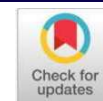


Original Research Article

Open Access

Tribal Farmer Producer Organizations Constraints in Turmeric Value Addition

B. Hema^{1*}, M. Sheshu Madhav², Ch. Bindhu³, Y. Subbaiah¹, VSGR. Naidu⁴, H. Ravisankar¹ and L.K. Prasad¹¹Division of Post Harvest and Value Addition, ICAR-National Institute for Research on Commercial Agriculture, Rajahmundry-533105, East Godavari, Andhra Pradesh, India²Director Cell, ICAR-National Institute for Research on Commercial Agriculture, Rajahmundry-533105, East Godavari, Andhra Pradesh, India³Horticultural Research Station, Chintapalli, Dr.Y.S.R. Horticultural University, 534 10, West Godavari District, Andhra Pradesh, India⁴KVK, Kalavacharla, ICAR-National Institute for Research on Commercial Agriculture, Rajahmundry-533105, East Godavari, Andhra Pradesh, India

ABSTRACT

The present study was conducted in Alluri Sitharamaraju district of Andhra Pradesh during 2023-24. Purposive sampling was used to choose 15 FPOs that participated in value addition for the study. Random sampling technique is used in the selection of five respondents each from 15 FPOs and 5 officials making up the total sample size of 80. To ascertain the constraints, Kruskal-Wallis one-way analysis of variance for independent samples and Friedman's test for related samples were used. Five different dimensions of constraints viz., personal, operational, infrastructural, economic and marketing were identified. Kruskal-Wallis one-way ANOVA non-parametric test (Chi-Square = 39.12, df = 4, $p < 0.05$) revealed that the level of influence of different constraints have differed significantly. The mean ranks were determined and grouped based on the ascribed rank of the statements by the respondents. The study concluded that marketing limitations (Mean Rank of 46.17) followed by infrastructural constraints with a mean rank of 42.36 are the major obstacles. Further analysis of the each group of the inhibiting factors was identified using the non-parametric Friedman's test revealed that social norms of members in joining FPOs, land alienation, adoption of local varieties, less know-how on recommended practices, lack of drying yards, lack of package machinery, contract-based agreements, poor access to institutional credit, side selling of farmers are the severe constraints. The study faced few challenges that the selected tribal communities possess entrenched cultural beliefs, which resulted in a reluctance to share information with those outside their group. Additionally, geographical isolation and insufficient infrastructure complicated data collection efforts.

Keywords: Constraints, Farmers, FPO, Infrastructure, Market, Middlemen, Net returns, Tribals, Turmeric, Value addition

INTRODUCTION

Turmeric, popularly known as Indian saffron is one of the most important spice crops known for its culinary, industrial and medicinal use in India since time immemorial. India is the leading country with 80% of global production, followed by China (8%), Myanmar (4%), Nigeria (3%) and 3% by Bangladesh (AMIC, 2024). India is home to more than 30 varieties of turmeric grown in over 20 states in the country. The largest producing states of Turmeric are Maharashtra, Telangana, Karnataka, Tamil Nadu, Madhya Pradesh, Andhra Pradesh, Orissa, West Bengal, etc. In the year 2022-23, an area of 3.24 lakh ha was under turmeric cultivation in India with a production of 11.3 lakh tonnes (DES, 2023). India accounts for almost 62% of the global turmeric trade. Over 380 exporters exported 1.53 lakh tonnes of turmeric and turmeric-related products in 2022-2023, valued at 207.45 million USD. India's top export destinations for turmeric are Bangladesh, the United

Arab Emirates, the United States, and Malaysia (PIB, 2023).

Andhra Pradesh is one of the major turmeric-growing states in India. It produces 10% of the total turmeric produced in the country. In Andhra Pradesh, turmeric is cultivated in 0.17 lakh ha with a production of 3.68 lakh tonnes during 2022-23 final estimates (DES-AP, 2023). In Andhra Pradesh, the major turmeric growing are Alluri Sitharamaraju (8461 ha), Krishna (1212 ha), Bapatla (1276 ha), Guntur (1263 ha) and YSR (1668 ha) districts (e-panta, 2024). Alluri Sitharama Raju (ASR) district of AP is deliberately selected as 82.67% (Census, 2011) of the population of the district are scheduled Tribes only. One of the main crops grown by tribal farmers in the ASR District's agency area is organic turmeric. Turmeric is one of the major agricultural commodities in this region. The objective of the paper is to analyse the challenges faced by the tribal farmer producer organizations in processing and value addition of organic turmeric.

METHODOLOGY

Since Andhra Pradesh is one of the major states in India that produces turmeric, it was chosen for this study. Tribes in Andhra Pradesh's ASR district are purposefully chosen because they grow organic turmeric. Data collection was conducted in 2023-24 from tribal turmeric Farmer Producer Organizations with a

*Corresponding Author: B. Hema

DOI: <https://doi.org/10.21276/AATCCReview.2025.13.02.61>

© 2025 by the authors. The license of AATCC Review. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).