

CONSEQUENCES OF MARKETING REGULATORY ECOSYSTEM THROUGH CENTRALISED E-AUCTION SYSTEM OF SPICE BOARD ON KERALA CARDAMOM FARMING COMMUNITY

Elsa Cherian

Research Scholar, Department of BSMED, Bharathiar University, Coimbatore – 641 046, Tamil Nadu, India

Received: 17 Nov 2021

Accepted: 20 Nov 2021

Published: 22 Nov 2021

ABSTRACT

Research Objective

To explore and assess the impact by which the centralised e-auction policy of the Spices Board of India has been affecting the cardamom marketing sector, is the key objective of this research along with suggesting some practically feasible methods, that can educate the small scale & medium scale farmers about the E-auction, and make them comfortable with the recently changed policies .

Background

Cardamom is called the “Queen of Spices”, because of its exotic flavour and aroma. Green cardamom of the Western Ghats of Kerala is one of the most expensive spices by weight and little is needed, by way of any value addition to enhance its original organic flavour. The Auction Centres of the Spices Board of India have a crucial role in the marketing of cardamom. Not everything is satisfactory with the cardamom marketing sector, as a large number of cardamom growers are dissatisfied and not comfortable over the auction system of marketing with its economic and its fiscal implications. In this scenario, Government has changed the regulatory system and came up with centralised E Auction centre at Puttadi Idukki District, which made the scene more pathetic.

Methodology

Descriptive research design is adapted in this research to specifically quantify and assess the consequences of the centralized E auction system introduced by spices board of India. Sampling method used is Stratified random sampling method. The population is divided into stratum based on the area of cultivation and sample is selected according to its representation in the population.

Contribution

This paper attempts to bring into focus the peculiar nature of the auction system prevailing in the cardamom sector. To evaluate the functioning of the E- Auction Center and its effect on the lives of ordinary farmers who are generally not patronizing such center and to come up with new programmes to familiarize such farmers with e-auction system.

Findings

The benefits envisaged by the Auction Centres have not effectively reached the small scale farmers who opt for the local purchaser, who in turn may or can use the auction centres. While the recent introduction of ID cards for the interested

Cardamom growers for the centralised e-auction facility at Puttady, replacing the earlier auction centres, are projected as steps in forward direction, but a large number of farmers are still unfamiliar with the new system of e-auction as they are not internet savvy. This has resulted in the exploitation of such farmers by market intermediaries.

Suggestions

Many growers remain dissatisfied with the E-auction system of marketing of spices and its economic implications. Therefore, there is the need for the Spices Board to open up a continuous process of meaningful dialogues or interactions with the farming community, at large. Spices Board should take initiative to conduct auctions on its own to protect the small growers from the exploitation of private auctioneers.

There is an imperative need to shift from current practice of sale to marketing of cardamom in attractive consumer packs. Timely delivery of the produce to up-country and foreign markets is inevitable to induce prompt payment.

KEYWORDS: Cardamom, Auction, E- Auction, Marketing, Spice Board, Farmers