

A MARKET RESEARCH ON THE CULTIVATION OF BANANA THE PROBLEMS AND PROSPECTS IN PUTTUR TALUK OF DAKSHINA DISTRICT.

A.B. Chakreshwari, Asst. Professor, Department of Economics, Government First Grade College, Vittal – 574 243 D.K. Dist.

Abstract. --- The concept of ‘inclusive social development’ can be understood as improving well-being of every individual in society so that they can reach their full potential. It is about refusing to accept that people, who live in poverty, will always be poor. It is about helping people to move forward in their path towards self sufficiency. We need to go beyond looking at government to find ways to develop our most valuable resources.

Banana cultivation in Puttur Taluk will lead to more intensive use of land, which in turn helps to increase the income of the cultivator and become more self sufficient.

Banana is a fruit of significant commercial importance. It is called “Apple of Paradise’. It is one of the oldest fruit known to mankind. People consume banana because of its taste, low price and nutrient value. Moreover it is available throughout the year. It is considered auspicious as it is offered as prasadam in temples.

Banana is the second most important fruit crop in India next to Mango. Karnataka stands uniquely in the 5th position in the list of the 10 top largest banana producing states in India. Banana is one of the important horticulture crops in Puttur Taluk of Dakshina Kannada District. It is a mixed crop, which is grown along with Areca nut plantation in the Taluk. Cultivators are facing many problems in cultivating and selling banana. If proper attention is given and problems are solved, banana cultivation will increase the income of the cultivators of the Taluk to a great extent.

Key words: Banana, Cultivator, Society

OBJECTIVES :

1. To analyse the economic status of banana cultivator in Puttur Taluk.
2. To identify the problems faced by banana cultivator in Puttur Taluk.
3. To find out solutions for the problems.
4. To identify the most important social and economic issues which act as a guide for the social inclusion of banana cultivators.
5. To discuss the current status of banana cultivators.

DATA SOURCES : This Article is based on primary data collected from randomly selected 50 Banana Cultivators in Puttur Taluk of Dakshina Kannada District. Simple tabular form and percentage techniques are used to present the study findings.

INTRODUCTION:

The challenges in building sustained inclusive development are now greater than in the recent past. The concept of Inclusive Social Development means a society for all in which every individual, each with rights and responsibilities, has an active role to play. Inclusive social development signifies all aspects of development that are of collective nature pertaining to the society as a whole. It can be used with reference to the human welfare development aspect, that is improving the quality of life and more equitable distribution of material and cultural goods. Social development programmes are more effective with economic welfare.

‘Social’ means relating to the society or its organisation. The term Development means to grow in to fuller. Social development refers to the progressive improvement in the living conditions and quality of life enjoyed by society and shared by its members.

Social development has been described as a process of change from the traditional way of living of rural communities to progressive way of living. It is more concerned with investment in human beings in his education, health, social and economic welfare. Social development aims at the development of people. Social development is inter-disciplinary and visualises, institutional and structural reforms to provide greater social justice.

According to Bilance (1997) social development is the promotion of a sustainable society that is worthy of human dignity by empowering marginalised groups, women and men, to undertake their own development to improve their social and economic position and thus acquire their rightful place in society.

Amartyasen opines (1995) that Social development is equal to social opportunities. The concept of social development is inclusive of economic development. It also means active people’s participation in mobilisation of local resources in improving their living standard. This paper attempts to analyse the cultivation of Banana in Puttur Taluk as it seeks to provide support for the economic growth of the taluk. Banana cultivation in Puttur Taluk will lead to more intensive use of land by the cultivators, thereby resulting in a higher average household income per acre of land cultivated.

Banana is one of the oldest fruits known to mankind. Bananas are being consumed by the human race from time immemorial. Banana ranks as the second most consumed fruit by mankind. In India Banana ranks first in production and third in area among fruit crops. It accounts for 13% of the total area and 33% of the production of fruits.

In India banana is known for its antiquity from its mention in Ramayana (2020 BC), Kautilya’s Arthasastra (300-400 BC) and its presence in paintings and sculptures of Ajantha and Ellora (600

BC).Banana is referred to as 'Kalpatharu' and it is the second most important fruit crop in India next to mango. Its year round availability, affordability, taste, nutritive and medical value makes it the favourite fruit among all classes of people. It has also good export potential.

Banana serves as a tropical fruit crop which prefers moderate climate condition with moderate rainfall. It is consumed in fresh or in cooked form both as ripe and raw fruit.

Karnataka stands in the 5th position in the list of the top 10 largest banana producing states in India. It is estimated that the total production of Banana fruit in this region is about 2529.6 (2.17-18) metric tones annually, with the cultivated area of 3.7 lakh hectares. The important banana varieties grown in Karnataka are Dwart, Cavendish, Robusta, Rasthah, poovan, monthen, Elakkibale, Kadali, Mysore etc.This fruit enhances the economic growth of the state as it is in high demand.Banana is one of the horticultural crops grown in Puttur Taluk of Dakshina Kannada District of Karnataka. The Taluk has 67 villages and Puttur town is a prominent taluk.

This paper attempts to analyse the cultivation of Banana in Puttur Taluk and problems faced by the cultivator. Banana is grown by small, medium and big landlords in the Taluk. Banana is a mixed crop, which is grown along with Arecanut plantation in Puttur Taluk, and hence it failed to receive proper attention from the cultivators.

1.1 BANANA VARIETY

Variety is one of the important variables in the production and demand of Banana so this factor is considered in our study.

Table 1

Sl.No.	Variety	Number of cultivators	Percent
1	Kadali	50	100
2	Mysore	35	70
3	Gali	15	30
4	Boodi	05	10
5	Avvanda	20	40
6	Nendra	15	30
7	Paccabale	8	16
8	Rastable	2	04

Source : Primary data

It is clear from the above table that out of 50 selected cultivators, all 50 cultivators grow Kadali variety. 100 percent cultivators grow Kadali. Mysore variety is grown by 35 out of 50, which is followed by Gali 15 out of 50. Boodi variety is grown by 5 out of 50 which means 10 percent. Auvanda is grown by 20

out of 50, it means 40 percent. Nendra is grown by 15 out of 50 and 30 percent of cultivators grow this variety. Pachhabale is grown by 8 out of 50 which mean 16 percent cultivators grow Pachhabale variety. Rasabale is grown only by 2 out of 50 which show that 4 percent cultivators grow.

1.2 COST OF PRODUCTION

Cost of production is an influencing factor in determining profit.

Table 2 Estimated Expenditure for One Banana Plant

Sl. No.	Item	Amount	Percent
1	Water	0.50	10
2	Chemical fertilizers	1.00	20
3	Mud	1.00	20
4	Labour	2.00	40
5	Transportation	0.40	0.8
6	Others	0.10	0.2
	Total	5.00	1.00

Source : Primary data

It is evident from the above table that the expense for water is meagre. It is only 50 paisa and 10% of the expenditure for water. It is followed by chemical fertilizers, with one rupee and the percentage being 20 out of the total expenditure. The expenditure for mud is also one rupee. The labour expense is a little more and 2 rupees of labour is required for the plant and forty percent is spent for the same. The transportation cost is 40 paisa and 8 percentages is spent on this. The other expenses are only 10 paisa and its percentage is point two.

1.3 YIELD OF BANANA PER ACRE:

Yield of the crop is one of the major determinants of profit to the cultivator.

Table : 3 Production of Banana Bunches Per Acre

Sl.No.	Area in Acres	No. of Banana Bunches
1	1-2	20-30
2	2-5	30-60
3	5-10	90-120
4	10-20	100-240

Source : Primary data

According to Table No.3, the cultivators of one to two acres get twenty to thirty bunches. The cultivators of two to five get thirty to seventy bunches and the cultivator having five to ten acres get ninety to one hundred twenty bunches. The cultivator having ten to twenty acres can grow hundred to two hundred and forty bunches. Hence it is clear as the size of the land holdings increase the production will also increase to the great extent. If due attention is given to the crop the quantity still can be improved.

1.4 PRODUCTION OF BANANA

The profit of Banana is determined by the quantity of production. The following table explains the quantity that can be produced by the cultivator in his land:

Table 4 Quantity produced by the cultivator

Sl.No.	Area (Acre)	Production (Kg)
1	1-2	800-900
2	2-4	1800-2000
3	5-10	3000-4000
4	11-15	5000-7000
5	16-20	7000-10000

Source : Primary data

As per Table No.4, the cultivators having one to two acres can get eight hundred to nine hundred kilos. The cultivators of two to four acres get one thousand eight hundred to two thousand kilos. The cultivators of five to ten acres get three thousand to four thousand kilos. The cultivators of more than ten acres and below fifteen acres get five thousand to seven thousand kilos. The cultivators between sixteen to twenty acres will get seven to ten thousand kilos.

1.5 Visit to the Horticulture Department - Guidance is necessary to improve the quantity and quality of crop. The Horticulture Department of the Taluk, provides information, guidance and also supplies good varieties of banana plants to the cultivators.

Table : 5 Visit to the Horticulture Department by the Cultivators

Sl.No.	Visits	No. of cultivators	Percent
1	Frequently	04	8%
2	Rarely	06	12%
3	Not at all	40	60%
	Total	50	100

Source : Primary data

The data provided by Table No.5 reveals that only four out of fifty(8%) cultivators frequently visit the Horticulture Department. Where as only six out of fifty rarely visit the Horticulture Department and the

percentage is twelve. Forty out of fifty do not visit the department at all. This shows the ignorance and the lethargic attitude of cultivators.

1.6 MODE OF TRANSPORTATION:

The perishable nature of banana fruit forces the cultivators to restrict the transportation to only the nearby town markets. The major modes of transportation in the Taluk are cars, rickshaws, jeeps (LMV) and big land lords use 407 lorry.

Table 6 : Mode of transportation of cultivators

Sl.No.	Vehicles	No. of Cultivators	Percentage
1	Jeep	25	50
2	Car	15	30
3	Rickshaw	08	16
4	407 Lorry	02	04
	TOTAL	50	100

Source : Primary data

As per table No.6, it is clear that twenty five out of fifty cultivators depend on jeep. Fifteen out of fifty depend on cars and eight out of fifty depend on rickshaw. Only two out of fifty depend on 407 Lorries for transportation.

1.7 : DEMAND AND PROFIT :

As the demand and profit of banana fruit depend on market price the cultivators are not very sure about it. Hence a survey on the opinion of banana cultivators about demand and profit became imperative.

Table No. 7- Opinion on Demand and Profit of Banana Cultivation:

Sl.No.	Opinions	No. of Cultivators	Percent
1	Good	30	60
2	Not bad	20	40
3	bad	00	00
	TOTAL	50	100

Source : Primary data

The data of table No.7 reveals that thirty out of fifty have given a positive opinion on demand and profit of banana. They expect good future out of banana cultivation. Where as twenty out of fifty, that is forty percent are not satisfied. They still expect some more percentage of demand and profit. None of the cultivators has negative opinion on profit and demand.

1.8 : BANANA ORGANISATION

Since there is no recognised organisation for Banana trade and cultivators they get only marginal profit.

Table No.8 views on Banana organisation

Sl.No.	Views	No. of cultivators	Percentage
1	Not necessary	20	40
2	Not a main-crop	15	30
3	No Idea	15	30
	Total	50	100

Source : Primary data

The data of table No.8 tells that twenty out of fifty cultivators opinion that there is no necessity of a Banana organisation. The percentage is forty. Fifteen out of fifty cultivators tell that banana is not a main crop of the Taluk. Where as fifteen out of fifty cultivators, that is thirty percent do not have any idea about Banana Organisation.

1.9 : PROBLEMS OF BANANA CULTIVATION

The banana cultivation faces many problems which is a main hindrance for acquiring more profit.

Table No.9 Problems Faced by Cultivators

Sl.No.	Problems	No. of cultivators	Percentage
1	Diseases	45	90
2	Labour Problem	40	80
3	Marketing problem	40	80
4	Water Problem	20	40
5	Middlemen	40	80
6	Monkey problem	10	20
7	Others	35	70

Source : Primary data

The above information in Table No.9 discusses the percentage of cultivators and various problems encountered by them.

Ninety percentages of cultivators face the problem of diseases and eighty percentages of cultivators face labour problem. Again eighty percentages face marketing problem. Water problem is faced by forty percent of cultivators. Eighty percent of cultivators face middlemen problem. The problem of monkey is faced by seventy percent of cultivators.

Banana cultivation seeks to provide support for the economic growth of the state. Hence it is important to study the different aspects of cultivation. The following findings present the position of banana cultivation in Puttur Taluk.

There is more scope for demand of banana. This will increase average household income for acre of land cultivator.

Government Programmes

Horticulture Department is providing necessary information to the Banana Cultivators. It is also supplying good quality banana plants to the cultivators in Puttur Taluk to improve their yield. Phone in programme of the government helps the cultivators get necessary information and clear their doubts regarding cultivation and marketing of Banana. Banana exhibitions and T.V. programmes sponsored by the government help the farmers know more about the different variety of banana crops. Government journals and publications improve the knowledge of the cultivators regarding banana cultivation and marketing. Government has been conducting, organising, and providing various inclusive service programmes in order to improve the social and economic status of the Banana cultivators in Puttur Taluk.

LIST OF PROBLEMS :

There are several problems which are being faced by the growers in the cultivation of banana. After analysing the data the following problems can be listed.

- In the study it is found that agriculture holdings are very small hence there is no scope for modernisation.
- The available varieties of plant are old and susceptible to several diseases consequently the production per acre is low.
- Since the labour cost is high in the taluk the cultivators find it very expensive.
- Banana cultivation depends on ground water and in recent years the ground water level has become very low which brings down both production and productivity.
- Huge numbers of monkeys attack the banana trees and destroy the fruit.
- The cultivators face marketing problems as the quantity produced by an individual cultivator is very low.
- The transportation facility is poor and expensive.
- Middlemen fix low price for banana and they obtain major percentage of profit.
- Fluctuation in price and demand in the market affect the profit of the cultivators.

SUGGESTIONS

- ❖ High yielding banana varieties are recommended.

- ❖ Measurer should be adopted to supply fertilisers, appropriate pesticides through co-operatives at reasonable prices.
- ❖ Banana based products like banana chips, banana halwa, banana baby food should be popularised.
- ❖ The cultivators should visit horticulture department regularly.
- ❖ Transportation facilities should be improved by the Govt.
- ❖ Banana being a perishable commodity storage facility should be provided.
- ❖ The role of middlemen should be minimised.
- ❖ Cultivators should be educated regarding modern technology.

STUDY FINDINGS:

- Cultivators are lethargic to visit Horticulture Department.
- Yield per acre still can be improved.
- Cultivators are getting reasonable profit.
- The important modes of transportation are car, rickshaws and jeep.
- Most of the cultivators do not have any idea about the importance of an organisation to address their problems.

CONCLUSION :

Banana is one of the important horticultural crops grown in Puttur Taluk of Dakshina Kannada district. Banana is a mixed crop, which is grown along with Arecanut plantation. Proper attention to the crop should be given by the cultivators to increase both quantity and quality. Puttur Taluk is fast growing with regard to population and income, which indicates that there is more scope for demand of banana and this will lead to increase in the area of land by the cultivators, thereby resulting in a higher average household income per acre of land cultivated. Banana cultivation will uplift both social and economic status of the cultivator.

REFERENCES :

- 1) Chandra K.C. Singh H.P.
Banana improvements, production and cultivation
The association for the improvement in production and utilisation of Banana (AIPUB) Thiruchy-2001. page from 29 to 90
2. Hayer W.B.
Fruit growing in India
Horticulture Allahabad Agricultural Institute -1996. page from 56 to 112

WEBSITES :

1 < <https://www.agrifarming.in/banana-farming> >

2. www.agritech.tnac.ac.in/expert_system/banana/cultivation.html

