



# A Study On Socio Economic Welfare Conditions Of Ulavar Santhai Farmers At Special Reference In Coimbatore, Tamil Nadu

\*Dr.P.Magudapathy

\* Associate Professor, Department of Public Administration, Government Arts College (Autonomous)  
Coimbatore, Tamil Nadu

## ABSTRACT

"The world is made to serve those who cultivate the land." - Thirukural 1031.

This couplet emphasizes the importance of agriculture and farming in sustaining human life. It highlights that the world's resources and wealth are ultimately dependent on the land and those who cultivate it. The phrase "made to serve" implies that the world's systems and structures are designed to support and nourish those who work the land. In essence, Thirukural 1031 recognizes the vital contribution of farmers and agriculturists to society, and underscores the need to value and respect their work.

## Ulavar Santhai

Ulavar Santhai, also known as Farmers Market, in English is a vibrant and bustling marketplace where local farmers gather to sell their fresh produce directly to consumers. The term Ulavar Santhai is derived from the Tamil words Ulavar meaning farmers, and Santhai, meaning market.

Index term-The benefits of Ulavar Santhai (Farmers Market) and Consumers.

## INTRODUCTION

Scheme was introduced in 1999 by the state government under M. Karunanidhi, the chief of Dravida Munnetra Kazhagam (DMK). The first Uzhavar Sandhai was inaugurated in Madurai on 14 November 1999. The objective of the scheme was to promote direct contact between farmers and consumers, through which the farmer can get full profit without middlemen or brokers. In 2001, when the opposition Anna Dravida Munnetra Kazhagam (ADMK) came into power, the scheme was stalled. It was revived again by the DMK after it came to power in 2006. In 2011, ADMK formed the government but continued with the scheme. The markets are maintained and regulated by the Tamil Nadu State Agricultural Marketing Board and prices to the products are fixed on day basis.

Located in various parts of Tamil Nadu, India, Ulavar Santhai has become an integral part of the state's agricultural landscape. These markets provide a platform for farmers to showcase and sell their produce, fostering a direct connection between farmers and consumers. By cutting out intermediaries, Ulavar Santhai ensures that farmers receive a fair price for their produce, while consumers benefit from fresh, locally grown products at competitive prices. This innovative approach has not only improved the livelihoods of farmers but also promoted sustainable agriculture, supported local economies, and preserved traditional farming practices.

Ulavar Santhai marketplace where local farmers sell their fresh produce, fruits, vegetables, and other agricultural products directly to consumers. In Tamil Nadu, India, Ulavar Santhai is a popular concept, where farmers from nearby villages and towns gather to sell their produce at a designated market place. This initiative helps farmers get a better price for their products, while consumers benefit from fresh, locally grown produce and also promotes sustainable agriculture, supports local economies, and helps preserve traditional farming practices.

**Better prices** Farmers get a fair price for their produce, increasing their income, Farmers sell directly to consumers, eliminating middlemen and increasing profit margins, Farmers gain access to a wider market, expanding their customer base, Regular income from sales helps farmers improve their livelihoods and support their families.

**Fresh produce** Consumers get fresh, locally grown produce, ensuring better taste and nutritional value, **Variety of products** Consumers have access to a diverse range of fruits, vegetables, and other agricultural products, **Competitive prices** Consumers benefit from competitive prices, as farmers sell directly to them, **Supporting local economy** Consumers support the local economy by purchasing from local farmers.

The field of agriculture, marketing determines the value of the agricultural product in terms of money and delivers them to the final customer. Most of the farmers sell their produce through village level markets, fairs, Man dies, Co-operative Societies etc. In the above process of agricultural marketing, the middlemen exploit farmers as well as consumers. In order to eliminate the middlemen between farmers and consumers, the Government of Tamilnadu introduced the new concept, namely "UZHavar SANTHAI" in 1999.

Generally, the middlemen and wholesale businessmen purchase the Agricultural products from the farmers at a lower price. They also get the commission from the farmers for the transactions made. In turn, fresh vegetables and fruits purchased at the lower price from the farmers are sold out to retail businessmen at higher price and the retail businessmen sell those Agricultural Products further at higher price to the consumers. As a result, the farmers get only the lower price for their produce whereas the consumers have to pay higher price for the same produce. Hence, the Government of Tamilnadu has introduced an alternate scheme of marketing, which is known as "UZHavar SANTHAI" in order to derive more benefits to the farmers as well as consumers.

**The Environment and Community Promotes sustainable agriculture** Ulavar Santhai encourages sustainable agricultural practices, reducing the use of chemicals and promoting eco-friendly farming methods, **Conserves natural resources** By promoting local produce, Ulavar Santhai helps reduce transportation-related carbon emissions and conserves natural resources, **Fosters community engagement** Ulavar Santhai brings farmers and consumers together, fostering community engagement and social connections, **Preserves traditional farming practices** By supporting local farmers, Ulavar Santhai helps preserve traditional farming practices and cultural heritage, **Overall**, Ulavar Santhai benefits both farmers and consumers while promoting sustainable agriculture, conserving natural resources, and fostering community engagement.

- ❖ Ulavar Santhai Provide a platform for farmers to sell their produce directly to consumers, eliminating middlemen and increasing their income.
- ❖ Ulavar Santhai Promote Sustainable Agriculture Encourage farmers to adopt sustainable agricultural practices, reducing the use of chemicals and promoting eco-friendly farming methods.
- ❖ Ulavar Santhai Improve Livelihoods enhance the livelihoods of farmers and their families by providing a stable and profitable market for their produce.
- ❖ Ulavar Santhai Support Local Economies Boost local economies by retaining money within the community and creating jobs.
- ❖ Ulavar Santhai Preserve Traditional Farming Practices Support the preservation of traditional farming practices and cultural heritage.
- ❖ Ulavar Santhai local produce and reducing the need for long-distance transportation.
- ❖ Ulavar Santhai achieved the vibrant and sustainable agricultural market that benefits farmers, consumers, and the environment.

## OBJECTIVES

1. To find out the Socio economic level of Ulavar santhai farmers Non Ulavar santhai farmer.
2. To find out the level of Satisfaction of Ulavar santhai Consumers Non Ulavar santhai Consumers.

## HYPOTHESIS

On the basis of above objectives following hypothesis were formulated.

- There is no significant difference between the mean score level of Socio economic level of Ulavar santhai farmers Non ulavar santhai farmer.
- There is no significant difference between the mean score level of Satisfaction of Ulavar santhai Consumers Non Ulavar santhai Consumers.

## RESEARCH METHODOLOGY

Research Design is the structure of any scientific work it gives direction and systematizes the research. An exploratory research will be conducted to measure the Socio economic level of ulavar santhai farmers in Coimbatore are universe for this research study. Overall Sample Size is 80 structured interviews Schedule were used as tools to aid the collection of the data for the study.

## ANALYSIS OF DATA

This chapter presents the statistical analysis has been divided into two sections namely introduction and existing Ulavar Santhai farmers and consumers of the respondents, The study analyzed as on between the mean score of Socio Economic Welfare conditions level inter Ulavar Santhai Farmers and non Ulavar Santhai Farmers and Consumers By T Test.

## RESPONDENTS PROFILE

To Assess the Respondents profile, the study farmers and consumers had identified variables like age of Respondents, family type, Qualification, Material Status, Education, Socio Economic condition.

Table-1

T-Value of Socio economic level of Ulavar santhai Farmers and non Ulavar santhai Farmers.

	Group	N	Mean	SD	T-Value	Level of Signification
Socio economic level	Ulavar santhai farmers	30	3.7	0.68	-2.886689	Significant
	Non ulavar santhai farmer	30	3	0.96		

From table 1. Showing the mean value of Socio economic level of Ulavar santhai Farmers are 3.7, which is greater than that non Ulavar santhai Farmers, i.e. 3. The SD value are found .68 and 0.96 respectively. The value of t is -2.886689. The value of p is .00728. The result is significant at  $p < .05$ .

Table-2

T-Value of Satisfaction level of Ulavar santhai Consumers and non Ulavar santhai Consumers.

	Group	N	Mean	SD	T-Value	Level of Signification
Satisfaction level	Ulavar santhai Consumers	30	4	1	-5.02574	Significant
	Non ulavar santhai Consumers	30	2.5	1.2		

From table 2. Showing the mean value of Satisfaction level of Ulavar santhai Consumers are 4, which is greater than that non Ulavar santhai Consumers, i.e. 2.5. The SD value are found .1 and 1.2 respectively. The value of t is -5.02574. The value of p is .00001. The result is significant at  $p < .05$ .

Finding of the Study after statistical analysis of the data

- i) There is Awareness Level difference between the Socio economic level of Ulavar santhai Farmers and non Ulavar santhai Farmers significant.
- ii) There is Satisfaction level of Ulavar santhai Consumers and non Ulavar santhai Consumers significant.

## CONCLUSION

Ulavar Santhai, or Farmer's Market, is a vital initiative that empowers farmers, supports local economies, and promotes sustainable agriculture. By providing a platform for direct sales, Ulavar Santhai ensures fair prices for farmers, increases their income, and improves their livelihoods. For consumers, Ulavar Santhai offers fresh, locally grown produce, competitive prices, and a diverse range of products. This initiative also fosters community engagement; preserves traditional farming practices, and contributes to environmental conservation a win-win model that benefits farmers, consumers, and the environment. Its success highlights the importance of supporting local food systems, promoting sustainable agriculture, and empowering rural communities.

## SUGGESTION

- To give the awareness to consumer about ulavar santhai vegetables and fruits are fresh and low price
- To Consider for increase the ulavar santhai time.
- To consider the balance the rate while low price time.
- To give the more importance of organic vegetables fruits.
- To give the awareness of vegetables and fruits upcoming rates.
- To allow the door step delivery after ulavar santhai time.
- To give the awareness to online sale and exports.

REFERENCE

- [1] <https://www.agrimark.tn.gov.in>
- [2] <https://www.vegetablemarketprice.com>
- [3] <https://www.linkedin.com>
- [4] <https://www.toppr.com>

