

# A STUDY ON THE PROBLEMS OF BANANA MARKETING IN TIRUCHIRAPPALLI DISTRICT

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## **Abstract**

In a country like India where agriculture constitutes the very basis of the national economy, agriculture deserves special attention while planning for development. Non availability of pest resistant quality suckers, unawareness of the different diseases that affect banana plant and of the pesticides to be used to control the diseases, lack of knowledge about crop insurance scheme and its usefulness, inadequate finance to meet the cost of production are some of the problems faced by the growers during cultivation. Objectives of the study, To study the problem faced by marketing of banana in Tiruchirappalli district. Methodology of the study, the present study, empirical as it is, primarily adopted the field survey method, for the collection of the required data on the problem. Personal interview technique was employed to elicit the relevant and required data from selected respondents. But the sale of the banana was received only at less prices. Conclusion, the Government may create an awareness among the farmers about banana cultivation and may encourage more farmers to cultivate this valuable food, which is very much essential in our day-to-day diet system.

*Keywords: Banana, Marketing Constraints, Marketing Strategic Planning.*

## **INTRODUCTION**

Banana is a fruit with marvelous properties. The banana plant has versatile uses. The plants are used for decorative purposes, preparation of fiber and the leaves for storing and packaging food items. Globally Banana is fourth most important commodity after Rice, Wheat and Corn (Dan Koepple 2008). Bananas have universal appeal as a fresh food while plantains for wholesome food to millions of people in the world in the countries like Puerto Rico and Tanzania (Valsalakumari 2005). Banana is cultivated in nearly 120 countries in the world. The Global production of Banana is roughly 86 million tones (Ramesh Chand 2006). India ranks 1<sup>st</sup> in Banana production (UNCTAD). India has remarkably high productivity of banana measured in terms of MT/ha. Particularly in India, State of Tamil Nadu has the highest productivity. In India also the production of banana has steeply increased in the globalization. In India, Tamil Nadu has shown very good performance in banana production. Out of the total area under horticulture in India

Banana occupies only 20% of it. India is having more than 4.4 Lakhs ha. Of land under banana cultivation and nearly 103 lakh tones of production available. The National average production is 25.4 tons per ha (www.ikisan.com). Tamil Nadu State is a leader in the production and marketing of Banana, Onion, Grapes, Pomegranate and Papaya in the country. Tamil Nadu ranks second in total area under Banana in the country. But Tamil Nadu is having highest productivity per ha that is 50 tons per ha (Singh 2007). In Tamil Nadu Tiruchirappalli District has the maximum area accounting for 56.61% and 61% of production in the state with an estimated turnover of Rs.150 crores. Tiruchirappalli District has nearly 2500 ha of land under Banana cultivation and approximately 10 lakhs tones of production takes place in the District. Production and most of the quality is sold in the domestic marketing (Agri-Information 2001; Kalamkar 2007). The term 'market' has originated from the Latin word 'Marcatus', means a place where buyers and sellers meet together (Sherlekar 2008). Market consists of unmet demand, products to meet the demand, and means of interaction.

The deep impact of IT has radically transformed this definition (Market Wikipedia). Today, market can be more accurately defined as a forum for meeting of buyers and seller (Philip Kotler 2008) and do interactions/transactions on digital chips! Radical changes have taken place due to the globalization in banana marketing.

The National Commission on Agriculture has also recommended that the production of horticultural commodities can be increased by 100 per cent. From these prospects of the immense potential for increasing production are evident. Agricultural economy has witnessed a successful transition from subsistence, self-sufficient barter system to a commercial, production oriented surplus economy. For economic development of a country, an increase in production must be accompanied by increase in marketable surplus. The rate at which agricultural production expands is an index of the pace of agricultural development while the growth in marketable surplus is an index of the pace of economic development - bazaar. The mobilization of surplus resources from agriculture has come to be recognized as a mechanism of central importance for the development of agrarian economies. Adequate importance was not given to horticultural development during the sixties. Realizing the importance of horticultural crops, the union Government has since been increasing the budgetary allocations plan after plan. From a meager Rs.5 lakhs in the fourth five-year plan, the allocation rose to Rs.2 cores in the fifth plan, Rs.8.68 crores in the sixth plan and Rs.33 crores in the seventh plan. The proposed outlay in the eleventh plan is Rs. 550 crores.

Banana marketing a complex chain having several links in it. All the links in the chain are not getting equally benefited. Particularly the producer (farmer) and retailer both are the underprivileged components of the banana marketing network. The whole world has under gone the impact of globalization in last two decades and food and agricultural sector also had not been impervious of this (Tim Jostting 1997). This has obviously affected banana marketing also. The various stake holders of banana marketing chain have been interviewed through questionnaires. The information thus collected is analyzed and summary of observations is presented herein.

### OBJECTIVES OF THE STUDY

- To study the problem faced by marketing of banana in Tiruchirappalli district.
- To offer the suitable suggestions to improve the marketing of banana.

### METHODOLOGY

The present study, empirical as it is, primarily adopted the field survey method, for the collection of the required data on the problem. Personal interview technique was employed to elicit the relevant and required data from selected respondents. A multistage sampling procedure was adopted in the selection of respondents. Banana cultivation area in Tiruchirappalli district was identified and stratified, then Kulithalai and Lalgudi taluk has selected. From the selected villages, the lists of farmers were collected with the help of the revenue officials. The farmers were categorized into small farmers, medium farmers and large farmers. The data collected were scrutinized, coded and analyzed by using appropriate quantitative technique suitable and required statistical tools like garratt ranking techniques etc were used for analysis of the data.

### DATA ANALYSIS

Extracting meaningful information from the data collected and analyzing the information from the data collected and analyzing. The information statistically. Analysis of the collected data was done with the help of tables, graphs and statistical analysis tools like weighted average method and chi-square test.

**Table – 1: Percentage analysis of personal profile**

Particulars	No.of respondents (n=50)	Percentage (100%)
<b>Age</b>		
Below 30yrs	06	12
31 to 40yrs	21	42
41 to 50yrs	16	32
51yrs & above	07	14
<b>Qualification</b>		

Below Hsc	16	32
Above Hsc	34	68
<b>Martial status</b>		
Married	41	82
Unmarried	09	18
<b>Family monthly income</b>		
Below Rs.100000	19	38
Above Rs.100000	31	62
<b>Cultivation land</b>		
Below 1acre	19	38
Above 1acre	31	62

Source: Primary data

Percentage analysis indicates that more than one third (42 per cent) of employees between 31 to 40yrs of age group, 32 per cent were 41 to 50yrs, 14 per cent were 51yrs & above and remaining 12 per cent were below 30yrs. More than half (68 per cent) of employees were above Hsc and remaining 32 per cent were below Hsc. Majority (82 per cent) of the respondents were married and remaining 18 per cent were unmarried. Majority (62 per cent) of employees' monthly income above Rs.100000 and remaining 38 per cent were below Rs.100000. More than half (62 per cent) of the respondents were above 1acre cultivator and remaining 38 per cent were below 1acre.

**Table – 2: Association between educational qualification of the respondents and their marketing problems**

Marketing problems	Educational Qualification		Statistical inference
	Below Hsc	Above Hsc	
Indebtedness to traders	1	2	$X^2=11.462$ Df=1 $0.003<0.05$ Significant
Heavy Commission charges	1	3	
Inadequate finance	2	2	
Price fluctuations	2	4	
Absence of grading processing	1	2	
High transport cost	1	2	
Lack of storage facilities	2	4	
No regular payment	1	2	
Lack of market information	2	4	
Seasonal glut	1	2	
Malpracticies by the intermediaries	1	3	
Absence of Co-operative marketing and regulated marketing	1	4	
Total	16	34	

**Research Hypothesis:** There is significant association between educational qualification of the respondents and their marketing problems

Chi-square test indicates that there is significant association between educational qualification of the respondents and their marketing problems. Hence, the calculated value is less than table value ( $p<0.05$ ). The research hypothesis is accepted.

## SUGGESTIONS

The study revealed that none of the farmers were aware of the crop insurance scheme. Hence awareness may be created about the crop insurance scheme and the insurance facility may be extend to all the banana cultivators through the voluntary organization, extension needs towards etc. and also

try organizing a branch of crop insurance cooperation at the block itself. The banana cultivating was high in Kulithalai and Lalgudi taluk large extend. But the sale of the produce was received only at less prices. If a co-operative marketing is established in these blocks to market the banana it will be benefit for banana produces so that it could undertake the procurement, processing and all the marketing functions for the benefit of the members. The existing co-operative organization like agriculture co-operative bank and co-operative societies may take necessary steps to acquire the required fertilizer and pesticides at reasonable prices and supply them to banana cultivators which will help them a lot. Training programmers can be conducted to the small farmers about the latest and mechanized farming methods and techniques so that they will produce the banana in more quantity with quality at reasonable expenditure.

## CONCLUSION

The agricultural growth strategy of the past has intensified the interclass inequalities. This should be considered by the Government. The Government can pay attention by providing transport facilities, maintaining good roads and providing subsidies for suckers and fertilizers, so that the small and medium farmers may be benefited. The Government can take necessary steps to release Cauvery water at appropriate period (i.e. during banana cultivation period), which will enable the farmers to get a good yield of banana. By analysing various research results together, the Government may create awareness among the farmers about banana cultivation and may encourage more farmers to cultivate this valuable food, which is very much essential in our day-to-day diet system.

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