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Study of turmeric growers in Ratnagiri district

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Abstract

The Study on "Study of turmeric growers in Ratnagiri district" was conducted in Ratnagiri district of Konkan region of Maharashtra state in India. For this study districts, tahsils and villages were selected on the basis of maximum area under turmeric cultivation. The data was collected by personal interview using pretested standardized schedule with sample size constituted of 90 respondents. It was observed that majority of the respondents (36.67 per cent) fell under the 'medium' utilization category**,** suggesting that most farmers used turmeric for common purposes such as cooking, minor medicinal applications, or home-level storage. It was found that (100.00 per cent) used turmeric powder in curry and gravy preparations, making it the most dominant and routine usage. It was noticed that (88.88 per cent) used turmeric for treating minor cuts and wounds, showing strong reliance on indigenous knowledge for first-aid care. About 88.89 per cent of respondents used turmeric for inflammation relief, while smaller proportions used it for decoctions 20.00 per cent, turmeric milk 66.67 per cent, and skin infections 83.33 per cent. This highlights turmeric's trusted role in traditional healing, though awareness and usage of internal health applications like decoctions and golden milk remain limited. In terms of cosmetic use, only 55.56 per cent of respondents reported using turmeric in face packs, while 22.22 per cent used it in body scrubs, and just 5.55 per cent for hair care. Finally 100.00 per cent of growers were sold their harvest in market, 90 per cent of the respondents retained their produce for seed purpose while 100.00 per cent of the growers processed then turmeric for further marketing.

Keywords: Utilization pattern, size of landholding under turmeric, experience in turmeric cultivation, market orientation, management orientation, social participation

Introduction

India, often called the "Spice Bowl of the World," is globally renowned for its diverse and high-quality spice production, among which turmeric (*Curcuma longa* L.) holds a special place. Commonly referred to as "Indian Saffron," turmeric is believed to have originated in Southeast Asia and belongs to the Zingiberaceae family. Its primary active compound, curcumin**,** gives the spice its vibrant yellow color and numerous medicinal properties. Indian turmeric is especially valued for its high curcumin content and contains approximately 5 per cent essential oils and 5 per cent curcumin, a potent polyphenol. Turmeric is an important spice and medicinal crop cultivated in the Konkan region of Maharashtra, India. While traditionally not a primary crop in the Konkan, its suitability to the climatic and soil conditions of the region has led to increasing cultivation.

Turmeric is one of the key ingredients in many Asian dishes, imparting a mustard-like, earthy aroma and pungent, slightly bitter flavor to foods. Most turmeric is used in the form of rhizome powder to impart a golden yellow color. It is used in many products such as canned beverages, baked products, dairy products, ice cream, yogurt, yellow cakes, orange juice, biscuits, popcorn color, cereals, sauces, and gelatin. It is a principal ingredient in curry powders. Although typically used in its dried, powdered form, turmeric is also used fresh, like ginger. It has numerous uses in East Asian recipes, such as pickle that contains large chunks of soft turmeric, made from fresh turmeric. Turmeric is used widely as a spice in South Asian and Middle Eastern cooking. Turmeric is used in a hot drink called "turmeric latte" or "golden milk" that is made with milk, frequently coconut milk. The turmeric milk drink known as haldidoodh (haldi means turmeric in Hindi) is a South Asian recipe.

Specific objectives of the study

Utilization pattern of turmeric growers

Methodology

The research study was conducted in Ratnagiri district of kokan region of Maharashtra state in India. The Ex-post-

facto research design of social research was used for the present investigation. For the present study multistage sampling technique was used for selecting district, tehsils, and villages. In the first stage, the leading district, Ratnagiri was chosen from the Konkan region. In the second stage, three tehsils were selected from Ratnagiri district on the basis of maximum area under turmeric cultivation. Dapoli, Rajapur and lanja tahsils were selected from Ratnagiri district. The third stage involved selecting villages from each of the chosen tehsils. Three villages were selected from each tehsil. Total 90 respondents were selected from selected tehsils by simple random sampling. Data were collected by personally interviewing the respondents with the help of pre-tested and structured interview schedule. The data collected were tabulated, analysed and the statistical tools namely mean, standard deviation, percentage, frequency and arbitrary method.

Results and Discussion

The findings of the study as well as relevant discussion given below,

1. Utilization pattern of turmeric growers

Utilization pattern of turmeric refers to the various ways in which turmeric is used by respondents in their daily lives, including culinary, medicinal, religious, cosmetic, and household purposes. It indicates the extent, frequency, and diversity of turmeric use at the household level.

1.1 Overall utilization pattern of turmeric grower

The data pertaining to the utilization of turmeric was collected and the turmeric growers were grouped into five categories on the basis of the scores using mean and standard deviation and represented in the Table 1 and depicted in fig 1.

Table 1: Distribution of the respondents according to the overall utilization pattern of turmeric

Sl. No.	Utilization pattern of turmeric (score)	Respondent (n = 90)	
		Frequency	Percentage
1	Very low (Upto 15)	16	17.78
2	Low (Between 16 to 20)	14	15.56
3	Medium (Between 21 to 28)	33	36.67
4	High (Between 29 to 33)	13	14.44
5	Very high (34 and above)	14	15.55
Total		90	100.00
Mean = 24.5 S.D.= 9.09			

The findings indicated majority of the respondents (36.67 per cent) fell under the ‘medium’ utilization category**,** suggesting that most farmers used turmeric for common purposes such as cooking, minor medicinal applications, or home-level storage. This level reflects a basic to moderate understanding of turmeric’s potential, with limited access to advanced utilization methods like processing or commercial value addition. 15.55 per cent were found to be in the very high utilization, reflecting a small segment of farmers who likely engage in value addition, diversified use (such as in medicine, cosmetics, and traditional practices), or have better market linkages and awareness. While 15.56 per cent exhibited a ‘low’ level of utilization, which may indicated limited awareness, access to processing facilities, or market opportunities. 14.44 per cent of respondents exhibit a ‘High’ utilization of turmeric suggests a segment of the population that frequently incorporates this spice into their lives. 17.78 percent reported a ‘Very low’ utilization pattern of turmeric. Results indicated that, turmeric growers in areas with medium to very high utilization levels adopt a range of practices related to planning, management, harvesting, and processing to maximize the value of their turmeric crop.

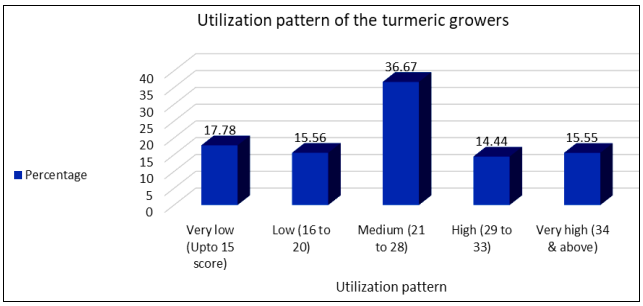

Fig 1: Distribution of the respondents according to their utilization pattern of the turmeric growers

1.1.1 Utilization pattern of turmeric growers as per the use of turmeric

Utilization pattern of turmeric growers refers to the manner, extent, and purpose for which turmeric is used by farmers in their daily lives, agricultural practices, and economic activities. This includes the use of turmeric for culinary purposes, medicinal applications, religious or cultural practices, home remedies, cosmetic uses, and value-added processing**.**

Turmeric growers from study area utilized their harvest for various purposes primarily retaining some portion for seed and family consumption, while the rest of the portion is processed and sold.

Information regarding utilization pattern of turmeric growers as per use of turmeric is shown in the following table 2.

Table 2: Distribution of the respondents according to the use of turmeric

Sl. No.	Use of turmeric	Form	Frequency	Percentage
A	**Culinary**			
1	Curry, gravy dishes	Fresh	30	33.33
2	Turmeric pickle	Powder	90	100
3	Turmeric tea	Powder	10	11.11
B	**Medicinal**			
1	Minor cuts and wounds	Powder	80	88.89
2	Inflammation	Powder	80	88.89
3	Skin infections	Powder	75	83.33
4	Turmeric milk	Powder	60	66.67
5	Decoction	Powder	18	20.00
C	**Cosmetic**			
1	Face pack	Powder	50	55.56
2	Body scrub	Powder	20	22.22
3	Hair care	Powder	05	5.55
D	**General use**			
1	Retaining for seed	Rhizome	10	11.11
2	Processing of turmeric	Powder, paste etc	90	100
3	Harvest sold	All form	90	100

It is observed from the table 16 that (100.00 per cent) used turmeric powder in curry and gravy preparations, making it the most dominant and routine usage. Additionally, 33.33 per cent of respondents used fresh turmeric in the preparation of pickles, indicating traditional practices. Only 11.11 per cent used turmeric for tea, showing that this health-based culinary trend is still emerging among rural users.

A significant 88.88 per cent used turmeric for treating minor cuts and wounds, showing strong reliance on indigenous knowledge for first-aid care. About 88.89 per cent of respondents used turmeric for inflammation relief, while smaller proportions used it for decoctions 20.00 per cent, turmeric milk 66.67 per cent, and skin infections 83.33 per cent. This highlights turmeric's trusted role in traditional healing, though awareness and usage of internal health applications like decoctions and golden milk remain limited.

In terms of cosmetic use, only 55.56 per cent of respondents reported using turmeric in face packs, while 22.22 per cent used it in body scrubs, and just 5.55 per cent for hair care. This suggests that although turmeric has proven cosmetic benefits, its use in personal care remains low, possibly due to lack of awareness, availability of commercial products, or limited interest in home-based beauty care. Finally 100.00 per cent of growers were sold their harvest in market, 90 per cent of the respondents retained their produce for seed purpose while 100.00 per cent of the growers processed then turmeric for further marketing.

Conclusion

The study showed that most turmeric growers fell under the medium level of utilization, mainly using turmeric for routine culinary and basic medicinal purposes. Very few adopted diversified or value-added uses, while some had very low utilization due to limited awareness and access. Although all respondents processed and sold turmeric, cosmetic and emerging health uses such as decoctions and turmeric tea remain low, indicating scope for awareness and training to enhance its diversified and commercial applications.

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