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CONTENTS

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Ph: 91-231-2535706/07 Fax: 91-231-2535708 Website: www.siberindia.co.in
Email: sajmr@siberindia.co.in, sibersajmr@gmail.com

Editorial Note

The Indian film industry is multi-lingual. Films are produced in more than 14 languages every year which is the primary reason for India being the largest producer of films in the world. The first article tries to find out whether the affordability influences the preference of consumers to watch new films along with family and friends in theatres and provide possible solutions to mitigate the situation.

Turmeric is an important commercial crop providing substantial income to the farmers in Belgavi district. The second article discusses the changing scenario of turmeric cultivation in Belgavi District of Karnataka State.

The third article highlights the strategies of talent engagement activities and their impact on employee retention and effectiveness of its execution in the retail sector in Mumbai region.

The fourth article is dealing with the working of mutual fund, the reasons for growth in mutual funds along with the Compounded annual growth rate of Mutual fund Asset Management Company.

The fifth article deals with employee segmentation strategies and talent management practices in I.T. Industry in Chennai

Case study on "Air India Change of Direction" discusses the various aspects of Merger of Air India and Indian Airlines.

At the end we have a book review on "G.S.T. Law Guide". The reviewer presents detailed highlights of each chapter. It is very helpful to all the students and researchers .

Dr. C. S. Kale
Editor

Dynamics of Turmeric Cultivation in Belgavi District of Karnataka State

Shri Appasab Gopal Madar
Research Scholar, Department of Economics, Rani Channamma University, Belgavi.

1.0 Introduction:

Belagavi District is located between 15-23 to 15-38 east longitudes and 74-05 to 75-28 latitudes. The district has 10 talukas, 13454 sq.km area and population of 47,78,439(2011 census).The main rivers in the district are Krishna, Malaprabha and Ghataprabha which provide water for agriculture, industrial and drinking purposes. The other rivers are Markhandaya, Hiranyakeshi, Vedaganga and Dudaganga. These rivers and large number of streams are helping the irrigation in the district through wells, borewells and canals. Agriculture is the main occupation of the people. The principal food crops are cereals and pulses like Paddy, Jowar, Bajra, Maize, Ragi, Wheat, Tur, Horse-gram etc. Groundnut, Sunflower and Soyabeen are the important oilseeds produced in the district. The main commercial crops of the district are cotton sugarcane and tobacco. The important plantation crops are coconut and cashew nut. Important horticulture fruit crops are banana, lemon, grapes, sapota, pomegranate and papaya. All varieties of vegetables are grown in the district. Turmeric is an important commercial crop providing substantial income to the farmers in the district.

2.0 Cropping Pattern in Belagavi District:

In Belagavi district, in 2015-16, the total area under food crops cultivation 515837 ha, where as in the year 2002-03 it was 477282 ha. There has been increase in the area under food grain cultivation to the extent of 38555 ha. In 2002-03, the area under commercial crops was 205310 ha, and it increased to 315341 ha by the year 2015-16. Of the three commercial crops, the area under cotton and tobacco the increase is inconsiderable. However, the area under sugar cane cultivation increased to the extent of 110204 ha, which is considerable. The annual rainfall increased from 594.9 mm in 2002-03 to 844.0 in 2015-16. And the net irrigated area has increased from 338605 in 2002-03 to 493307 in 2015-16 i.e. to the extent of 154702 ha. The implication of this observation is that there has been considerable shift in the cropping pattern of Belagavi district and the trend is towards the commercial crops.

3.0 Turmeric Cultivation in Karnataka State:

Of the 30 districts in the State, except Chikkaballapur, Chitradurga, Dharwad, Bellary, Koppal, Yadgir and Kodagu, all other districts produce turmeric.

The value of turmeric of turmeric produced in the State is Rs.52478 lakhs i.e. 13.88% of the spices. Chamrajnagar district with 8230 ha of land under turmeric cultivation produces 36031 mn tons i.e. highest in the state. Belagavi district has second largest area under turmeric cultivation with 3431 ha and produced 19583 mn tons. Mysore district has third largest area i.e. 3138 ha with 21775 mn tons of production, second highest in the state.

Table.No.1: District-wise Statistics of Area (in Hectares), Production (in Million Tons), Yield (Million Tons/Hectare) and Value (in Rs.Lakhs) of Turmeric & Total Spice Crops in Karnataka State

Sr. No.	District	Turmeric				Total Spice Crops			
		Area	Prodn.	Yield	Value	Area	Prodn.	Yield	Value
1	Bangalore (Urban)	35	140	4.00	66	286	1164	4.07	476
2	Bangalore (Rural)	11	44	3.97	18	552	2829	5.13	780
3	Chikkaballapur	--	--	--	--	2832	6763	2.39	3299
4	Chitradurga	--	--	--	--	1995	3191	1.60	777
5	Davanagere	91	1140	12.55	570	637	2519	3.95	1129
6	Kolar	43	397	9.22	228	4107	17541	4.27	2954
7	Ramanagar	6	120	20.00	18	242	1721	7.11	348
8	Shimoga	34	510	15.00	128	7640	58964	7.72	10662
9	Tumkur	1	4	3.50	4	4637	17140	3.70	14550
10	Bagalkot	2663	13186	4.95	6968	3832	17530	4.58	8775
11	Belagavi	3431	19583	5.71	7155	8115	36565	4.51	16455
12	Vijayapura	70	280	4.00	133	1522	6972	4.58	1748
13	Dharwad	--	--	--	--	26562	28252	1.06	32145
14	Gadag	8	78	9.75	94	11122	10998	0.99	5969
15	Haveri	66	858	13.00	557	27308	61404	2.25	37442
16	Uttar Kannada	7	122	17.43	244	2056	10399	5.06	6698
17	Bellary	--	--	--	--	19437	37385	1.92	30754
18	Bidar	368	2937	7.98	1539	4789	39518	8.25	16059
19	Gulbarga	1050	7572	7.21	3795	2770	13063	4.72	5239
20	Koppal	--	--	--	--	531	1642	3.09	350
21	Raichur	50	750	15.00	638	4321	9400	2.18	8112
22	Yadgir	--	--	--	--	863	2090	2.42	1319
23	Chamrajnagar	8230	36031	4.38	16805	8811	39396	4.47	17946
24	Chikkamangalur	312	5157	16.56	3870	16787	33077	1.97	27845
25	Dakshin Kannada	60	220	3.66	154	3425	4053	1.18	4598
26	Hassan	80	918	11.47	483	28282	181727	6.43	66112
27	Kodagu	--	--	--	--	21092	24527	1.16	33489
28	Mandya	232	3089	13.31	995	1956	12063	6.17	2848
29	Mysore	3138	21775	6.94	7724	6577	53365	8.11	17818
30	Udupi	52	418	8.00	292	584	1400	2.40	1798

Source: Horticulture Crop Statistics of Karnataka State At A Glance, Directorate of Horticulture, Bangalore

4.0 Changing Scenario of Turmeric Cultivation in Belagavi District:

Turmeric is considered as the plantation-horticultural crop under the category of spices. In 2002-03 the area under the cultivation of turmeric was 10740.00 ha, and it declined to 3497.76 ha in 2005-16 (67.43%).

Table.No.2: Taluka-wise Area under Turmeric Cultivation (Hectares) in Belagavi District

Sl. No.	Taluka	Year	Turmeric				
			Average. Rainfall (mm)	Net Area Under Irrigation (Hectares)	Net Area Sown (Hectares)	Area under Turmeric Cultivation (Hectares)	Percentage of Area under Turmeric cultivation to Net Area Sown
1	Athani	2002-03	510.30	64863	119948	966.00	0.80
		2015-16	488.00	91919 (41.71)	109645 (-8.5)	285.50 (-70.44)	0.26
2	Bailhongal	2002-03	453.50	17922	83571	1509.00	1.80
		2015-16	941.00	22273 (24.27)	76280 (-8.72)	51.32 (-96.59)	0.07
3	Belagavi	2002-03	1121.00	9238	60222	513.00	0.85
		2015-16	1338.00	14349 (55.32)	51657 (-14.22)	0.00 (-100.00)	0.00
4	Chikkodi	2002-03	611.20	35057	92129	1424.00	1.54
		2015-16	693.00	63438 (80.95)	87151 (-5.40)	271.00 (-80.96)	0.31
5	Gokak	2002-03	362.40	67521	75554	514.00	0.68
		2015-16	566.00	118241 (75.11)	70868 (-6.20)	923.00 (79.57)	1.30
6	Hukkeri	2002-03	405.30	21700	62792	3887.00	6.19
		2015-16	776.00	25031 (15.35)	62027 (-1.21)	68.00 (-98.25)	0.11
7	Khanapur	2002-03	1184.70	17242	46858	513.00	1.09
		2015-16	2998.00	14460 (-16.13)	48203 (2.87)	21.00 (-95.90)	0.04
8	Raibag	2002-03	458.80	57673	59867	851.00	1.42
		2015-16	498.00	48785 (-15.41)	48127 (-19.61)	1866.20 (119.29)	3.87
9	Ramdurg	2002-03	464.60	17517	53778	67.00	0.12
		2015-16	707.00	45917 (162.12)	56962 (5.92)	11.74 (-82.47)	0.02
10	Savadatti	2002-03	377.20	29872	73763	496.00	0.67
		2015-16	951.00	48894 (63.67)	68553 (-7.06)	0.00 (-100.00)	0.00
District Total		**2002-03**	**594.90**	**338605**	**728473**	**10740.00**	**1.47**
		2015-16	**9956.00**	**493307 (45.68)**	**679473 (-6.72)**	**3497.76 (-67.43)**	**0.51**

Source: District Statistical Office, Belagavi

Note: Figures in Parenthesis indicate Percentage Increase/Decrease

In 2002-03 Hukkeri taluka topped with 3887.00 ha, Bailhongal taluka 1509 ha and occupied 2nd place, Chikkodi taluka 1424.00 ha and occupied 3rd place, Athani taluka had 966.00 ha and occupied 4th place; and Raibag taluka with 851.00 ha, occupied the 5th place. In the year 2015-16, Raibag taluka with 1866.20 ha topped the district, Gokak taluka with 923.00 ha stood 2nd, Athani taluka with 285.50 ha 3rd place, Chikkodi taluka with 271 ha 4th place and Hukkeri taluka which topped the district in 2002-03, occupied the 5th place in 2015-16. There has been considerable decrease in the area under turmeric cultivation in the talukas of Athani, Bailhongal, Belagavi, Chikkodi, Hukkeri, Khanapur, Ramdurg and Savadatti. The talukas of Belagavi and Savadatti have cultivating turmeric. There is tremendous increase in Raibag taluka and in the Gokak taluka the increase is considerable.

The reasons for such a change are: (1) farmers' preferences for sugarcane cane cultivation due to increased availability of irrigation facilities, (2) increase in the number of private sugar factories causing the increase in the demand for sugar cane, (3) farmers preferring to produce jaggery due to higher price and consistent demand,(4) lack of marketing facilities,(5) lack of modern technology to avoid cumbersome processing methods and (6) lack of proper government policy.

5.0 Suggestions and Conclusions:

The important reason for fall in the area of cultivation of turmeric in Belagavi district is the shift towards the cultivation of sugarcane by the farmers. This shift is the result of two reasons: (i) increased demand for sugar cane and (ii) lack of proper and conducive policy of the state government. The increase in the demand for sugarcane because of (i) increased number of sugar factories and (ii) remunerative price for jaggery. Despite of these factors the cultivation of turmeric could be yet beneficial to the farmers because of (i) increased domestic and foreign demand (ii) turmeric cultivation is feasible even with less rainfall and (iii) turmeric could be cultivated as the intercrop. Thus, turmeric cultivation could provide interim income to the farmers and enable their withholding capacity till the sugar factories pay the price of sugarcane procured.

Hence, the onus is shift in the State Government Policy towards turmeric cultivation. A separate unit has to be established in the Department of Horticulture/Agriculture for turmeric cultivators. Awareness and training has to be provided to the turmeric cultivating farmers regarding (i) modern methods of cultivation and processing (ii) export potentiality and (iii) government facilities and incentives available to the cultivators.

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1.District at a Glance [2016-17]: District Statistics Office, Belagavi.

2.Official Documents, Joint Director of Horticulture Department, Belagavi.