facilities in the market	33	22	19	74(61.67)	X
13.	Lack of proper infrastructure in market	28	19	10	57(47.50)	XII
14.	Lack of cooperatives in marketing societies at village level	42	30	16	88(73.33)	VII

Note: Figures in the parenthesis indicate percentage to the total

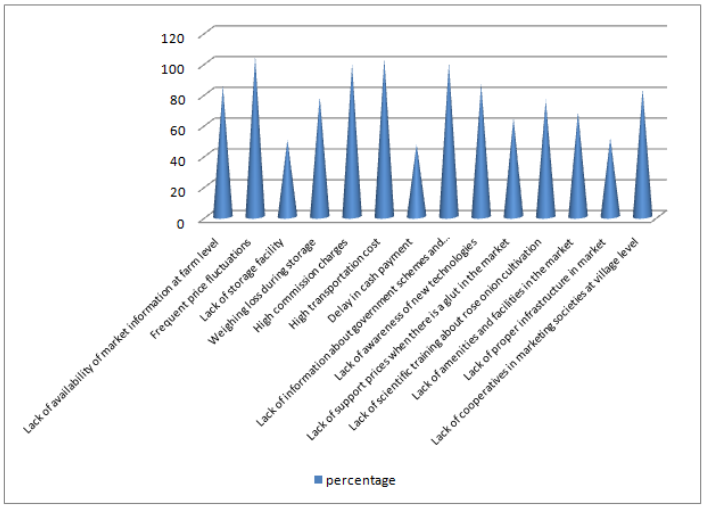

Fig. 1. Constraints in Marketing of Maize in Different Size of Farms Group.

SUMMARY AND CONCLUSION

The Respondents expressed that major constraint was identified that Frequent price fluctuations and was assigned first rank followed by High transportation cost, Lack of information about government schemes and subsidies, High commission charges, Lack of awareness of new technologies, Lack of availability of market information at farm level, Lack of cooperatives in marketing societies at village level, Weighing loss during storage, Lack of scientific training about Maize cultivation, Lack of amenities and facilities in the market, Lack of support prices when there is a glut in the market, Lack of proper infrastructure in market, Lack of storage facility, and finally Delay in cash payment which assigned least rank.

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