

# “An Analysis on Agriculture Marketing in Koppa with Special Reference to MAMCOS”

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## **ABSTRACT:**

*Agricultural marketing is inferred to cover the services involved in moving an agricultural product from the farm to the consumer. It is also the planning, organizing, directing and handling of agricultural produce in such a way as to satisfy the farmer, producer and the consumer. MAMCOS is the prestige's and also one of the leading Arecanut marketing society. MAMCOS is not only concentrate on marketing activities along with that it also providing the various facilities and benefits to its shareholder. It also given the importance to health of shareholder and their family for this many health checkup camps were conduct in its branch level. It's providing financial and credit facility in the form of produce loans, crop loans, pesticides loans and advance and also they supply the good quality copper sulphate & pesticides at comparative prices. MAMCOS providing many service behind these facility or service MAMCOS faced some problem competition and warehouse facility.*

*Key Words: Arecanut, Agriculture marketing, Strategies*

## **INTRODUCTION:**

Agriculture is derived from Latin words Ager and Culture. Ager means land or field and Culture means cultivation. Therefore the term agriculture means cultivation of land. i.e., the science and art of producing crops and livestock for economic purposes. It is also referred as the science of producing crops and livestock from the natural resources of the earth. The primary aim of agriculture is to cause the land to produce more abundantly, and at the same time, to protect it from deterioration and misuse. It is synonymous with farming—the production of food, fodder and other industrial materials. Areca nut production in India.

Areca nut production in India is dominant in the coastal region within 400 kilometres (250 mi) from the coast line, and also in some other non-coastal states of India. Areca nut (Areca catechu), a tropical crop, is popularly known as betel nut, as its common usage in the country is for mastication with betel leaves. It is

a palm tree species under the family of Arecaceae. It has commercial and economic importance not only in India but also in China and Southeast Asia.

Areca nut production in India is the largest in the world, as per FAO statistics for 2013, accounting for 49.74 % of its world output and is exported to many countries. Within India, as of 2013-14, Karnataka produces 62.69 percent of the crop followed by Kerala and Assam; all three states together account for 88.59 percent of its production. In the other states of Meghalaya, Tamil Nadu, and West Bengal, where it is also consumed, the crop is grown in a very small area. In Karnataka, in the Uttar Kannada District the crop is grown extensively, and is considered by the plantation owners as a prestige symbol.

### **ARECA NUT IN KARNATAKA**

The cultivation of areca nut in Karnataka is concentrated in the districts of Daxhinakannada, Shimoga, Uttarkannada and Chikmagalur which receive fairly heavy rainfall. These districts accounts for more than 79 percent of the total areca comprising 83 percent of the total production of the state. It is also grown in the plains of Tumkur, Chitradurga, Hassan districts and parts of the districts of Mandya, Mysore, Kodagu, Dharwad, Bellary and Kolar. Areca is the major commercial crop of Karnataka having root in fifteen districts. Majority of the areca growers in the state depend heavily on he income derived from the arecanut for their livelihood.

In Karnataka arecanut is marked as unhusked whole fruit, dehusked and dried nut, boiled and dried whole nuts, boiled and spilt nuts. Shimoga is a famous market centre for boiled splits(Chooru), Sirsi market has made a name for boiled whole nuts, and Mangalore is noted for sun dried whole supari(Chali) Hubli, Davangere, Bangalore, Bijapur, Gulbarga are the terminal markets for the distribution of areca to the ultimate consumers of the state. 30 percent of the marketable surplus is handled by the co-operative societies in the primary market. Arecanut growers of Karnataka.

### **ARECA NUT MEANING:**

The areca nut is the fruit of the areca palm (*Areca catechu*), which grows in much of the tropical Pacific (Melanesia and Micronesia), Southeast and South Asia, and parts of east Africa. It is commonly referred to as betel nut so it is easily confused with betel (*Piper betle*) leaves that are often used to wrap it (paan). The term areca originated from the Kannada word adike and dates from the 16th century, when Dutch and Portuguese sailors took the nut from

### **OBJECTIVE OF THE STUDY:**

- To study about MAMCOS organization
- To analyze the service provided by MAMCOS
- To study the areas of operation of MAMCOS Ltd
- To analyze the marketing strategy of MAMCOS

## SCOPE OF THE STUDY:

The study was conducted to find out, what are the agriculture marketing activities conduct by the MAMCOS. The area of this study covered by MAMCOS. Which is situated in koppa. The study is covered for the period of 2019-2020

## SAMPLE SIZE AND SAMPLING DESIGN:

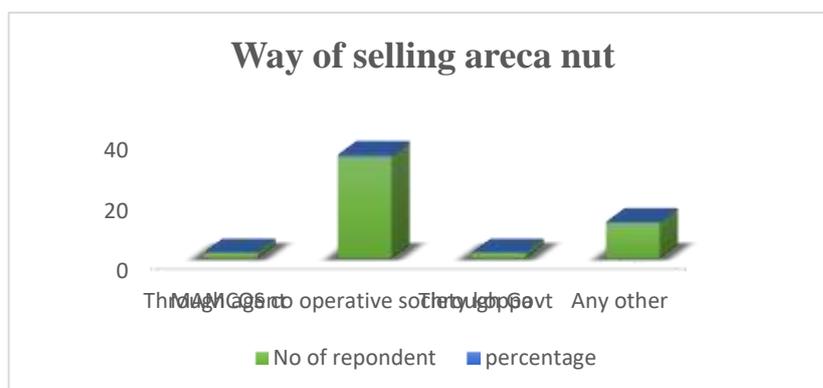
The sample size of 60 respondents is taken for the study of service rendered by MAMCOS to their members by using random sampling techniques.

## SOURCES OF DATA:

Primary data refers to first-hand information. It is collected from field of investigation. It is helps in obtaining accurate results because directly collected from the felid of research. Here information is directly collected from areca nut growers. And information collected from employees, members and agents of MAMCOS. Secondary Data is one of the easy methods of collection of data. Here information collected from text books, magazines, and also from annual reports and websites of MAMCOS.

## REVIEW OF LITERATURE:

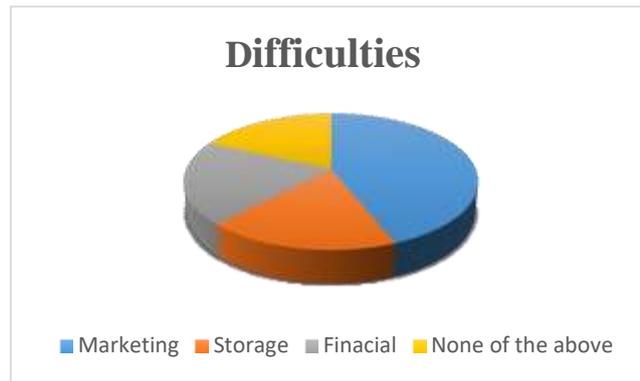
- **Prakasha T. N. (1997)** made a study on “**an evaluation of areca nut co-operative marketing system in Karnataka**”. In this article he describe that there is a significant relationship between the arrivals and prices of areca nut. And he clear that the prices was less when the arrivals was more and vice versa.
- **K. purandra Rao (1974)** made a study on “**An analysis of marketing problem of areca nut in Karnataka state**”. In this article they describe that 34.66 percent of the producers sold exclusively through the co-operative society, 10.6 percent exclusively through commission agents and 54.6 percent through both. The co-operative were popular because growers realized lower the marketing expenses incurred by them.



**Picture 1: Classification on the basis of way of selling areca nut**

From the above Graph it is clear that among 50 respondents, 68% of the respondents are want to sell the areca nut through MAMCOS co-operative society and the 24% of the respondents are want to sell the area

nut through any other and 4% of the respondents are want to sell the areca nut through agent and 4% of respondents are want to sell the areca nut through Govt.



**Picture 2: Poble and difficulties faced by members**

From the above Picture it is clear that among 50 respondents majority of 44% of the respondents give the opinion that there is marketing problem in selling areca nut, and 18% of the respondents faced storage problem in MAMCOS, 20% of responding about financial problem and 18% are opinion about none of the above.



**Picture 3: price information provided by MAMCOS**

The above table shows that 35 respondents are agree with receiving regular price information for areca nut and 15 respondents are not agree with receiving regular information price information for areca nut.

### **FINDINGS OF THE STUDY:**

1. Majority of the respondents are facing by marketing problem.
2. Most of the members are practice of customer in below 5 years of MAMCOS.
3. Majority of the respondent price expected above 30000 for MAMCOS.
4. Most of the members utilized different types of facilities provided by MAMCOS.
5. Majority of the members of the society are illiterates or having education below S.S.L.C.
6. Most of the members are small formers holding bellow 5 areas land.
7. Most of the formers want to sell their products through co-operative society

## **SUGGESTIONS**

1. Take proper measures to control the diseases, it will give better yield of areca nut.
2. Offer better marketing facilities to other crops growing with areca nut.
3. Provide proper training to the farmers on aspects like grading, storing etc.,

## **CONCLUSION:**

Today markets plays an important role in selling agriculture products. Formers should get marketing facility through government, semi government and co-operative societies. Areca nut is a commercial crop of India. MAMCOS is an important areca nut marketing co-operative society that helpful for marketing of areca nut in our state. Shivamogga is one of the largest producer of areca nut in our state. The society is successful in gaining attention of areca nut growers towards the society by providing various schemes like credit to members, providing agricultural inputs, insurance etc., thus the society has done a remarkable success in its journey. MAMCOS is providing fair price for areca nut. It is recognized as 'A Grade Society' therefore MAMCOS is a reputed areca nut marketing society working in Shivamogga district as a role model for other co-operative society

## **REFERENCE:**

- **Prakasha T. N. (1997) Made A Study On “An Evaluation of Areca Nut Co-Operative Marketing System in Karnataka”.**
- **K. Purandra Rao (1974) Made A Study on “An Analysis of Marketing Problem of Areca Nut In Karnataka State”.**
- **N. Karunakaran (2014) Made A Case Study on “Impact of A Cooperative Society On The Arecanut Marketing In Kerala – A Case Study of Central Arecanut Marketing And Processing Cooperative Ltd”.**