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Export orientation of paddy farmers of rice exporting regions of Telangana and Andhra Pradesh states

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Abstract

The export orientation of paddy farmers in the rice-exporting regions of Telangana and Andhra Pradesh is a critical factor in their participation in rice supply chain. This study investigates the determinants and extent of export orientation among these farmers using an ex post facto research design. Data was collected from 160 paddy farmers across Nizamabad and Nalgonda districts of Telangana and East Godavari and West Godavari districts of Andhra Pradesh through structured interviews. The findings reveal that the majority (51.88%) of farmers exhibited low export orientation, followed by medium (35.62%) and high (12.50%) export orientation. Limited awareness of export opportunities, inadequate infrastructure, reliance on the Minimum Support Price (MSP), and stringent quality standards were identified as major barriers to export participation. The study highlights the need for enhanced market linkages, institutional support, and training programs to promote export-oriented farming. Strengthening these aspects can improve farmers competitiveness in global markets, ensuring sustainable income and growth in the rice export sector.

Keywords: Rice, export, farmers

Introduction

Export orientation of farmers refers to their ability and willingness to produce crops intended for international markets. This is influenced by various factors such as access to export markets, government policies, infrastructure, and the availability of relevant information. In regions like Telangana and Andhra Pradesh, paddy farmers play a crucial role in the export supply chain, and their participation in global trade is essential for economic growth. Export-oriented farming provides opportunities for increased income, but it also comes with challenges such as price volatility, quality standards, and regulatory compliance. Understanding the export behaviour of paddy farmers is key to formulating policies that enhance their participation in international markets.

Farmers export-oriented behavior is shaped by access to market information, government support, and infrastructure facilities (Kumar *et al.*, 2020) ^[1]. The adoption of improved cultivation practices, post-harvest management, and adherence to quality standards play a crucial role in enhancing their competitiveness in global markets (Singh & Reddy, 2021) ^[2]. Additionally, institutional interventions, including agricultural extension services and digital platforms, facilitate informed decision-making among farmers regarding export opportunities (Sharma *et al.*, 2019)

^[3]. Understanding the determinants of export orientation is essential for designing policies that enhance the global positioning of Indian rice, ensuring economic sustainability for farmers while meeting international standards (Patil & Rao, 2022) ^[4].

Objective of the study

To study export orientation of paddy farmers of rice exporting regions of Telangana and Andhra Pradesh states.

Methodology

Research design: Ex post - facto research design was adopted for the investigation.

Locale of the study: This study was conducted in the Nizamabad and Nalgonda districts of Telangana, East Godavari and West Godavari districts of Andhra Pradesh in rice export regions, which are among the top paddy producing districts of their respective states, two states were selected to study the difference among export orientation of the paddy farmers of both states.

Sampling procedure

40 farmers from each district were selected purposively, with good experience in paddy farming, therefore 80

farmers from Telangana and 80 farmers from Andhra Pradesh states were selected making a total of 160 farmers from both the states.

Data collection method: The Data collection was done with the use of a well-structured interview schedule and Questionnaire.

Results and Discussion

From the table.1 and figure.1, it can be inferred that the majority of respondents (55%) of Telangana state had low export orientation, followed by medium export orientation (35%) and high export orientation (10%). Among Andhra Pradesh farmers, majority had low export orientation (48.75%), followed by medium export orientation (36.25%) and high export orientation (15%).

Table 1: Distribution of respondents according to export orientation

| S. No. | Category | Class Interval | Respondents(n=160) | | | | | |
|--------|----------|----------------|-------------------------|--------|------------------------------|--------|-------|--------|
| | | | Telangana farmers(n=80) | | Andhra Pradesh farmers(n=80) | | Total | |
| | | | f | % | f | % | f | % |
| 1 | Low | 8-16 | 44 | 55 | 39 | 48.75 | 83 | 51.88 |
| 2 | Medium | 16-24 | 28 | 35 | 29 | 36.25 | 57 | 35.62 |
| 3 | High | 24-32 | 08 | 10 | 12 | 15.00 | 20 | 12.50 |
| Total | | | 80 | 100.00 | 80 | 100.00 | 160 | 100.00 |

From the above results, it is evident that the majority (51.88%) of the paddy farmers of both states had low export orientation, followed by medium (35.62%) and high (12.50%) export orientation.

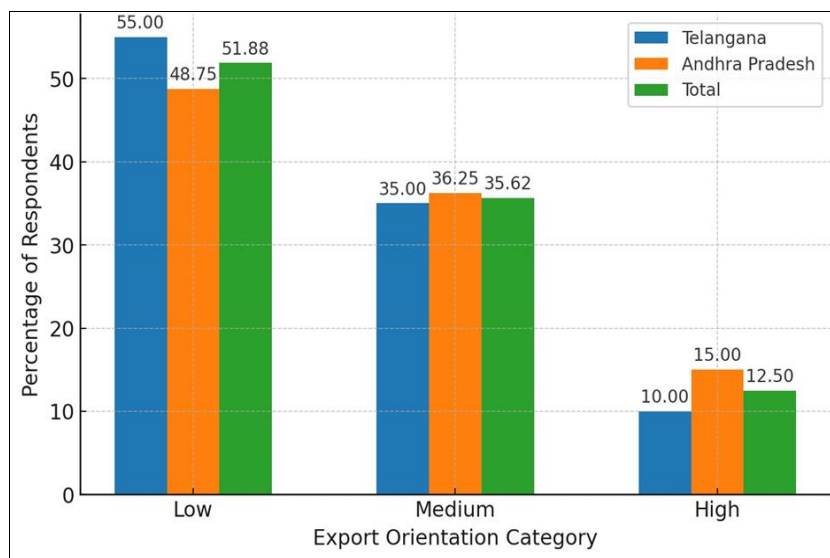


Fig 1: Distribution of respondents according to export orientation

The low export orientation (51.88%) among paddy farmers in Andhra Pradesh and Telangana can be attributed to multiple factors, including limited awareness of export opportunities, inadequate infrastructure, and dependence on the Minimum Support Price (MSP) for stable income. Many farmers struggle with stringent international quality standards, small-scale production, and lack of direct market access due to the influence of middlemen. Price volatility in global markets, preference for traditional rice varieties, and perceived risks associated with exports further discourage farmers from participating in international trade. Additionally, insufficient institutional support, lack of training programs, and logistical challenges make export-oriented farming less viable for most farmers. Addressing these barriers through better market linkages, capacity-building programs, and improved infrastructure can enhance export participation in the region.

Conclusion

The study concludes that the export orientation of paddy farmers in Telangana and Andhra Pradesh remains low, primarily due to a lack of awareness, inadequate infrastructure, and reliance on traditional marketing channels. Despite the potential benefits of engaging in global trade, challenges such as compliance with

international quality standards, price volatility, and limited direct access to export markets deter farmers from active participation. Addressing these issues through targeted policy interventions, capacity-building initiatives, and improved logistics can significantly enhance farmers export engagement. Strengthening institutional support, digital platforms, and farmer cooperatives will be crucial in bridging the gap between domestic production and international demand, ultimately contributing to the economic growth of the rice export sector in India.

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