

Attitude of Tapioca Growers Towards Value Added Products of Tapioca**Dr. V. Sakthivel^{*1} and Dr. M. Manoharan²**¹Associate Professor, Department of Agricultural Extension

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²Rtd. Professor, Tamil Nadu Agricultural University, Coimbatore, Tamil Nadu, India^{*}Corresponding Author Email ID: sakthivelvaradarajan@yahoo.co.in**Abstract**

Tapioca is an important staple food and industrial crop of tropics. It is tolerant to drought, diseases and pests. It has wider adaptability to varied soil, nutrient and agro climatic condition. Value addition in tapioca can significantly increase the income of tapioca growers. Value added products of tapioca fetch good returns for tapioca growers and this process significantly enhances their socio-economic status. Hence the study was undertaken in Salem district of Tamil Nadu to study the attitude of tapioca growers towards value added products of tapioca. One hundred and twenty tapioca growers were interviewed with the help of a pre-tested and well-structured interview schedule. In this study attitude refers to the degree of positive and negative effect or feelings of tapioca growers towards value added products of tapioca. The findings revealed that 40.83 per cent of the tapioca growers had less favourable attitude, whereas 35.00 per cent had favourable attitude and 24.17 per cent of the tapioca growers had more favourable attitude towards value added products of tapioca, respectively.

Key words: Attitude, Tapioca growers, Value added products.**I. INTRODUCTION**

Tapioca (*Manihot esculenta*) has attained the status of commercial crop especially in Tamil Nadu and Andhra Pradesh. Tapioca is an enterprise that provides support to the rural industrial sector. This has given employment for the rural mass and augments the economic growth of rural India. In India, tapioca is cultivated in an area of 0.173 million hectares producing 4.95 million tonnes with a productivity of 28.64 t / ha. Tamil Nadu is highest area

0.089 million hectares for tapioca cultivation and producing 2.86 million tonnes with a productivity of 31.94 t / ha in India (Horticulture Statistics at a Glance, 2018).

There are more than 1000 sago and starch industries in Tamil Nadu. Out of which 800 of them are concentrated in and around Salem district. Thus, Salem has acquired the title, “ The Land of Sago” internationally. This is largely due to easy availability of raw material, cheap labour and good sunshine for a longer period of the day throughout the year that helps the preparation of tapioca based products.

Tapioca apart from being food and raw material for many industries, it has gained importance for its value addition products during the last decade. This is due to the changes in socio-economic conditions, industrial growth and urbanization. Value added products includes wafers, chips, pappads, dried chips, rava, porridge powder and pellets. Tapioca chips and pellets are in great demand for animal feed in foreign countries. Value addition in tapioca can significantly increase the income of tapioca growers. Hence, a study was taken up to analyse the attitude of tapioca growers towards value added products of tapioca.

II. METHODOLOGY

The study was conducted in the tapioca predominant district of Salem in Tamil Nadu State. Attur taluk was purposively selected since it has the largest area under tapioca cultivation in Salem district. A total number of 120 tapioca growers (40 each from marginal, small and big farmer categories) were selected based on random sampling method. A well-structured and pretested interview schedule was used to collect the data.

III. FINDINGS AND DISCUSSION

Attitude of tapioca growers towards value added products of tapioca

In this study attitude refers to the degree of positive and negative effect or feelings of tapioca growers towards value added products of tapioca. Attitude is an important variable

in any behavioural study. Attitude influences the knowledge gain and adoption. For the tapioca growers to adopt the value addition, the attitudinal change is very important. Hence attitude of the respondents towards the value added products of tapioca was considered as one of the variable for the study. The results are presented in table1.

Table1. Distribution of respondents according to their overall attitude towards value added products of tapioca

Category	Marginal farmers n=40		Small farmers n=40		Big farmers n=40		Total n=120	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Less favourable	21	52.50	18	45.00	10	25.00	49	40.83
Favourable	14	35.00	14	35.00	14	35.00	42	35.00
More favourable	5	12.50	8	20.00	16	40.00	29	24.17

F value = 32.55**

From table1, it is found that about two-fifth of the respondents (40.83 per cent) had less favourable attitude towards value addition to tapioca. This was closely followed by favourable attitude (35.00 per cent). About one-fourth of the respondents (24.17 per cent) had more favourable attitude towards value added products of tapioca.

The category wise analysis revealed that 40.00 per cent of big farmers had more favourable attitude towards value added products of tapioca, while majority of the marginal and small farmers (52.50 per cent and 45.00 per cent respectively) had less favourable attitude towards value added products of tapioca. Equal percentage of marginal, small and big farmers (35.00 per cent each) had favourable attitude towards value added products of tapioca. The 'F' value was significant at one per cent level of probability which indicates that the three categories of respondents significantly differed in their attitude towards value added products.

Thus, it could be concluded that there existed less favourable (40.83 per cent) to favourable (35.00 per cent) attitude towards value added products. The size of the farm positively and significantly influenced the attitude of respondents towards value added products of tapioca.

Lack of skill in preparing and marketing of value added products, lack of availability of skilled labourers and lack of capital to purchase the equipments and machineries required for preparation of value added products would have been the possible reasons for low level of attitude observed with majority of the respondents. This finding is in conformity with the findings of Kamaraj (1996) and Nirmaladevi (1997).

IV. CONCLUSION

This study revealed that two – fifth of the tapioca growers had less favourable attitude, whereas more than one – third of them had favourable attitude and less than one - fourth of them had more favourable attitude towards value added products of tapioca, respectively.

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