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Commerce

PROBLEMS AND PROSPECTS OF COFFEE CULTIVATORS AT SULTHAN BATHERY TALUK IN WAYANAD DISTRICT

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ABSTRACT Coffee is one of the important plantation crops of India, which is cultivated mainly in the hill tracts of South India especially in Karnataka, Kerala, and Tamil Nadu. The coffee growers belonged to small and marginal land holding finds very difficult to feel required, fertilizers and pesticides. For examining the problems faced by the coffee cultivators, the researcher chose Sulthan Bathery taluk in Wayanad district. For collecting the opinion of the cultivators about the problems and prospects in coffee cultivation the research has used structured questionnaire. One hundred coffee cultivators have been selected through random sampling method and their opinion has been subdued into tables with using simple Percentage Analysis, Mean Score analysis, Chi-Square analysis and Henry Garrett ranking technique. From this research, 2.1 to 4 acres land possessed coffee cultivators have perceived high level of satisfaction and above Rs.4 lakh annual income respondents have high level of satisfaction than the other category of the coffee cultivators. Further, they faced major production problem is daily maintenance of coffee beans and lack of availability of quality fertilizer and pesticides. The researcher recommended to state and central government that they should support the coffee cultivators through various attractive schemes for supply the labour and initiate a research and development particularly for check the fertilizers and pesticides.

KEYWORDS : Coffee Cultivators, Wayanad, Henry Garrett Ranking Technique, Satisfaction, Problems

1. INTRODUCTION

Coffee is one of the important plantation crops of India, which is cultivated mainly in the hill tracts of South India especially in Karnataka, Kerala, and Tamil Nadu, The other important states of India in which coffee is grown on a limited scale are Andhra Pradesh, Maharashtra, West Bengal, Assam, Andaman and Nicobar Islands, and Madhya Pradesh. Karnataka produces 71 percent, Kerala 2I.2 percent, and Tamil Nadu 6.8 percent of the country's total coffee output. All other States together produce around one percent. The two principal varieties of coffee produced in the world are Arabica (Coffee Arabica) and Robusta (Coffee Canephora). Arabica coffee is the variety which has more beverage value and hence fetches a higher price in the international market. India produces mainly Robusta variety of coffee. Coffee is grown mainly in the Agrarian countries of the tropical and sub-tropical regions of the world. There are 70 major coffee-producing countries in the world. Coffee is being produce in developing countries while it is mainly consumed by the developed countries.

Kerala is the second largest" producer of coffee in India. It produces 21.2 percent of the total coffee output in the country. The coffee economy of Kerala is virtually the coffee economy of Wayanad. Wayanad produces 85 percent of the total coffee output in the State. Historians are of the opinion that the Arabica variety of coffee reached India from Java during the period between 1689 and 1699 during that period coffee used to be cultivated mainly for its flavour. Nor was coffee cultivated on a commercial scale.

2. PAST REVIEWS

According to Tadess Meskela and Yalem Teshomeb (2014), inferred that the raw-bean procurement, transportation, quality control and economies realized through coordination, on-going initiatives to capture value-added in processing and associated challenges in the East African context of small-holder farmers, credit and infrastructure constraints. Abdul Rafeeque, (2015) evaluated in his study that impact of economic reform in Indian economy particularly agriculture sector of Wayanad. The Indian state had launched unprecedented relief and rehabilitation measures in response to the suicide crisis. Further, the research made a strong case for grounding the study of farmers' suicides in ethnographies of agrarian practice and the local developmental state. The authors Francisco da Silva and Joao Paulo Helio Lourenco da Costa, (2015) explored in their research that purpose of defining and highlighting the current difficulties that led to lower production of coffee and lack of export supply. Relevant theoretical approaches were utilized to answer the research question. Implications for farmers, companies and national government were further proposed as contribution to the development of coffee sector in DRTL.

The research conducted by Inma Borrella, et al., (2015) about the opportunities, constraints and businesses among the small farmers that productivity and transactional constraints inhibit them from accessing these higher-value market segments. Intermediaries were needed to connect them with this new market. Further they presented a cross-case study analysis of three 'connective businesses' that were facilitating direct trade relationships between smallholder farmers and speciality coffee roasters. From the study of Jayakumar, et al., (2016) found that highest percent damage of coffee berry borer and shot hole borer was observed during first fortnight of January. Maximum damage due to coffee berry borer was observed during 1982 and maximum damage due to shot hole borer was observed in 1994. Maximum temperature recorded during the first fortnight of January was predominant weather variable determining infestation of shot hole borer during first fortnight of January. Harvest and budding stages of the crop suffered heavy incidence of coffee berry borer and shot hole borer, respectively. Another research conducted by Malyadri, (2016) noticed that India produced about 2.5 per cent of world's coffee on almost the same percentage of coffee plantations. Thus India was an insignificant producer of coffee and stands nowhere when compared with Brazil (25%), Columbia (15%) and Indonesia (7%). India cultivated all of its coffee under a well-defined two-tier mixed shade canopy, comprising evergreen leguminous trees. Also, the author analyzed the present status like potential of sustainability standards, eco systems, impacts and cost of cultivations. There was growing evidence that coffee cultivation was under threat in some regions that were most vulnerable to climate change.

3. STATEMENT OF THE PROBLEM

After introduction of LPG policy, the government of India imported a good quality of coffee varieties like Robestra and Arabica from Africa, which create a big threat to the domestic coffee growers. The coffee growers belonged to small and marginal land holding finds very difficult to feel required, fertilizers and pertizes. The net income of the small cultivators particularly Arabica coffee beans cultivators face more problems than the medium and large category cultivators. So the research emerged and has to examine the problems faced by the coffee cultivators in Sulthan Bathery taluk in Wayanad district of Kerala state.

4. OBJECTIVES OF THE RESEARCH

- To study the socio-economic profile of the coffee cultivators.
- To evaluate the satisfaction level of the coffee cultivators in the study area.
- To examine the problems faced by the coffee growers in the study area.

5. RESEARCH DESIGN

For collecting the primary data, the researcher has framed a structured questionnaire with the support of dichotomous questions, five point Likert's scaling method and ranking method. Sulthan Bathery taluk of Wayanad district purposively selected due to the high production of coffee in India and availability of more number of coffee growers. So, by using random sampling method, one hundred coffee cultivators have selected and collect their opinion about the problems in cultivating coffee and satisfaction towards coffee cultivation. Simple percentage analysis, mean score analysis, chi-square analysis and Henry Garrett Ranking technique have been used for examining the satisfaction and problems faced by the coffee cultivators in their coffee produce.

6. RESULTS AND DISCUSSION

6.1 Socio-Economic Status and Satisfaction Score

The socio-economic status and their satisfaction of the coffee cultivators is discussed in the following table by using percentage analysis and mean score analysis.

Table No. 1
Socio-Economic Status and Satisfaction Score

No.	Variables	Number of Respondents	Percentage	Mean Score
1	**Gender**			
	Male	79	79.0	4.2
	Female	21	21.0	3.7
	Total	**100**	**100.0**	
2	**Age**			
	Upto 30 years	9	9.0	3.5
	31-40 years	21	21.0	3.9
	41-50 years	44	44.0	4.3
	Above 50 years	26	26.0	4.0
	Total	**100**	**100.0**	
3	**Education**			
	No Formal Education	14	14.0	4.1
	School level	38	38.0	4.2
	College level	28	28.0	4.0
	Professional	20	20.0	3.9
	Total	**100**	**100.0**	
4	**Family Size**			
	Upto 4 members	39	39.0	3.7
	5-6 members	36	36.0	3.9
	Above 6 members	25	25.0	3.5
	Total	**100**	**100.0**	
5	**Yearly Income**			
	Less than Rs.2 lakhs	34	34.0	3.8
	Rs.2- 4 lakhs	54	54.0	4.1
	Above Rs.4 lakhs	12	12.0	4.3
	Total	**100**	**100.0**	
6	**Cultivation Area**			
	Upto 2 acres	38	38.0	3.9
	2.1 – 4 acres	41	41.0	4.3
	Above 4 acres	21	21.0	4.0
	Total	**100**	**100.0**	

It could be noted from the analysis that as follows :

- 79 percent of the coffee cultivators are male and 21 percent of the respondents are female.
- Around 9 percent of the cultivators belongs to upto 30 years aged, 21 percent of the respondents belongs to the age group of 31-40 years, 44 percent of the respondents belongs to 41-50 years aged and 26 percent of the respondents belongs to above 50 years aged.
- No formal educated coffee cultivators contributed as 14 percent, 38 percent of the coffee cultivators have school level education, 28 percent of the respondents educated till college level and professional contributed as 20 percent.
- Around 39 percent of the respondents have upto 4 members in their family, 36 percent of the respondents have 5-6 members in their family and 25 percent respondents have above 6 members in their family.
- Less than Rs.2 lakh earned annually by 34 percent of the coffee cultivators, 54 percent earned Rs.2-4 lakhs per annum and 12 percent of the respondents earned above Rs.4 lakhs.
- Upto 2 acres of land possessed by 38 percent of the coffee cultivators, 21-4 acres by 41 percent and above 4 acres of coffee cultivation land owned by 21 percent of the respondents.

6.2 Relationship between independent variables and satisfaction towards coffee cultivation

Satisfaction is one of the major influencing factor for to do anything. Without satisfaction one cannot do anything fulfill. So, satisfaction of the coffee growers has been discussed in this section by using chi-square test. For this, the following hypothesis framed and discussed in the following table.

Null Hypothesis : There is no close significant association between selected independent variables and level of satisfaction towards coffee cultivation.

Table No. 2
Relationship between independent variables and Satisfaction

Hypothesis No.	Independent Variables	DF	Table Value	Calculated x^2 Value	Result
1	Gender	2	5.991	6.107	Significan
2	Age	6	12.592	12.869	Significan
3	Education	6	12.592	15.387	Significan
4	Family Size	4	9.488	9.924	Significan
5	Yearly Income	4	9.488	9.925	Significan
6	Cultivation Area	4	9.488	10.506	Significan

It could be found from the analysis that all the hypotheses are rejected from the analysis due to significant results of the analysis. It indicated that there is a close significant relationship between selected independent variables like gender, age, educational qualification, family size, yearly income, cultivation area and the dependent variable level of satisfaction towards coffee cultivation.

6.3 Production Problems faced by the Respondents

Coffee cultivation faces lot of production problems in cultivation of coffee beans. For this purpose, production problems have been categorized into nine and magnification of the problems found by using Henry Garrett Ranking technique. The order of the problems has discussed in the following table.

Table No. 3
Production Problems

No.	Production Problems	Mean Score	Rank
1	Lack of labour supply	55.3	II
2	Often disease and insects attack	51.5	IV
3	Affect the growth from Natural calamities	47.8	VII
4	Need of daily maintenance	56.1	I
5	Lack of availability of quality fertilizer and pesticides	54.8	III
6	Wrong management of irrigation	50.1	V
7	Reducing the Soil quality by using fertilizers	47.9	VI

It is observed from the above table that majority of the coffee cultivators faced major production problem is 'need of daily maintenance' which ranked first with the Garrett mean score of 56.1 point. It followed by the second, third, fourth, fifth, sixth and seventh ranks assigned to Lack of labour supply (55.3), Lack of availability of quality fertilizer and pesticides (54.8), Often disease and insects attack (51.5), Wrong management of irrigation (50.1), Reducing the Soil quality by using fertilizers (47.9) and Affect the growth from Natural calamities (47.8) respectively.

7. FINDINGS AND RECOMMENDATIONS

- It is cleared from the analysis that majority of the cultivators are male, belongs to 41-50 years aged, educated till school level, having upto 4 members in their family, earned Rs.2-4 lakh per annum and possessed 2.1 to 4 acres of coffee cultivation area. It is recommended to the female coffee cultivators that they may take more initiatives in coffee cultivation that increase the satisfaction of the female cultivators and it leads to increase the annual income also. The increase of income support to increase the coffee cultivation area in future.
- It brings from the analysis that maximum of the male respondents have perceived high level of satisfaction towards coffee

cultivation followed by 41-50 years aged, school level educated, having 5-6 members in their family, earning above Rs.4 lakh per annum and possessed 2.1 to 4 acres of coffee cultivation area. Young aged male and female coffee cultivators should encouraged themselves and collect the information of getting the state and central Government schemes and support for increase the coffee cultivation process. It leads to increase the satisfaction level of the young coffee cultivators and motivated themselves for enhance the annual income.

- From the chi-square analysis that the selected independent variables of the coffee cultivators are having close significant association with level of satisfaction towards coffee cultivation.
- Henry Garrett Ranking Technique found that maximum of the coffee cultivators faced the major production problem is the necessary daily maintenance of coffee plants followed by lack of labour supply and lack of availability of quality fertilizer and pesticides. It is recommended to the state and central government that they have to initiate to supply the labour through various government schemes. Further, the government should push the agriculture research department for verify the quality of the fertilizer and pesticides. It leads to increase the satisfaction of the coffee growers.

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