

MARKETING OF BANANA IN THOVALAI BLOCK

C. Vinutha Devi

Reg. No. 5818, (Research Scholar), Research center, Vivekananda College, Agasteeswaram,
Affiliated to Manonmaniam Sundaranar University, Tirunelveli-627 012.

Dr. R. Kannan

Head (Rtd.), P.G. Dept. of Economics & Research Center, Vivekananda College, Agasteeswaram,
Affiliated to Manonmaniam Sundaranar University, Tirunelveli-627 012.

Abstract

India is the largest banana producer in the world. The cultivators face many problems during marketing. The productivity of banana in India is far from satisfactory. At present the development of agriculture does not merely depend upon increasing the agricultural produce and productivity, but also upon the promotion of a better and well-organized marketing by which the agricultural goods are moved from the field of the farmer to the places of ultimate consumers. In the study area majority of the farmers are unable to financial the expenditure involved in banana cultivation. The small farmers are suffering a lot to sell their produce soon after the harvest, when the price is low. Banana production is seasonal in nature while its demand is inelastic. This also affects the price fixation. In Thovalai Block of Kanyakumari District depends on agriculture. Hence a lot of marketing activities are going on in this area. This taluk is solely dependent on agriculture. So a survey has been undertaken to study the process of socio demographic profile of marketing of banana and problems in marketing.

Keywords: *Banana, Agriculture, Production, Marketing, Farmers.*

Introduction:

Banana is one of the oldest and most popular fruit. India ranks first in terms of area and production, growing in about 4,90,700 ha with an annual production of 168,13,500 mt, sharing about 17 percentage of global production. Among the various states in India, Tamil Nadu, Karnataka and Maharashtra are known for major share production. In Tamil Nadu banana is grown in almost all the districts. It is cultivated mostly in districts like Trichy, Tuticorin, Coimbatore and Kanyakumari. The present study focuses on three varieties of banana such as rasakathali, poovan, robusta and monthan that are being cultivated in Thovalai block, in Kanyakumari district.

Objectives of the study:

- To study the varieties of banana
- To identify the problems faced by the banana cultivators in production of banana
- To identify the problems in marketing of banana

Statement of the problem:

Production and marketing of banana had more set back in Thovalai block. The growth of the agriculture sector was very slow. The farmers were mainly depending on the climate condition for its production. The farmers were facing the problem of finance in the production of banana during good seasons.

Hence this study enables to find out the problems faced by the banana cultivators and give solution to their growth and development for more production and marketing of banana. It helps to encourage the farmers to utilize the uncultivated area in Thovalai block.

Methodology of the study:

The present study is based on primary and secondary data. Primary data is collected directly from the banana cultivators and banana sellers. Secondary data is collected from books, records and internet.

Tools used:

Tools used for the study were percentage and arithmetic mean.

Limitations of the study:

Educated people do not take interest in banana cultivation. So, the correct information and data cannot be obtained. Random sampling method is adopted; hence possibility of errors and omissions might have occurred. 50 respondents were selected for the survey.

Production of banana:

Banana normally grows under a good irrigation condition. The banana is an annual crop mostly grown on paddy fields. Due to irrigation facilities, the seasons which prevail in Kanyakumari district do not influence the planting period of banana, with the vocation of paddy from the field. The supply of banana is maintained throughout the year at present one plant yield one bunch containing thirty to fifty fruits arranged in four to eight clusters. Banana is cultivated not only in agricultural fields but also in many houses. They plant minimum one banana plant because banana is the most widely consumed fruit and it is available in all the seasons.

Area under banana cultivation

S. No	Year	Area under banana cultivation in Thovalai block (hectares)
1.	2009-2010	475.36
2.	2010-2011	542.48
3.	2011-2012	647.00
4.	2012-2013	638.00
5.	2013-2014	637.00

Source: 1. 'G' Returns, District Statistical Office, Nagercoil.

2. District Horticulture Office, Nagercoil

Marketing of banana:

The banana cultivators produce the banana and sold it in the market. Bananas grow in many worm regions. Each banana plant includes a large bud at the end of a stem. As the stem grows, leaves covering the bud peel back, revealing flowers. The flowers grow into tiny bananas. The bananas grow in bunches, and are cut down just before ripening.

The fruit is harvested four or five months later. Bananas are picked while they are green so that they will be ripe when they reach the consumer at distant markets. Also, the fruit loses its flavour if allowed to ripen on the plant.

The bananas cultivated in the Thovalai block are to be marketed in the nearby market, Vadasery and are exported to other states of the country. Most of the banana cultivators produced banana and they sell it to the wholesaler; the wholesaler sells it to the retailers.

In Thovalai block, the wholesalers purchase a bunch of bananas from the producers between the cost of ₹125 to ₹350. Due to the number of bananas, the bunches price will increase and decrease. The bananas were to be marketed either with or without the help of the brokers.

Production and marketing of banana in Thovalai block

S.No	Types of banana	Production of banana	Marketing cost per bunch (₹)
1.	Rasakathali	20-25 metric tons per hectares	150-275
2.	Poovan	20-25 metric tons per hectares	175-350
3.	Robusta	30-35 metric tons per hectares	150-300
4.	Monthan	30-35 metric tons per hectares	125-225

Marketing channel for selling banana:

Channel 1: producer → commission agent → wholesaler → retailer → consumer

Channel 2: producer → wholesaler → retailer → consumer

Channel 3: producer → pre harvest contractor → wholesaler → retailer → consumer

Problems in marketing of banana:

Commission has to be given to the brokers for marketing of banana. During raining season banana production increase but the cost of price of banana decrease. When production increases its market price decreases. If the rainy season makes flood the production decreases but the cost price of banana increases. Bargaining is another reason that is made between the producers and the sellers. Sometimes the expected cannot be attained during marketing of banana.

Analysis and Interpretation of data:

India ranks first in the production and productivity of banana in the world. In this study 50 respondents have selected as samples through questionnaires. The information related to their age, education area utilized for production, experience in cultivation of banana, etc have been gathered and analysed.

Age wise classification of respondents

S. No	Age	No. of respondents	Percentage
1.	Below 20	0	0
2.	21-30	9	18
3.	31-40	18	36
4.	Above 41	23	46
	Total	50	100

Source: Primary data

The age of the respondents is gathered and tabulated in table. Out of 50 respondents, 18 percent of the respondents are in the age group of 21-30 years, 36 percent of respondents are in the age group of 31-40 years, 46 percent of respondents are in the age group of above 41 years and nobody has been in the age group of below 20. From the above table it was clear that most of respondents are in the age group of above 40 years.

Educational level of respondents

S. No	Educational level	No. of respondents	Percentage
1.	Illiterate	21	42
2.	Primary	11	22
3.	School	16	32
4.	Others	2	4
	Total	50	100

Source: Primary data

The above table reveals that 42 percent of respondents are illiterate, another 22 percent of the respondents are the category of primary, 32 percent of the respondents are the category of school and remaining 4 percent of the respondents are the category of others. Others include degree holders and other management studies. Hence it is clear that 42 percent of farmers were illiterate.

Experience in cultivation of banana

S. No	Experience level	No. of respondents	Percentage
1.	Below 5 years	8	16
2.	5-10 years	18	36
3.	10-15 years	20	40
4.	Above 15 years	4	8
	Total	50	100

Source: Primary data

The above table reveals that 16 percent of respondents are in the category of below 5 years, 36 percent of the respondents are in the category of 5-10 years, 40 percent of the respondents are in the category of 10-15 years and 8 percent of the respondents are in the category of above 15 years. Hence it is clear that most of the banana cultivators, cultivating banana more than 10-15 years.

Area utilised for production of banana

S. No	Area	No. of respondents	Percentage
1.	Below 1 acre	27	54
2.	1-2 acres	20	40
3.	2-3 acres	3	6
4.	Above 3 acres	0	0
	Total	50	100

Source: Primary data

The above table shows that 54 percent of respondents are in the category of below 1 acre, 40 percent of the respondents are in the category of 1-2 acres, 6 percent of respondents are in the category of 2-3 acres but nobody in the category of above 3 acres. Hence it is considered that 54 percent of banana cultivators were using below 1 acre for their cultivation.

Types of banana

S. No	Banana type	No. of respondents	Percentage
1.	Poovan	10	20
2.	Rasakathali	14	28
3.	Robusta	21	42
4.	Monthan	5	10
	Total	50	100

Source: Primary data

The above table reveals that 20 percent of the respondents are cultivating poovan, 28 percent of the respondents are cultivating rasakathali, 42 percent of the respondents are cultivating robusta while 5 percent of the respondents are cultivating monthan. From this it is observed that Robusta is mostly cultivated in Thovalai block.

Affecting by diminishing price.

S.No	Affected by diminishing price	No. of respondents	Percentage
1.	Yes	31	62
2.	No	19	38
	Total	50	100

Source: Primary data

The above table shows that 62 percent of respondents are affected by diminishing prices and remaining 38 percent of respondents are not affected by diminishing prices.

Marketing of banana to other state

S. No	Marketing to other state	No. of respondents	Percentage
1.	Yes	15	30
2.	No	35	70
	Total	50	100

Source: Primary data

The above table indicates that among the respondents only 30 percent are marketing banana to other state, remaining 70 percent of respondents are marketing locally. Hence, it is found that 70 percent of sellers are engaged in marketing banana locally.

Marketing of banana without brokers

S.No	Marketing without brokers	No. of respondents	Percentage
1.	Yes	28	56
2.	No	22	44
	Total	50	100

Source: Primary data

The above table shows that 56 percent of respondents are marketing banana directly without brokers and remaining 44 percent of respondents are marketing banana with the help of the brokers.

Marketing of Banana

S.No	Marketing details	No. of respondents	Percentage
1.	Consumer	29	58
2.	Wholesale merchant	17	34
3.	Trader	4	8
	Total	50	100

Source: Primary data

The above table shows that 58 percent of respondents are selling the banana to ultimate consumer, 34 percent of the respondents were selling it to the whole sale merchant and remaining 8 percent of respondents sell the banana to the traders. From the table it is clear that 58 percent of the banana producer are selling banana to the consumers.

Average maintenance cost of banana:

Average monthly cost needed for production of banana is analysed with the help of arithmetic mean.

Arithmetic mean of average amount spent for producing banana

S.No	Amount spent	No. of respondents (f)	Mid-point (m)	Fm
1.	Below ₹5000	13	2500	32500
2.	₹5000-₹10000	11	7500	82500
3.	₹10000-₹15000	18	12500	225000
4.	₹15000-₹20000	8	17500	140000
	Total	$\sum f=50$		$\sum fm= 480000$

$$\begin{aligned}
 \text{Arithmetic mean} &= \frac{\sum fm}{N} \\
 &= 480000 \div 50 \\
 &= ₹9600
 \end{aligned}$$

Hence it is found that the average monthly maintenance cost of banana is ₹9600.

Solutions and Conclusion:

The age wise classification of respondents reveals that most of the respondents are in the age group of above 40 years. The educational level of respondents reveals that 42 per cent of respondents are illiterate. Out of 50 respondents, majority of the respondents (40%) have their experience in producing banana for a period of 10-15 years, and majority of respondents of the banana cultivators are using below 1 acre.

Majority of the respondents (34%) are preferred to produce the 'robusta' type of banana because they yield more income while comparing to other. Most of the banana cultivators (62%) are affected by diminishing price. 60 percent of the respondents are selling banana locally. 56 percent of the banana cultivators are selling their product with the help of brokers.

The agricultural department authorities should give awareness programme and training to the farmers to improve their cultivation. New methods and techniques to improve the production of banana can be introduced. Educated people also should take concentration with the agricultural field in order to reduce unemployment. The role of commission agent cannot be eliminated totally, but it needs to be minimized. Hence, it is concluded that the production and marketing of banana has made a positive contribution to the development of the rural people.

REFERENCES

- Babhulkar. N.N., "Marketing of Banana in Thane District of Maharashtra", The Bihar Journal of Agricultural Marketing, 4(2): pp.20-22, 1998.
- Reports of National Research Centre for Banana, (NRCB) -2011, Tiruchirapalli – 620 102, Tamil Nadu, india.
- [http://en, Wikipedia.org/wiki/banana](http://en.wikipedia.org/wiki/banana)
- *Wikipedia, the free encyclopaedia*
- [www.nabard.org/model bank projects/banana](http://www.nabard.org/model_bank_projects/banana)
- www.economy.watch.com/node.