

Abstract

This paper tries to investigate the horticultural production in the district of Thiruvarur. Horticulture is the main source of livelihood for the people, of rural Thiruvarur. Fluctuating productivity and low profitability may force them to move to urban places in search of jobs. Over the years, the returns have been poor in horticulture in the district, leading to low living standards and malnutrition of the people. Poor returns to cultivation, absence of non-farm opportunities and declining industrial production are clear indicators of large socio-economic problems in the district. The farmers have to face multiple risks – yield, prices, technology in addition to credit problems and low inputs. The paper tries to look at horticulture as an option for farmers in Thiruvarur to diversify their portfolio and improve returns.