
ATTRIBUTE TOWARDS AGRICULTURAL PRODUCT IN COIMBATORE

Article Particulars

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S.SOWMYA

Assistant Professor,
Department of Management in SNMV College of Arts and Science,
Coimbatore, Tamil Nadu, India

Abstract

This paper presents a research on agri-entrepreneurship activities in the usage of fertilizers. The paper is based on a recent research with a sample survey. Agriculture derives its importance from the fact that it has vital supply and demand links with the manufacturing sector. Agriculture-based industrial products account for half of the exports from developing countries, yet only 30 per cent of those exports involve processed goods. Entrepreneurship is considered a central force of economic development, as it generates growth and serves as a vehicle for innovation and change. To meet the demand agri-entrepreneurs are using fertilizers in their agriculture land, Usually fertilizers increases production in agriculture. This paper shows the analysis of usage of Chemical and Bio fertilizers in agriculture and their hazards.

Keywords: Agri-entrepreneurs, Chemical and Bio fertilizers.

Introduction

Agriculture is the backbone of Indian Economy. India is basically an agrarian society where sole dependence has been on agriculture. About 65% of Indian population depends directly on agriculture and it accounts for around 22% of GDP. Agriculture derives its importance from the fact that it has vital supply and demand links with the manufacturing sector. In the olden days, the agricultural produce was fundamentally barter by nature where farmers exchanged goods for goods and also against services. Gradually the scenario changed with the changing times and agriculture produce began being sold with an element of commercial value. Trading of agriculture produce began for exchange of money. Agricultural marketing as a concept is still evolving in the Indian agrarian society.

Agriculture sector has witnessed spectacular advances in the production and productivity of food grains, oilseeds, commercial crops, fruits, vegetables, poultry, sugar and dairy products. India has emerged as the second largest producer of fruits and

vegetables in the world in addition to being the largest overseas exporter of cashews and spices. Further, India is the highest producer of milk in the world.

As like of other Entrepreneurs, Agri-Entrepreneurs are also interested in earning a huge profit. Fertilizers have been used for a long time in agriculture land, since the old era. To increase production in agriculture chemical and bio fertilizers are used. Chemical fertilizers have aided farmers in increasing crop production since the 1930's. The use of chemical fertilizers in agriculture has grown dramatically over the past 30 years. While chemical fertilizers have their place increasing plant nutrients in adverse weather conditions or during times when plants need additional nutrients, Currently, because of the high consumption of chemical fertilizers used to meet the human demand, degradation to the land is occurring. The main objective for applying pesticides to agriculture land is to protect the productivity of the crops and also it increases the yield in farmers' agricultural land.

Harmful Effects of Chemical Fertilizers

There are also several harmful effects of chemical fertilizers. Some of the chemical fertilizers may cause include waterway pollution, chemical burn to crops, increased air pollution, acidification of the soil and mineral depletion of the soil.

Organic Foods

The term "organic" refers to the way agricultural products are grown and processed. Organic crops must be grown in safe soil, have no modifications, and must remain separate from conventional products. Organic foods provide a variety of benefits. Organic food is generally more expensive than inorganic food items.

Inorganic Foods

Inorganic Foods use synthetics during the production process. These synthetics commonly include chemical fertilizers and pesticides. Additionally, producers can also modify inorganic food items at a molecular or genetic level. The synthetic materials used in the production of inorganic food items can help to control contamination with potentially dangerous toxins and bacteria. Additionally, inorganic foods are cheaper than organic food. Further, the nutrient levels in organic foods can vary considerably, whereas inorganic foods typically contain standardized levels of nutrients in the same food items.

Additionally, inorganic foods typically contain fewer nutrients than organic food items. Further, some evidence exists that the synthetic substances used to produce inorganic food items may cause long-term damage to the land, ultimately making the land less fertile or non-fertile.

Health Issues

Cancer Synthetic fertilizers increase over six times the risk of dying of cancer types including brain cancer, lymphoma (non-Hodgkin's lymphoma, NHL), prostate cancer, leukemia and large intestine cancer

Methemoglobinemia is a blood disorder in which an abnormal amount of methemoglobin, a form of hemoglobin, is produced. Methemoglobin is produced instead of the essential hemoglobin, responsible for delivering Oxygen to the red blood cells. This causes a difficulty in delivering sufficient Oxygen to all body tissues, and is linked to birth and development disorders, such as the "blue baby syndrome".

Objective of the Study

- To identify the usage of fertilizers
- To find out the most preferred fertilizers
- To find out the health issues

Scope of the Study

Study helps to understand the present situation of agricultural products and its helps the farmers to identify the correct fertilizers.

Limitation of the Study

- The sample collected may or may not a perfect representation of entire area in Coimbatore
- The data collected for the study are qualitative being subject to the personal bias of the respondents

Research Methodology

- Type of research is descriptive study
- Study has been conducted among agri-entrepreneurs in Coimbatore
- Sample size is 25.
- Sampling method is random sampling.
- Method of data collection - Primary data and secondary data
- Sample arrived was 25. Out of 25 questionnaires distributed among the respondents only 20 questionnaires were validated for final inclusion for the study.
- Statistical tool is simple percentage analysis

Survey Result - Sources: Primary Data**Simple Percentage Analysis****Distribution of Respondents on the Basis of Gender**

S.No	Gender	No. of Respondents	Percentage
1	Male	18	90
2	Female	2	10
Total		20	100

As per the table 90 % of the respondents are male and 10 % of the respondents are female.

Usage of Fertilizers Regularly

S.No	Usage of Fertilizer	No. of Respondents	Percentage
1	Yes	17	85
2	No	3	15
Total		20	100

Majority (85%) of the respondents are using the fertilizers regularly.

Type of Fertilizer

S.No	Type of Fertilizer	No. of Respondents	Percentage
1	Bio fertilizer	2	10
2	Chemical fertilizer	13	65
3	Both	5	25
Total		20	100

Majority (65%) of the respondents are using chemical fertilizers, 25% of respondents are using both and 10% of the respondents are using Bio fertilizers.

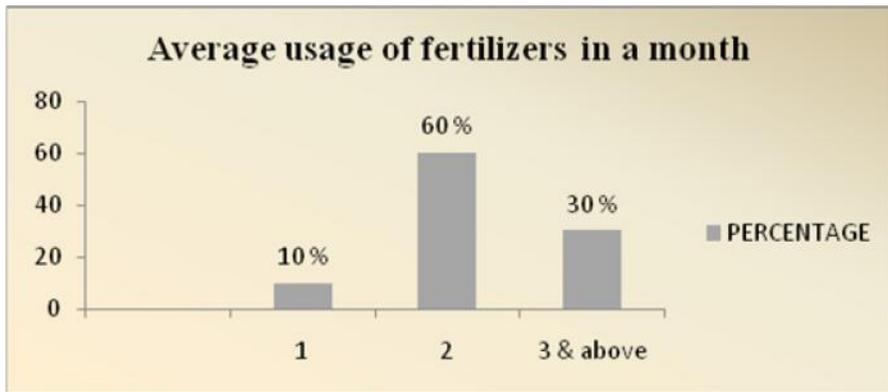
Purpose of Using Fertilizer

S.No	Purpose	No. of Respondents	Percentage
1	Increase Yield	17	85
2	Quality	2	10
3	Both	1	5
Total		20	100

Majority (85%) of the respondents are using fertilizers to increase the yield, 10% for quality and 5% for both.

Average Usage of Fertilizers in a Month

S.No	Average Usage	No. of Respondents	Percentage
1	1	2	10
2	2	12	60
3	3 & above	6	30
Total		20	100



Majority (60%) of the respondents are using fertilizers in an average of twice in a month, 30% of the respondents are using thrice and above and 10% of the respondents using once in a month.

Conclusion

The study on the attribute towards agricultural product was carried out to find out the type of fertilizers used in agriculture. The objective of the study was achieved by analyzing questionnaires filled by the agri-entrepreneurs in Coimbatore. From the study it was found that the maximum respondents are using chemical fertilizers. Using too much of chemical fertilizers may cause waterway pollution, chemical burn to crops, increased air pollution, acidification of the soil, mineral depletion of the soil and gradually it reduce the fertility of the soil. It affect human health, depending on the amount of fertilizer consumed, it may cause disturbances to the kidneys, lungs and liver and even cause cancers. Now a day's even new born babies are also having these types of health hazards. To avoid these problems better the agri-entrepreneurs can reduce the usage of chemical fertilizers and they can use bio fertilizers.

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