

PRODUCTION AND MARKETING PROBLEMS OF PEPPER IN KANYAKUMARI DISTRICT OF TAMILNADU

By

Johnsln Sujitha G

*Assistant Professor, Department of Commerce, St.Jerome's College of Arts and Science,
Anandhanadarkudy, Kanyakumari District, Tamil Nadu, India.*

Abstract

Pepper is the most important spice known as the "King of spices", because it has good export value, it has earned the name "black gold of Indian" pepper is variously called Kalimirch, Gol Mrich (Hindi), Milagu (Tamil) Miriyalu (Telegu). The spice value of pepper is mainly due to the presence 4% to 5% of a group of alkaloids, piperine and related compounds. In India there are various spices among them pepper is the most common and useful spice in the day to day life. India has 50 percent of the total cultivating area of pepper crop in the world. But the production is only 25 percent of the total world production. The production is influenced by various factors. Pepper is the most important and the earliest known spice crop of India. In Latin pepper is called pipper. It contributes 5 to 10 percent of the gross value of the spices produced in the country. Pepper is an intercrop pepper has high foreign exchange capacity. Black pepper is in the Malabar coast of Kerala. More than 90 of the pepper were sold as black pepper. When skin of the pepper removed it is called white pepper. India, Indonesia, Malaysia, Brazil, Srilanka, Vietnam, China and Mexico are the countries which cultivate pepper. The important objectives of the study are to know about the history and types of pepper, and to analyze the production and marketing problems of pepper in Kanyakumari district of Tamil Nadu.

Keywords: *pepper, history, production, production and marketing problem, foreign.*

Introduction

Pepper is said to be the "King of spices" because its usage round the world is more than any of the spices present. It is also the oldest one. Pepper has been used as a spice in India since prehistoric times. Pepper has a long history that is 4000 years

old and it moves back to even before 410 A.D. It had been continuously used as a medicine for a various ailments such a fever, digestive problems and stomach aches. Pepper has a quality that it helps in cooling down the body as it activities perspiration. The monks conjointly used it as a result of it absolutely was same to spice up their

endurance throughout their long treks. It was also used by pepper has always been a valuable commodity and has been used as a mode of payment. It was used to pay rent in England. Taxes may even be paid through pepper within the times of yore. Pepper was much used by the Romans too; it was considered that fine cookery was incomplete without the use of Pepper. Until eighteenth century, the Portuguese dominated the Pepper trade as they found the ocean route to India and that they used this route for taking Pepper to their country. In India, pepper was illustrious even before Alexander marched within the country.

Pepper (both long and Black) was known in Greece at least as early as the 4th century BC, though it was probably an uncommon and expensive item that lonely the very rich could afford. Trade routes of the time were by land, or in ships which hugged the coastlines of the Arabian sea. Long pepper, growing in the north western part of India, was more accessible than the black pepper from further south, this trade advantage, plus long pepper's greater spiciness, probably made black pepper less popular at the time.

By the time of the early Roman Empire especially after Rome's conquest of Egypt in 30BC, open-ocean crossing of the Arabian Sea directly to southern India's Malabar Coast was near routine. Details of this trading across the Indian Ocean have been passed down in the peripuls of the Eritrean Sea. According to the Roman geographer Strabo, the early empire sent a fleet of around 120 ships on an annual one-year trip to India and back. The fleet regular its travel across the Arabian Sea to require advantage of the foreseeable monsoon winds, Returning from India the ships traveled up the Red sea, from where the loading was carried land or via the Nile River canal to the Nile River, barged to Alexandria, and shipped from there to Italy and Rome. The rough geographical outlines of this same trade route would dominate the pepper trade into Europe for millennium and a half to return.

It is usually believed that in the middle ages, pepper was used to conceal the taste of partially rotten meat. There is no evidence to support this claim, and historians view it as highly unlikely, in the middle ages; Pepper was a luxury item affordable only to the wealthy,

who certainly had unspoiled meat available as well, similarly, the belief that pepper was widely used a preservative is questionable, it is true that piperine, the compound that given pepper its spiciness, has some antimicrobial properties, but at the concentrations present when Pepper is used as a spice, the effect is small, salt is a much more effective preservative, and salt cured meats were common fare, particularly in winter. However pepper and alternative spices in all probability did play a job in rising the taste of long-preserved meats.

The old Arab and Venetian trade networks, successfully smuggled enormous quantities, of spices through the patchy Portuguese blockade, and pepper once again flowed through Alexandria and Italy, as well as around Africa. In the seventeenth century, the Portuguese lost the majority of their valuable Indian Ocean possessions to the Dutch and also the English. The pepper ports of Malabar fell to the Dutch in the period 1661-1663.

Review of Related Studies

Review of related studies is needed for making a worthwhile contribution to the field in which the study is undertaken. Review of related studies

is essential to keeping updating the field of research knowledge of related research enables the researchers to define the frontiers of related field.

Sukumari (1990) in her article entitled *Common method of pepper cultivation* stated that pepper is one of the important crops of Kerala. Pepper cultivation in Kerala goes back to a long period in the history. It is for the trade of pepper that foreigners come to India and to Kerala. Pepper is known as black gold as well as king of spices. In India pepper cultivation is largely concentrated in Kerala. Most of the large scale pure plantations are seen in northern Kerala. The average yield of pepper is higher in the southern parts because of the more or less even distribution of rainfall. There is also marked difference in the varieties cultivated in north and south. The pepper gardens are intercropped with banana during the early years. Though pepper is not irrigated regularly; irrigated pepper gives better yield.

Thamburaj (1993) in his article entitled *Bush pepper* stated that pepper is grown in an area of 2699 hectares in Tamil Nadu with an annual production of 550 tonnes of black pepper. The major areas are Nilgris Palani hills of Dindigul District hills of

Salem and Madurai districts and to some export and Madurai district and to some export in Kanyakumari. The current production is not sufficient to need the demand. There exists scope to extend the area in Tamil Nadu. However pepper can be grown in homestead gardens by resorting to growing "Bush pepper". It is considered as a new dimension in pepper growing it provides urban people to obtain pure and fresh pepper at lower cost. The bush pepper can be grown in mud post or in richen gardens or as a hedge or rows in the field. The plant looks very attractive as garden plant and at the sometime yield valuable black pepper.

Sajana Jeni (2008) in her thesis *Production and marketing of pepper in K.K. District* reveals that there are many varieties or types of black pepper known in the world trade. They take their names from their localities where grown or from the parts through which they are exported. These peppers differ slightly in their physical and chemical characteristics, colour size shape flavor and bite. Tellichery and Alleppey peppers square measure giant, various dark brown to black terribly aromatic and among the most effective varieties is that the Malabar

Garbled (MGI) that alone accounts for nearly 90 percent of the total exports from India.

Menon (1998) in his article *Trends in black pepper production, processing and marketing* says that the major producers of pepper in the world are Vietnam, Brazil, Indonesia and Malaysia, North America and Europe are the most important importing regions. But Asia consumes 30 percent of the world pepper. The production of black pepper exports and domestic consumption in India is gradually on the increases. But the exportable production did not increase every year. He opines that the shortage of production must be covered by stock reduction in the importing countries.

Sherin (2007) in her dissertation entitled *Marketing of pepper in Kanyakumari District* stated that pepper gives seasonal work to the people but the need for pepper is throughout the year. Increasing the cultivation of pepper and promoting cultivators interest are the main factors to increase the production.

Objectives of the Study

The important objectives are

- To know the history and types of pepper in Kanyakumari district.

- To know the uses of pepper.
- To analyze the production and marketing problems of pepper in the study area.
- To document the findings of the study.

Methodology of the Study

Area of study

The area of the study refers to the four taluks of Kanyakumari district.

Sources of data

The study is confined with both primary and secondary data.

Primary Data

The primary data is collected through a well structured interview schedule.

Secondary Data

The secondary data have been mainly collected from the books, journals, magazines, and also from the internet.

Sampling Design

There are lot of pepper producers in the study area and 120 of them are

randomly selected and 30 from the four taluks namely Kalkulam, Vilavancode, Agasteeswaram and Thovalai of Kanyakumari district using convenient sampling method.

Statistical Tools Used

The collected data were analyzed with the help of various statistical measures such as *Garrett ranking technique and weighted average technique*.

The formula used for Garrett ranking method is

$$\text{Percent position} = \frac{100(R_{ij} - 0.5)}{N_{ij}}$$

N_{ij}

Analysis of Data

Factors influencing cultivation of pepper

There are many important factors which influence the cultivation of pepper. The factors are ranked on the basis of the opinion given by the respondents and converted into scores using Garrett ranking table and presented in the below table.

Table 1. Factors influencing pepper cultivation

S. No	Factors	Ranks				Total
		I	II	III	IV	
1	Employment	30	58	20	12	120
2	Traditional cultivation	62	24	26	8	120
3	Easy management	22	34	62	2	120
4	Support from the government	6	4	12	98	120
Total		120	120	120	120	

Table 2. Garrett Ranking Table

S. No	Factors	Mean score	Rank
1	Employment	55.66	II
2	Traditional cultivation	60.23	I
3	Easy management	52.2	III
4	Support from the Govt.	31.9	IV

Source: Computed Data

The above table shows that the traditional cultivation holds the first rank by scoring 60.23 in the factors influencing the pepper cultivation. The factors Employment and easy management holds the second and third ranks respectively.

Fast moving pepper in the market

The following table shows the classification of the respondents on the basis of the fast moving pepper in the market.

Table 3. Fast moving pepper in the market

Sl. No	Type of pepper	No. of respondents	Percentage
1	Black	98	82
2	White	4	3
3	Green	14	12
4	Both black and white	4	3
Total		120	100

Source: Primary Data

From the table we came to know that 98(82 percent) respondents say that the black pepper is the fast moving pepper and four (3 percent) of them say that white as the fast moving pepper. 14 (12 percent) of them say that green pepper and the remaining 4(3 percent) of them say that both black and white pepper is fast moving pepper in the market.

Problems in production of pepper

The production problems faced by the cultivators are ranked on the basis of the opinions of the respondents. The ranks are converted into scores using Weighted average method and presented in the below table.

Table 4. Problems in production of pepper

S. No	Problems	HA	A	N	DA	HDA	Total	Rank
1	In-adequate labour	14 70	20 80	22 66	26 52	38 38	120 306	IV
2	Wage rate	12 60	18 72	32 96	38 76	20 20	120 324	III
3	Financial problem	32 160	28 112	30 90	14 28	16 16	120 406	II
4	Non-availability of loan	46 230	34 136	16 48	22 44	2 2	120 460	I
5	Loss due to climatic condition	16 80	20 80	20 60	20 40	44 44	120 304	V

Ranking table

Table 5. Problems in production of pepper

S. No	Problems	Total score	Weighted average score	Rank
1	In-adequate labour	306	20.4	IV
2	Wage rate	324	21.6	III
3	Financial problem	406	27.07	II
4	Non-availability of loan	460	30.67	I
5	Loss due to climatic condition	304	20.27	V

It is inferred from the above table that the non-availability of loan scores 30.67 and holds the first rank in the problems for cultivating pepper. Financial problem and wage rate holds second and third ranks respectively.

Marketing problems in pepper

The marketing problems faced by the cultivators are ranked on the basis of the opinions of the respondents. The ranks are converted into scores using Weighted average method and presented in the below table.

Table 6. Marketing problems of pepper

S. No	Problems	HA	A	N	DA	HDA	Total	Rank
1	Delay in payment	28 140	20 80	38 114	28 56	6 6	120 396	II
2	Price variation	10 50	18 72	20 60	32 64	40 40	120 286	V
3	Low price for the yield	48 240	30 120	14 42	16 32	12 12	120 446	I
4	Middle man inference	24 120	26 104	32 96	20 40	18 18	120 378	III
5	Poor quality	10 50	26 104	16 48	24 48	44 44	120 294	IV

Table 7. Marketing problems of pepper

S. No	Problems	Total score	Weighted average score	Rank
1	Delay in payment	396	26.4	II
2	Price variation	286	19.07	V
3	Low price for the yield	446	29.73	I
4	Middle man inference	378	25.2	III
5	Poor quality	294	19.6	IV

Source: Computed Data

It is inferred from the above table that the low price for the yield scores 29.73 and holds the first rank in the problems for marketing pepper. Delay in payment and middle man inference holds second and third ranks respectively

Findings

The important findings of the study are:

The traditional cultivation holds the first rank by scoring 60.23 in the factors influencing the pepper cultivation. The factors Employment

and easy management holds the second and third ranks respectively in the factors influencing pepper production.

Majority 98 (82 percent) respondents say that the black pepper is the fast moving pepper in the market.

The non-availability of loan scores 30.67 and holds the first rank in the problems for cultivating pepper. Financial problem and wage rate holds second and third ranks respectively in the production problem of pepper in the study area.

The low price for the yield scores 29.73 and holds the first rank in the problems for marketing pepper. Delay in payment and middle man interference holds second and third ranks respectively in the marketing problems faced by the respondents in the study area.

Conclusion

The production of pepper exports and domestic consumption in India is gradually on the increase. But the exportable production did not increase every year. The government must take special steps to increase the pepper production and its marketing and it leads to the economic growth of the country.

References

Davar, Rustom. (1977). *Modern Marketing Management*. Chennai: Progressive Corporation Private Ltd.

Elango, & Baskaradoss. (1979). Price Spread and Small Farmers in Thanjavur District. *Indian Journal of Agricultural Economics*, 34(4), 195-200.

Sajana Jeni. (2008). "Production and marketing of pepper in K.K. District". *Unpublished Ph.D. thesis submitted to Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India.*

Sherin. (2007). "Marketing of pepper in Kanyakumari District". *Unpublished M.Phil. Dissertation submitted to Manonmaniam*

*SundaranarUniversity,Tirunelveli,
Tamil Nadu, India.*

*Sherlekar. (2000). Marketing
Management, Delhi: Himalayas
Publishing_House.*

ABOUT THE AUTHOR



***Dr.G.Johnslin Sujitha** is working as an Assistant Professor of Commerce in St.Jerome's College of Arts and Science, Anandhanadarkudy, Nagercoil, Kanyakumari district, Tamil Nadu, India. She has participated in more than 27 National and International seminars and published 4 research articles in International Journals and 17 articles in ISBN edited books.*
