



A STUDY ON CONSUMER CHALLENGES FACED BY COCONUT FARMING

Dr.C Mayilsamy ^{1.}, SR.Jagath^{2.}, MP.Kaviya Dharsan ^{3.}, S.Varshith ^{4.}, VP.Vishal^{5.},

Assistant Professor, Department of Commerce with Retail Marketing

^{2,3,4,5} Student of III B.Com Retail Marketing,

PSG College of Arts & Science, Coimbatore-641014

INTRODUCTION TO COCONUT FARMING

Agriculture is actually a base of the Indian overall economy. If horticulture output boosts overall monetary indication will go upwards. After and before independence that remains the biggest economic sector in the United States and has a substantial position in the entire primary sectors' socio financial advancement of India. Coconut creation in Pollachi takes on an essential purpose in the condition economy and lifestyle of in and around our locality. On an average in one acre 70 plants can be planted, so in 10 acres there will be 700 plants. A single tree gives 80-100 coconuts every year (take an average of 90).

STATEMENT OF THE PROBLEM

Coconut trees had been a prime source of income of many families in Pollachi, but the situation has changed drastically in recent years. Scarcity of skilled labour and pest attacks has dealt a hard blow to the prospects of the crop. Escalating labour cost has been one of the major factors that uprooted the confidence of the coconut farmer. Many farmers turned away from coconut farming and several among them switched over to others.

SCOPE OF THE STUDY

This study focuses on the challenges faced by coconut farming and is limited to Pollachi. Farmers' satisfaction is dependent on crop quality, skilled labour and technology. Due to factors such as skilled labour and irrigation farmer's expectations have shifted towards technology based services. This study aims to understand the challenges faced by coconut farmers in and around Pollachi.

OBJECTIVES OF THE STUDY

- To identify the coconut scenario in and around Pollachi.
- To understand the importance of coconut varieties, soil and climate requirement.
- To analyse the agriculture challenge towards coconut cultivation with special reference to Pollachi

RESEARCH METHODOLOGY

Primary Data

Data which is collected directly from the respondents through structured questionnaire methods.

Sample Size

158 respondents were selected for this study period

Statistical Tools Used in the Study

Descriptive analysis and garret ranking.

LIMITATION OF THE STUDY

1. The research study limited to “coconut farmers ” through out the farms in and around Pollachi .
2. The study results are limited because sample drawn from Pollachi, as the research study is confined to Pollachi and other cities were excluded in the study.
3. The sample size is limited to one hundred and fifty eight respondents only.
4. The analysis is made based on the opinion given by the coconut farmers in the study area.

REVIEW OF LITERATURE

H. RAJKUMAR AND R. THAMIL SEIVAN (2005)⁵ exposed away the importance of coconut like a way to obtain ready-to-eat essential oil so that as an agro-based raw materials for most sectors such as produce of covering powder, and handicrafts. 50 percent of the full total coconut creation is changed into copra. Coconut crop is usually elevated in India under varying ground and weather circumstances in 17 says and a few union Areas. Therefore, the coconut woods is usually versatile in its versatility to wide variety of dirt circumstances, coconut cultivation offers started to spread from the western coastline of India to interior parts of Tamil Nadu specifically to Erode Area and Thanjavur District. Within a comprehensive research of coconut advancement in India, records the various phases of coconut advancement.

NIRAJ KUMAR AND SANJEEV KAPOOR(2010)⁶ this study reports that Coconut crop forms an important constituent of food basket for the people of Orissa and meets the economic needs of people dependent on its marketing. The study conducted in five coastal districts of Orissa, namely, Puri, Cuttack, Khurda, Ganjam, and Jagatsinghpur has examined the market chains for coconut to find the flow of product from farmers through different intermediaries to the consumers. Prices and market margins have been computed at different stages of the chain in order to reflect the value addition through various participants of the chain. Marketing channels have been found to be well established in the state, particularly in the coastal areas. No major value addition is done by the players at any level. The existence of functional channels explains that production and marketing system of coconut in the state can manage both increased supply and increased demand.

TABLE NO .1.1
FACTORS RANKED BY THE RESPONDENTS
Garret Ranking Method
Table: 1.1 Preference and ranking of factors

S no	FACTORS	RANK GIVEN BY THE RESPONDENTS				
		1 st	2 nd	3 rd	4 th	5 th
1	Skilled labour	17	2	14	25	100
2	Pest damage	2	17	18	92	29
3	Adequate finance	5	7	65	42	39
4	Quality samplings	4	43	24	64	23
5	Climate conditions(rain)	51	35	18	15	39

Table1.2: Percent position and Garret Value

RANK	$100*(R_{ij}-0.5)/N_j$	CALCULATEDVALUE	GARRETVALUE
1	$100*(1-0.5)/5$	10	98.32
2	$100*(2-0.5)/5$	30	84.56
3	$100*(3-0.5)/5$	50	50
4	$100*(4-0.5)/5$	70	15.44
5	$100*(5-0.5)/5$	90	1.68

R_{ij} = The number of ranks.

N_j = The total number of ranks given by the respondents.

TABLE NO .1.3

Table1.3: Calculation of Garret Value and Ranking

S.No	FACTORS	RANK GIVEN BY THE RESPONDENTS					TOTAL VALUE	AverageScore	RANK
		1 st	2 nd	3 rd	4 th	5 th			
1	Skilledlabour	1671	169	700	386	168	3094	19.58	V
2	Pest damage	197	1438	900	1420	49	4004	25.34	IV
3	Adequate finance	492	592	3250	648	66	5048	31.94	III
4	Quality samplings	393	3636	1200	988	39	6256	39.59	II
5	Climate conditions (rain)	3834	1268	900	540	86	6628	41.94	I

Source: Primary Data

Interpretation

The above table shows that the Climate conditions factor has been ranked as 1, Quality samplings factor has been ranked as 2, Adequate finance factor has been ranked as 3, Pest damage factor has been ranked as 4 and Skilled labour factor has been ranked as

1. The Climate condition factor has been ranked 1st by the respondents.
2. Quality samplings factor has been ranked as 2nd by the respondents.
3. Adequate finance factor has been ranked as 3rd by the respondents.
4. Pest damage factor has been ranked as 4th by the respondents.
5. Skilled labour factor has been ranked as 5th by the respondents.

SUGGESTIONS

- To diversify the cropping system
- To choose right seeds for planting
- To protect the crop from loss
- To manage pest and nutrients efficiently
- To enhance organic matter

CONCLUSION

In conclusion, successful coconut farming requires a multifaceted approach that encompasses proper maintenance, efficient management practices, value addition, market orientation, and a commitment to environmental sustainability. By implementing strategies such as regular pruning, soil health management, integrated pest and disease control, and value-added processing, coconut farmers can enhance productivity, diversify income streams, and capture more value from their harvest. Moreover, staying informed about market trends, networking with stakeholders, and investing in equipment and training are essential for navigating challenges and seizing opportunities in the coconut industry. Ultimately, by adopting sustainable farming practices and embracing innovation, coconut farmers can not only improve their livelihoods but also contribute to the long-term resilience and sustainability of coconut farming ecosystem

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