

Innovativeness of Turmeric Farmers in Pappireddipatti Taluk of Dharmapuri District in Tamil Nadu

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Abstract

Turmeric is scientifically called *Curcuma longa* and belongs to the family Zingiberaceae. The word 'turmeric' is derived from the Latin word "terra merita" which means 'meritorious earth' refers to the color of turmeric. Tamil Nadu ranks second in both production and area under turmeric cultivation among all the states in India. The principal turmeric producing districts in Tamil Nadu are Erode, Dharmapuri, Villupuram, Salem and Namakkal. The present investigation was done in Pappireddipatti taluk of Dharmapuri district. It ranks second in area and production in the state after Erode district. The major turmeric cultivating areas in Dharmapuri are Pappireddipatti, Harur, Nallampalli, Karimangalam, Dharmapuri, Palacode and Pennagaram. Major turmeric producing villages are Venkatasamuthiram, Menasi, Molayanur, A.Pallipatti, Bommidi and Devarajapalayam. So, these six villages were selected for this investigation. Sample sizes of 120 turmeric growers were considered sufficient for the study. The majority of the turmeric farmers in this locale had a medium level of innovativeness in their farming.

Introduction:

India is called a legendary land of spices. Turmeric is scientifically called *Curcuma longa* and belongs to the family Zingiberaceae. The word 'turmeric' is derived from the Latin word "terra merita" which means 'meritorious earth' refers to the color of turmeric. Turmeric possesses bright yellow color because of an orange-yellow pigment called curcumin. India is the 'Spice bowl' of the world. The history of Indian spices dates back to the beginning of human civilization. According to the Bureau of Indian Standards, 63 spices including turmeric are grown in India. India is the largest producer of turmeric, producing 100,000



tonnes of cured turmeric annually, of which 94 to 97 percent is consumed at home. India is the largest producer, consumer and exporter country of turmeric out of total production in the world. Out of yearly production, 93 percent is consumed within the country and the remaining 7 percent is exported. India is a major turmeric supplier to the world with more than 60 percent share in trade. Turmeric is the largest foreign exchange earner among Indian spices. Tamil Nadu ranks second in both production and area under turmeric cultivation among all the states in India. The principal turmeric producing districts in Tamil Nadu are Erode, Dharmapuri, Villupuram, Salem and Namakkal. Innovativeness was operationalized as the degree to which an individual is relatively earlier in adopting the new ideas. Innovativeness in agriculture means any farmer adopts new ideas or technology regarding farming than others in their field.

Locale of Research:

The present investigation was done in Pappireddipatti taluk of Dharmapuri district. Dharmapuri is one of the major turmeric producing districts (4,497 ha.) in Tamil Nadu. Dharmapuri district is situated in the North-Western Agro-climatic zone. The minimum temperature prevailing is 16°C and the maximum temperature is 38°C. Major horticulture crops cultivated in this district are fruits crops like mango and banana, vegetables like tomato, brinjal, bhendi, onion, chilies and tapioca, spices like turmeric, chilies and tamarind, plantation crops like betel vine, cocoa and areca nut and flowers like tuberose, jasmine, crossandra, marigold, rose and chrysanthemum, medicinal plants like Coleus and Aloe vera and aromatic plants like Palmarosa. Turmeric produced in Dharmapuri is sent throughout the country. It ranks second in area and production in the state after Erode district. The major turmeric cultivating areas in Dharmapuri are Pappireddipatti, Harur, Nallampalli, Karimangalam, Dharmapuri, Palacode and Pennagaram. Pappireddipatti is the major turmeric producing taluk in Dharmapuri district having 1979 hectares. Major turmeric producing villages are Venkatasamuthiram, Menasi, Molayanur, A.Pallipatti, Bommidi and Devarajapalayam. So, these six villages were selected for this investigation.

Research Methodology:

Sample sizes of 120 turmeric growers were considered sufficient for the study. A proportionate random sampling method was adopted to select the 120 turmeric growers from the six selected villages. There are three categories of innovativeness namely as soon as it is

brought to my knowledge, after seeing other farmers have done it successfully, I prefer to wait and take my own time followed by the farmers for adopting new technologies. This scoring procedure is followed in this present investigation.

S. No.	Category	Score
1	As soon as it is brought to my knowledge	3
2	After seeing other farmers have done it successfully	2
3	I prefer to wait and take my own time	1

Results and Discussion:

Innovativeness in agriculture means any farmer adopts new ideas or technology regarding farming than others in their field. The results on the distribution of respondents according to their innovativeness are presented below.

S. No.	Category	Number of respondents	Percent
1	Low	37	30.83
2	Medium	62	51.67
3	High	21	17.50
	Total	120	100.00

It is clear from the Table that nearly fifty percent of the respondents had a medium (51.67 percent) level of innovativeness followed by a low (30.83 percent) level of innovativeness. Only 17.50 percent of the respondents had a high level of innovativeness. A medium level of innovativeness may be due to the basic knowledge of education and positive results from the adopted farmers.

Conclusion:

Out of the forty-eight villages in Pappireddipatti taluk, six villages were selected based on the maximum area under turmeric cultivation. Therefore, the present investigation was undertaken to know the innovativeness of the turmeric farmers in the Pappireddipatti taluk of Dharmapuri district in Tamil Nadu. The majority of the turmeric farmers in this locale had a medium level of innovativeness in their farming.

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