



A STUDY ON COCONUT PRODUCTION AND MARKETING IN SHOLAVANDAN VILLAGE- MADURAI DISTRICT

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Abstract

This research article focused on coconut production and marketing in Sholavandan village- Madurai District. India is an agricultural country and one third of population depends on the primary directly and sector indirectly. Agriculture remains as the main stay of Indian economy since times immemorial. India is the third largest coconut producing country having an area of about 1.78 million hectares under the crop. Annual production about 7562 million nuts with an average of 5295 nuts per hectare. The different modes of coconut, copra and coconut oil trading can be delineated in terms of different layers of intermediary. The number of intermediaries in the trading chain is the critical difference between Kerala and Tamil Nadu. The trading chain for copra in Kerala is characterized by multiple layers and intermediaries unlike in Tamil Nadu and Andhra Pradesh. In some other cases producers sell coconut to traders who in turn directly sell the coconut to composite mills which undertake conversion and drying of copra and its milling to coconut oil.

KEYWORDS: Coconut oil, copra, Coconut marketing, trading chain, intermediary, composite

INTRODUCTION

Agriculture has been playing a predominant role in the economic in the economic development of developed and developing countries. Ever since India's independence agriculture in India has taken strides owing to the varietal and agronomic interventions of agricultural research and the resource fullness of farming community. The Green Revolution of the 1960's ushered in rapid increases in food crop production such as Wheat, rice and other cereals. Efforts were also taken to achieve similar increases in non-food crop Production Viz: Coconut,

groundnut, sugarcane, cotton etc. In recent years a large number of national Programmes for coconut development have been launched in many Asian and Pacific countries, Particularly in India because coconut occupies a unique position in commercial agriculture as a fiber, food, oil seed and beverage crop.

The high oil content of the endosperm of the coconut (copra) is widely used in both food and non-food industries like margarine and soaps. The coconut palm and its products are a major source of livelihood to a sizeable section of the rural folk in the tropics and also contribute substantially to the total export earnings of some of the Asian and Pacific countries. It is unique among horticulture Crops of India because of the diverse uses of coconut products Therefore, coconut production, productivity and coconut products. Therefore, coconut production, productivity and marketing have become an attractive field for multidisciplinary research. the major coconut oil trading centre include Kochi, Trissur and Thiruvananthapuram in Kerala Kankeyam and Vellaakovil in Tamil Nadu and North kanara, udupi and Mangalore in Karnataka .In general zones of concentration of coconut oil mills form major centers of trading in coconut oil.

HISTORY OF COCONUT

Historically, the medieval period the coconut was known as Nuxindica, the Indian nut, during the same period it was also referred as Nargil tree, "the tree of life".western literature mentioned the Malayalam name" Tenga" for the coconut palm which related to Tamil 'Tennai ' and believed to have been introduced from Srilanka . Its geographical dispersion around the world was aided even to more distant islands, from Asia to American coasts.

IMPORTANCE OF COCONUT PALM

Since coconut is a multi-product crop, small and marginal farmers involved in coconut growing, depend society on the palm for their domestic requirements such as food, fuel and shelter. Among the coconut based industries, coir manufacture, copra making and oil milling are significant and coir products constitute one of the Major items of export every year. Coconut occupies a place of importance in the social and religious functions of the people of India.6 coconut contributes over rs.292 crores by way of export of coir and products. Coconut based farming system provides large quantity of biomass to satisfy the fuel requirements of a small family. As a result of diversification , coconut has become the main agro-based raw material for many industries producing new coconut products such as a coconut cream, spray-dried coconut, coconut vinegar coconut milk power, tender coconut water coconut as well for the manufacture of several handicrafts. In Kerala and Goa coconut toddy tapping is important industry.

STATEMENT OF THE PROBLEM

coconut is an important tropical oil seed crop, which gives coconut water, Kernel, oilcake for cattle etc since it is one of the leading commodities in agricultural exports, the production programme of the crop is in critical importance in improving the efficient use of resources The cost of production and net return obtained per unit, would determine the profitability of the crop. The profitability of an enterprise depends upon the efficient use of their sources in production

SCOPE OF THE STUDY

Coconut is a principal crop cultivated in Madurai District. It contributes to the district's economic, social and cultural development in many ways. It is also a primary source of food to the people of the district. Coconut provides the basic raw materials to the oil and coir industries in the district. The present study covers only production and marketing of coconuts and does not go in to the industrial activities involving coconuts the study has been undertaken from the point of view of the farmers, and market functionaries.

OBJECTIVES OF THE STUDY

The following are the specific objectives of the present study

1. To study the profile of the study area and characteristics of the sample respondents.
2. To analyses the trend, growth and magnitude of variability of coconut production.
3. To analyses the cost and return of coconut production

REVIEW OF LITERATURE

- **Dr. P. SENTHIL KUMAR** (2022) “A STUDY ON GROWTH AND PRODUCTION PERFORMANCE OF COCONUT INDUSTRY IN TAMIL NADU” In this paper study the trend and growth of coconut production in Tamil Nadu during the period from 2010-11 to 2019-20. Indonesia is the highest coconut producing country in the world. India accounts for 22.34 per cent of the world's coconut production and is one of the major players in the world's coconut trade. The Karnataka is the highest coconut production 30.83 share of percentage in India level. Coimbatore got the first rank in coconut production in Tamil Nadu level. Status of Tamil Nadu, it is understood that year on year increase of 0.70 per cent when measured in terms of compound rate of 2,966.30 area in hectare in terms of absolute values on the average in area was significant for coconut. But from the coefficient of variation values, it is apparent that the trend and growth in productivity (CV = 16.05) and production (CV = 14.44) is highly inconsistent compared to that of area (CV = 2.21) in coconut. As increase in area was not proportionate to an increase in production, there had been a notable decline (CAGR = -3.13, $t = -2.57$, $p < 0.01$) and productivity (CAGR = -3.81, $t = -3.09$, $p < 0.05$) during the study period.
- **J C Alouw and S Wulandari** (2020) “ Present status and outlook of coconut development in Indonesia” Coconut (*Cocos nucifera* L.) is a socioeconomically important palm in Indonesia, owned mostly by smallholders. Indonesia has the largest coconut palm-growing areas in the world, followed by the Philippines and India. The average national coconut productivity is still lower than the production potency of superior varieties. Technological, political and socio economic issues including senility, pests and diseases, inferior varieties, poor agronomic practices, land conversion affected the low coconut production, while unfavorable supply chain, narrow product line, low product quality, monoculture-planting system might be affected the economic welfare of farmers. About 6.6 million farmers rely their main source of income on coconut and coconut based-products, which are mostly copra and CNO. Technological and institutional innovations for smallholder in coconut development become important strategies. Producing high value coconut products, establishment of seed farms, replanting of senile palms, pest and disease management, synergy among industries, farmers, and governments as well as research on finding more innovative technologies and technology transfer to solve existing problems are required to ensure the sustainability of coconut sector.
- **Raghavi.MD ,SakthiBalaa.etc** (2019) Coconut plays an important role in contributing to India’s GDP of about 15,000 crore rupees and 72% of worlds total production is from India and productivity is also high in India. In India, Tamil Nadu tops the list in the productivity of coconut, but production is high in Karnataka and Kerala tops in the area. In Tamil Nadu, Cuddalore district ranks first in productivity of coconut followed by Krishnagiri and Theni. Production wise, Tiruppur and Thanjavur rank first. Coconut, a versatile crop being used for various uses, but in India, almost 70 % of the coconut is used for the edible purpose

- **Govindasamy R.** (2018) “A Study on Production of Coconut in Coimbatore District, Tamilnadu” This study intends to analyse the production aspects of coconut cultivation in Coimbatore district of Tamil Nadu state. Multistage sampling technique was used to select the respondents by selecting district in first stage, blocks in second stage, villages in third stage and farmer respondents in fourth stage. gross returns estimated for one acre of coconut cultivation was Rs. 81907.94 for small farmer, Rs. 76794.40 for medium farmers and Rs. 67395.72 for large farmers and the estimated gross for over all farms was estimated as Rs. 75366.02 in considering the variable costs alone.
- **Dr.S.M.Yamuna, Ms.R.Ramya** (2016) “A STUDY OF COCONUT CULTIVATION AND MARKETING IN POLLACHI TALUK” India is an agricultural country and one third of population depends on the agricultural sector directly or indirectly. Agriculture remains as the main stay of the Indian economy since times immemorial. The coconut crop has a significant impact on social and cultural impact on the coconut cultivators. Marketability and price established for coconut and it by products determines the economic condition of farmers. Tamilnadu holds foremost share in coconut area and production after the state of Kerala. Coconut cultivation is considered to be one of the major livelihoods which support 60 % farmers in the state. The coconut is not only significant in socio cultural needs of our society, but also has gained considerable importance in the national economy as a potential source of rural employment and income generation among the plantation crops. . The increasing trend of coconut production has brought new challenges in terms of finding market for the surplus. There is also a need to respond to the challenges and opportunities, that the global markets offer in the liberalized trade regime. During past two decades the coconut plantation crop has received ample research and development attention in the country and as a result of these consorted efforts is well exhibited in terms of increase in area of production and productivity of coconut in the country.

METHODOLOGY

The study is an empirical research based on the survey method. Both Primary and Secondary data were used for the Study. Primary data collected from the coconut cultivators in Sholavandhan Village, through an interview Schedule and the secondary are collected through books, magazine, Pamphlets and website.

DATA COLLECTION

This Study is mainly based on primary data. The data were collected through interview Schedule. Primary data have been collected from the coconut cultivator at Sholavandhan Village, Madurai District.

SECONDARY DATA:

Besides, The Primary data the research has also used secondary data available from Books, Journals and Taluk administrative office which helped the researcher to input forth the supporting for strengthening the primary data.

REVENUE DIVISION TALUK AND BLOCK IN MADURAI DISTRICT

REVENUE DIVISION	TALUK	BLOCK
1. Madurai	1.Madurai North,	1.Alanganallur
2.Melur	2.Madurai South,	2.Chellampatti
3.Usilampatti	3.Madurai East,	3.Madurai East block
4.Thirumangalam	4.Madurai West,	4.Madurai West block
	5.Melur,	5.Melur block

	6.Peraiyur,	6.Sedapatti block
	7.Thirumangalam,	7.T. Kallupatti block
	8.Thiruparankundram,	8.Thirumangalam block
	9.Usilampatti,	9.Thirupparankunram block
	10.Usilampatti,	10.Usilampatti block
	11.Vadipatti,	11.Vadipatti block
	12.Kalligudi	

Source : District Gazette Madurai District Coconut

Frequency Table

		marital status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	married	45	75.0	75.0	75.0
	unmarried	15	25.0	25.0	100.0
	Total	60	100.0	100.0	

The above Table explains the Frequency of married and unmarried. The coconut production and marketing be calculated the sum of Frequency. The Frequency between married 75 percentage and unmarried 25 percentage .

		land holding			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 3 acres	14	23.3	23.3	23.3
	3-5 acres	16	26.7	26.7	50.0
	5-8 acres	23	38.3	38.3	88.3
	above 8 acres	7	11.7	11.7	100.0
	Total	60	100.0	100.0	

The above Table explains the Frequency land holding of less than 3 acres, 3-5 acres, 5-8 acres and above 8 acres. The coconut production and marketing be calculated the sum of land hold Frequency. The Frequency between land holding less than 3 acres of 23.3 percentage, 3-5 acres of 26.7 percentage, 5-8 acres of 38.3 percentage and above 8 acres of 11.7 percentage .

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	main	50	83.3	83.3	83.3
	supplementary	10	16.7	16.7	100.0
	Total	60	100.0	100.0	

The above Table explains the Frequency of occupation main and supplementary. The coconut production and marketing be calculated the sum of occupation Frequency. The Frequency between occupation main 83.3 percentage and supplementary 16.7 percentage

		year of experience			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	up to 5 years	11	18.3	18.3	18.3
	5-10 years	21	35.0	35.0	53.3
	10-15 years	22	36.7	36.7	90.0
	above 15 years	6	10.0	10.0	100.0
	Total	60	100.0	100.0	

The above Table explains the Frequency of year of experience. The coconut production and marketing be calculated the sum of Frequency year of experience. The Frequency between up to 5 years of experience 18.3 percentage , 5-10 years of experience 35.0 percentage , 10-15 years of experience 36.7 percentage and above 15 years of experience 10 percentage .

Correlations

Descriptive Statistics			
	Mean	Std. Deviation	N
Education	2.2000	.83969	60
annual income	2.6000	.86749	60

The above Table explains the Descriptive Statistics of education and annual income. education and annual income of positive correlation for coconut production and marketing. Null hypothesis accepted, alternative is rejected hypothesis. The coconut production and marketing be calculated the sum of correlation. The correlation between education and annual income stander deviation .83969 and .86749.

Correlations			
		education	annual income
Education	Pearson Correlation	1	-.098
	Sig. (2-tailed)		.458
	N	60	60
annual income	Pearson Correlation	-.098	1
	Sig. (2-tailed)	.458	
	N	60	60

The above Table explains the correlations of education and annual income. education of positive correlation and annual income of positive correlation for coconut production and marketing. The coconut production and marketing be calculated the sum of correlation. The correlation between education and annual income Pearson correlation sig .458.

Descriptive Statistics

	Mean	Std. Deviation	N
sources of irrigation	2.8167	.96536	60
wage level	1.9833	.67627	60

The above Table explains the Descriptive Statistics of sources of irrigation and wage level. sources of irrigation and wage level of positive correlation for coconut production and marketing. Null hypothesis accepted, alternative is rejected hypothesis. The coconut production and marketing be calculated the sum of correlation. The correlation between sources of irrigation and wage level stander deviation .96536 and .67627.

Correlations			
		sources of irrigation	wage level
sources of irrigation	Pearson Correlation	1	.073
	Sig. (2-tailed)		.579
	N	60	60
wage level	Pearson Correlation	.073	1
	Sig. (2-tailed)	.579	
	N	60	60

The above Table explains the correlations of sources of irrigation and wage level. sources of irrigation and wage level of positive correlation for coconut production and marketing. The coconut production and marketing be

calculated the sum of correlation. The correlation between sources of irrigation and wage level Pearson correlation sig .579 .

CONCLUSION

India is beset with agriculture. It has lot Valuable natural resources and human resources and human resources. The problems like poverty and unemployment can be tackled through agriculture activities. This study reveals that coconut cultivation is a profitable activity. This will pave the way for the development of the farmer's community in particular and our country in general. The coconut palm is the most extensively grown nut in more than 90 countries in the world. It is grown in an area of about 12 million hectares in the world, which account for about 55,569 billion nuts .More than 84 percent of the production is from Asia. The Philippines, Indonesia and India account for more than 76 percent and 72 percent in the area under coconut and the production of nuts respectively.

The coconut palm is essentially a crop of small farmers and is, perhaps, the only source of livelihood to millions of farmers in almost all the countries where it is grown. Among coconut growing countries. Asia and the Pacific regions produce 48448 million nuts from 10.65 million sharing 87.19 percent in production and 90.26 percent in area. India, Indonesia, the Philippines and Sri Lanka are the four Major coconut growing countries, which together Contribute 77.74 percent of the world' production.

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