



THE IMPACT OF DIGITAL ECONOMY IN GROUNDNUT PRODUCTION AND MARKETING IN NAMAKKAL DISTRICT OF TAMILNADU

Mrs.K.V.Jayashree* Dr.K.Saravanan**

**Assistant Professor, PG and Research Department of Economics, Kandaswami Kandar's College, Velur-Namakkal, Tamilnadu.*

*** Associate Professor and Research Supervisor, PG and Research Department of Economics, Kandaswami Kandar's College, Velur-Namakkal, Tamilnadu.*

Abstract

Groundnut is used as a good nutritional food and calories rich food for human daily life. This groundnut production is mostly grown in Namakkal district. It is exported to different states and foreign countries for making various sweets and medicine. Thus digital economy is very beneficial for groundnut producers and exporters. Using this digital economy, groundnut producers can fulfil their needs such as withdrawing money, purchasing products, etc. Using ATMs, Google pay, Phone pay etc., Digital economy is very useful for this, with this digital economy, farmers avoid cheating others or getting into trouble. India is the largest producer of oilseeds in the world and the groundnut oilseeds sector in India has contributed to the agricultural economy of the country. India is the world's third largest oilseeds and intercrop in groundnut production digital economy is very useful for these. Namakkal district is the leading district in groundnut production and groundnut oilseeds production. Using digital economy for groundnut production and export and import of groundnut related products is very useful. This study was carried out to find out how digital economy works in groundnut production in Namakkal district in 2020-2022 and to know about its advantages and disadvantages and how it helps in economic development.

Keywords: Digital Economy, Groundnut Production, Export and Import in Economic Development.

Introduction

India is the largest producer of oilseeds in the world and Indian oilseeds sector occupies a prime sector in the agriculture economy of the country, Groundnut is the thirdlargest oilseed crop in the world. India ranks second in terms of output and first in terms of crop area in the world.. Grown in tropical and subtropical areas, groundnut thrives between 25-28°C and under 500-mm rainfall in loamy and black soil. India ranks second in the world (after China) in groundnut production. The three southern states of Andhra Pradesh, Tamil Nadu, Karnataka and the western state of Gujarat together accounted for close to 80 per cent of the annual output in India. About 70-75 per cent of the crop is Kharif, grown during rainy season, (planted during May-July and harvested in September-mid December). In the Rabi (winter) season planting is during mid-September to November and harvesting during March and April. Crop failures occur periodically due to inadequate or excessive rain or unfavourable rainfall distribution. China is the world's largest producer and consumer of groundnut. The area under groundnut in China was (18.39 million tonnes), followed by India (6.70 million tonnes), Nigeria (3.89 lakh tonnes), Sudan (3.00 million tonnes), and Myanmar (1.60 million tonnes) respectively in 2019-2020.The digital economy has transformed various sectors worldwide, including agriculture with advent of digital technologies and online platforms. So agriculture producers have gained to access the new opportunities to the groundnut marketing in the world. India exported 0.66 million tonnes of groundnut worth of Rs. 5,096 crores during the year 2019-20. Groundnut was exported to Indonesia, Vietnam, the Philippines, Malaysia, and Thailand from India. Tamil Nadu was the fourth-largest producer of groundnut in the country. The area under groundnut was decreased from 4.89 lakh hectares to 3.35 lakh hectares in recent

times. So the advanced technology of digital economy system to gained foregroundnut producers can fulfil their needs such as withdrawing money and purchasing of agricultural equipments, fertilizers, pesticides etc., to transaction the money for ATMs, Google pay, phone pay. Credit card system too easily and quickly transformed. In this context, in today's Digital economy is beneficial of groundnut production in the district of Namakkal. Hence, the main purpose of digital economy system carrying out this research was to find out the technical efficiency of groundnut production.

Objective of the study

- ❖ To adoption of digital technologies in groundnut producers to used the digital platforms, Mobile applications, Precision agriculture tools.
- ❖ To analyses the impact of the digital economy on the productivity and efficiency of groundnut producers.
- ❖ To analyses the digital economy has affected marketing and price discovery of export and import of groundnut production.
- ❖ To learn about the benefits of digital economy for groundnut producers in Namakkal district.

Review of Literature

- **Florkowski (2014)** examined production and marketing practices in Ghana's groundnut value chain to obtain a clear understanding of the sources and levels of aflatoxin contamination in the crop and how such contamination can be sharply reduced.
- **Idoko et al (2014)** found that most of the women groundnut farmer are young and are in to full time groundnut production and in most cases the respondents stated that they did not see any extension worker at all.
- **Bonabana-Wabbi et al., (2015)** revealed that Small farmer's access to improved groundnut production and value addition technologies in Eastern Uganda. He analyzed the determinants of awareness of soil fertility improvement technologies in the three districts of Bukedea, Mbale and Tororo. Results revealed that the biggest challenges include un-affordability, lack of technical knowledge regarding use of the technology and unavailability of fertilizers.
- **Guchi (2015)** determined the stakeholders' perceptions about groundnut qualities with respect to aflatoxin contamination and pre-and post-harvest practices affecting development of aflatoxigenic fungi and aflatoxin contamination.

Importance of Groundnut Production

In India, it was introduced from one of the Pacific Islands of China somewhere in the first half of the sixteenth century. Shelled groundnuts are basically used as seed, consumed as raw edible groundnuts or after transformation into "prepared" groundnuts (roasted, salted, flavoured, etc.) or into groundnut butter/ paste. The seeds can also be crushed for oil and a by-product, viz. groundnut meal (animal feed). Groundnut oil is used as quality cooking oil with a high smoke point (440 o F) and neutral flavour and odour. Presently, India along with China accounts for half of the world's groundnut production. Groundnut is one of the world's fifteen leading food crops and cultivated throughout the world. It is among the most important foods in international Groundnut is popularly known as peanut in many countries though it is more a pea (a leguminous plant) than a nut. But it is considered as nut because of its high nutritional value. It is less expensive and nourishing food. Groundnut is a cash crop and useful rotation crop. It is easy to grow, withstands drought to some extent and so a choice crop for dry farming. It is soil erosion resistant crop. Being a legume crop it can fix atmospheric nitrogen. Thus maintains soil fertility. All parts of this plant can be commercially used. The plant stalks are fed to cattle in the form of green, dried and silage. Groundnut shell, haulms and hay are good fodder.

Groundnut cake is a good feed for livestock and it is also used as manure. Groundnut is consumed in many ways and various.

An overview of groundnut market

The present study was based on secondary data for the period of 70 years (from 1950-51 to 2020-2022). In India, Andhra Pradesh, Gujarat, Tamil Nadu and Karnataka put together contributes more than 80 per cent of the country's total Groundnut production, so markets from Andhra Pradesh, Gujarat, Tamil Nadu and Karnataka states were selected purposively. Among the various regulated markets, a representative market was selected from each state based on arrivals, period of existence, participation of traders etc. and monthly price data for groundnut were collected from each selected regulated market from January 2020 to August 2021.. An overview of groundnut market Groundnut is the single largest source of edible oils in India and constitutes roughly about 50 per cent of the total oilseed production. India grows about nine million tons of groundnuts (in shell) currently. Four types of groundnut were grown in India, though marketed under many names; e.g., Coromandel, Bold, Khandesh (or Peanuts), and Red Natal. The prices of Groundnut and Groundnut products in the country and states are mainly cantered on two major Groundnut products viz., Groundnut and Groundnut oil. The price of Groundnut is usually influenced by the price of Groundnut oil prevailing in the wholesale markets. The factors that determine the price of Groundnut and Groundnut products are also associated with the growers, oil industry, and consumers. Variations in quality of matured Groundnut, size of shell, Groundnut content, oil content, marketing cost, marketing methods of fresh Groundnut production are also used for the digital economy of money transformed or Google pay, Mobile platform, phone pay is easily transformed and purchased for the price received by the Groundnut farmers. Digital economy is benefited for the Groundnut shells produced on farm move through many agencies like farmers or producers, collectors, wholesalers and processors, before reaching the consumer in various forms. The involvement of these agencies and number of agencies involved in the marketing channels are also deciding factors of Groundnut and Groundnut oil prices. The size of Groundnuts matters much in fixing price of matured nuts, as bigger shells usually yield more Groundnut. This crop has diverse uses and consumption pattern varies widely from state to state. The bulk of the processed groundnut oil goes to the consumer in filtered form, and only a small portion is refined. The small part of groundnut oil routed through refineries mainly goes through brokers of intermediaries and commission agencies are avoided.

Suggestion

In today's practice, groundnut producers in Namakkal district are finding it very beneficial to use this digital economy to sell their products easily and improve their living standards. They could sell their produce immediately after harvest. The analysis of seasonal variation by prices and analysis could be used by the farmers to market groundnut at the right time Government should start diseases investigation centers with necessary grant to fulfill the purpose. Farmers must be encouraged the digital economy sustainable development with profitable intercrops. Digital economy is used the daily market arrivals, sales and price should be recorded variety wise and quality wise. The concerned authorities should make arrangement for scientific grading. To impart specialized practical skill on processing, grading, marketing and marketing store their encouraged grow more and more development of the digital economy in groundnut production in the Namakkal district of Tamilnadu.

Conclusion

It may be said groundnut is an important commercial crops of India. It provides the essential good material for the some oil industries of the country. The oil industries provide employment about some oil mills to million people. The present study was therefore, designed to examine the whole system of

marketing of groundnut in the taluk specifically to analyze the seasonal variations in market arrivals and prices the different channels in marketing groundnut from producers to oil industry owners, costs and contributions of various market intermediaries and to estimate the producers share in oil factory owner's rupee.

It could be concluded that there was considerable scope to improve the yield of the groundnut with the existing conditions of input used with technology. They revealed that the study of digital economy system viz., ATM, Google pay, Phone pay is utilized the purchasing of varieties of groundnut seeds, fertilizers and plant protection chemicals, pesticides were highly purchased. Hence, groundnut production could be increased by the selection of suitable varieties according to the season and usage of appropriate quantity of seed, fertilizer and plant protection chemicals. Digital economy is used for any groundnut cultivation utilized the working of human and bullock labour wages, purchasing of equipments, packages of import and export of world level transaction the money is very quickly and supporting in groundnut producers standard of living and next investment of groundnut cultivation.so, groundnut production is increased the economy of world. It was found that the digital economy and efficiency of groundnut farmers ranged from 67.41 to 99.86 per cent with a mean that the digital economy was 88.06 per cent.

References

1. Misra CM. Trends in area production and productivity of groundnut in India: Issues & Challenges. *Journal of Research in Agriculture and Animal Science* 2017;4(7):01-06.
2. Choudhary R, Rathore DS, Sharma A. An economics analysis of production and marketing of groundnut in porbandar district of Gujarat. *Economic Affairs* 2017;62(3):547-553.
3. Dadhanian MV. Price spread, marketing efficiency and factors affecting of groundnut marketing in Junagadh district. *Trends in Biosciences* 2017;10(24):5019-5022.
4. Achaya, K.T. 1990. *Oilseeds and Oilmilling in India – A Cultural and Historical Survey*, Oxford and IBH, New Delhi. Engle, R.F. 1982. Autoregressive conditional heteroskedasticity with estimates of Variance of UK inflation. *Econometrica*, 50(4): 978-1008.
5. Engle, R.F. and C.W.J. Granger. 1987. Cointegration and Error Correction, Representation, Estimation and Testing. *Econometrica*, 55(2): 251- 276.
6. Gonzalez-Rivera, G. and S.M. Helfand. 2001. The Extent, Pattern, and Degree of Market Integration: A Multivariate Approach for the Brazilian Rice Market. *American J. Agric. Econ.*, 83: 576–92.