



EMERGING TRENDS IN
ECONOMICS, COMMERCE
AND MANAGEMENT

Editors

Dr. S. THEENATHAYALAN | Dr. MAMTA BRAMBHATT

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AN ECONOMIC ANALYSIS OF PEPPER PRODUCTION IN INDIA

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Abstract

The pepper, as an important foreign exchange earner and a source of income and employment for people since time immemorial, deserves to be given careful consideration. Any positive action taken by those involved, such as producers, traders, exporters, governments, and others, would go a long way toward confirming the share. Pepper is a tropical plant that requires a lot of rain and humidity. It thrives in the hot, humid climate of the Western Ghats' sub-mountainous regions. Karnataka and Kerala are the two states in India that produce the most pepper. If correctly implemented, the policy implications outlined could result in increased revenue for the country and its citizens.

Introduction

Spices have a long and illustrious history in human culture. Spices are agricultural items used in food, drinks, as a preservative, in medicine, and as a substance in the perfume industry for its taste, scent, flavour, and colours. To the rest of the world, India is recognised as the country of spices. Spices like pepper, cardamom, ginger, chillies, and turmeric are classified as major spices, while the rest are classified as minor spices, based on their value in international trade and internal marketing. Pepper is a perennial vine whose berries are used as a spice and in medicine. Pepper is a major producer, consumer, and exporter of the spice all over the world. Pepper is a tropical plant that requires a lot of rain and humidity. It thrives in the hot, humid climate of the western Ghats' sub-mountainous regions. Karnataka and Kerala are the two states in India that produce the most pepper. The study looks into the economic value of pepper production in India.

Statement of The Problem

India is mostly a farming country. More over 70% of the country's population works in agriculture, either directly or indirectly. Pepper is mostly grown in India's southern states, particularly Kerala, Karnataka, and Tamil Nadu. People are employed in large numbers by the industries. Due to rising labour and input costs, pepper production in India is currently falling short of expectations. Besides from that, farmers face issues with agriculture and marketing problems. This is due to an increase in production costs and a lower selling price. As a result, the farmers' net return from output is relatively poor for a variety of reasons. The study of the area, production, productivity, and associated difficulties of pepper in various stages is deemed vital and socially relevant.

Objectives of The Study

- To analysis the trend and growth of pepper production in India.
- To identify the area pepper production in India.

About the Editors



Dr. S. THEENATHAYALAN is presently serving as Associate Professor and Head, Department of Economics and Centre for Research in Economics of The Madura College (Autonomous), Madurai, Formerly Member – Syndicate and Member Convener Committee, Madurai Kamaraj University. He has credibly maintained consistent academic records in his post graduate studies with a University Rank. He started his teaching career in July 1991 with a passion for teaching for more than 3 decades. He has produced 11 Ph.Ds, 32 M.Phil and published 15 books.

He was also the organizing secretary of 10 National Seminars, 1 National Conference and 3 International Conferences. In addition, he has delivered 80 plus invited lectures at the UGC HRDC and keynote addresses in Economics in National, International conferences and radio talks. His research contributions are also outstanding. Under his guidance, eleven students got their Ph.D. degrees. 31 M.Phil graduates and many PG students have completed their projects under his guidance. At present, 7 Ph.D Scholars and one post-doctoral fellow are working under him.

He has published 15 books, 34 research papers and reviews in national and international journals of repute. His academic contributions involve membership and chairmanship of Board of Studies of various institutes. He was also recipient of "Best teacher award", "Best NSS Programme Officers Award", "Senior Economists award" and "Eminent Academician award". Besides he served as NAAC Coordinator, IQAC Coordinator and Dean of Academics and Research in the college.



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