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"A Study on Marketing of Banana in Tiruchendur and Srivaikundam Taluks in Tuticorin District-Tamilnadu"

Commerce

KEYWORDS :

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ABSTRACT

Banana is the most widely consumed fruit, and is an attractive perennial fruit crop for small farmers. This is due to its high economic gains throughout the year compared to other crops like rice and wheat. Among 29 districts of Tamil Nadu, Thoothukudi district ranks first in exporting banana. So Thoothukudi district is selected for the present study. The overall objective of the study was to examine production and marketing aspects in banana with some specific objectives. The agricultural development policy in the times of yore has intensified the interclass inequalities. Apart from the imputed value of family effort, the other effects like cost of production, on the whole income etc., are not favorable to the small farmers. This should be measured by the government. The government can pay notice by providing transport convenience, uphold good roads and providing finance assistance for suckers and fertilizers, so that the small and average farmers may be gained , which will enable the farmers to get a superior yield of banana.

In the vicinity of the study, two-third of the agriculturists are cultivating banana. Their agricultural lands depend on torrential rains. The greater parts of the lands are rain-fed areas. If the monsoon fails, then the farmers will be in hitch. In these circumstances, the government should shore up the agriculturists by granting financial assistance. The crop insurance is unwrapped for the measured recommended that has to be comprehensive to all the farmers. Different strategies should be adopted to reduce the losses taking place out of high humid content of the banana. The banana is also fatally affected by some ailment. Therefore, an enduring research station may be elevated to protect the banana from various syndromes. By examining various research results as one; the government generates awareness among the farmers concerning banana cultivation and may push more farmers to cultivate this precious food, which is greatly vital in our habitual diet system.

INTRODUCTION

In India Banana ranks second next to Mango in area and production, occupying an area of about 83 lakh hectares with an annual production of 46.26 lakh tons. The important banana growing states are Maharashtra, Tamilnadu, Andhra Pradesh, Kerala, Karnataka, West Bengal, Bihar and Gujarat. However, the present production of banana in the country is highly inadequate. It is estimated that, the present annual per capita consumption of banana in India is 50 kg per head which is very low compared with other progressive banana growing countries such as Jamaica, Congo, Equator, Kenya and Uganda. Thus there is an immense scope of increasing banana production in the country.

Banana is a nutritious, palatable and easily digested fruit, rich in carbohydrates, minerals such as potassium, magnesium, sodium and phosphorus; and is even richer in calorific value than potato. Being relatively cheaper than other fruits, and owing to its availability almost throughout the year, banana should be regarded as a subsidiary food and forms a part of common man's diet. Apart from fresh fruit, banana can be consumed as processed in various forms such as chips, powder. Flakes, etc

India produces large quantities of banana and there is very good demand for both fresh fruits and processed banana in the world market but the quality of Indian banana is not up to the standard, therefore they fetch 25 to 33 percent lesser price than "Chiquita" variety banana which is preferred in the overseas market.[3] The Indian banana develop black blemishes during ripening which makes them unsuitable for exports, Chiquita banana do not carry any blemishes on the skin and sell at around $1200 per ton in the world market.[4]

There is a lot of potential for increasing the export of banana from India. By quality control, improvement in yield and reduction in post harvest losses, it is possible for India to account for 10 % of world export. The immediate need for capturing this market for banana is to be cost competitive.

The fruits are more protective and qualitative food in the human diet. They are rich in carbohydrates, sugar, vitamins, organic acids and minerals and these ingredients have an important place in the human dietary system.[5]

It is well documented that consumption of food without fruits leads to malnutrition. About one million children in India die of malnutrition every year. [6]

THE USES OF BANANA

Part	Domestic uses	Industrial Uses
1. Fruits Pulp	Chips, Powder, Flour, Jam, Puree, Flakes, Jelly, Spread, Figs, Fritters, Juice, Beer, Wine and Animal Feed	Ethyl Alcohol
2. Peel	Jelly, Marmalade and Animal Feed	Ethyl Alcohol, Dye, Biogas, Shoe-polish and paste
3. Flower	Vegetable and Fry flower Arrangements	
4. Rhizome	Vegetable, Starch and Animal Feed	Medicines, paper and Dye
5. Pseudo stem Core	Vegetable, Starch and Animal Feed	Fiber
6. Leaves	Eating plates, Wrapping, Material, Medicinal and Animal feed	Fiber

From the above table, it could be understood its uses. In addition to the above, Banana pulp is used for making chips, powder, flour, jam, puree, flakes, jelly etc. and also used for making Ethyl Alcohol. The peel can be used to remove the bad smell in palmolein oil. The flower of the banana plant is used in Southeast Asian, Telugu, Tamil, and Bengali, either raw or steamed with dips or cooked in soups and curries. Both the fleshy part of the petals and the heart are edible. The tender core of the banana plant's trunk is also used in Telugu, Bengali and Kerala cooking. Banana leaves are large, flexible, and waterproof. They are often used as ecologically friendly disposable food containers or as "plates" in South Asia and several Southeast Asian countries. Steamed with dishes they impart a sweet flavor. They often serve as a wrapping for grilling food. The leaves contain the juices, protect food from burning and add a subtle flavor. Along with other fruits and vegetables, consumption of banana is associated with a reduced risk of colorectal cancer and in women breast cancer and carcinoma. Individuals with a latex allergy

may experience a reaction to bananas. The juice extract prepared from the tender core treats kidney stones and pressure. Bananas contain considerable amounts of vitamin B_6, vitamin C, and potassium. The latter makes them of particular interest to athletes who use them to quickly replenish their electrolytes. The banana plant has long been a source of fiber for high quality textiles. The banana shoots produce fibers of varying degrees of softness, yielding yarns and textiles with differing qualities for specific uses. For example, the outermost fibers of the shoots are the coarsest, and are suitable for tablecloths. Banana fiber is used in the production of banana paper. Banana paper is used in two different senses: to refer to a paper made from the bark of the banana plant, mainly used for artistic purposes, or paper made from banana fiber, obtained with an industrialized process from the stem and the non-usable fruits. The paper itself can be either hand-made or in industrial processes. Banana juice is extremely sticky and can be used as a practical adhesive. Sap can be obtained from the pseudo stem, from the peelings, or from the flesh. They have many uses, including as umbrellas.

PROBLEM FOCUS

From both literature and statistics, it is clear that Bananas are considered to be good for the Health. Bananas and plantains act as an aid to digestion. Consumers are becoming increasingly aware of the health and nutritive benefits of eating more fresh fruit like banana. The potential for banana consumption increases based on health reasons. Bananas are the main fruit in international trade and the most popular one in the world. Bananas are very delicate commodity on economic, social, environmental and political grounds. The share of banana trade in world banana production increased slightly in the last decades (from around 18% in the sixties and seventies to over 22% in the 1990s and 2000s). The banana industry is a very important source of income, employment and export earnings for major banana exporting countries, mainly in developing countries. To cope up with the increasing demand the area of banana cultivation is also expanding. In this situation it is necessary to study the prevailing banana economy in the study area. It was also found that growers face some specific problems in marketing. Hence, it was felt that it would be appropriate to make an in-depth study on banana, with the general objective is to examine the marketing aspects of banana which would pave way for the development of the same in Thoothukudi district.

OBJECTIVES OF THE STUDY

- To analyze the marketing cost of banana.
- To examine the problems faced by the farmers in marketing of banana.
- To investigate the factors for selecting particular market for selling banana.

SCOPE OF THE STUDY

The study would reveal the drawbacks in the existing systems which would provide a clear understanding about banana marketing. The results in sum would help the policy makers in formulating suitable policies and strategies towards the developments.

LIMITATIONS OF THE STUDY

This study is based on primary data collected from sample respondents by survey method. As many of them have not maintained proper records about their operations, they furnished the required information from their memory and experience and hence the collected data are subjected to recall bias. However, efforts have been taken to minimize the bias by including in the interview schedule, the questions that would facilitate cross checking. Hence, the findings of the study may be considered appropriate for the situations prevailing in the study area and extra care should be taken while generalizing the results.

SELECTION OF STUDY AREA

Among 29 districts of Tamil Nadu, Thoothukudi district ranks first in exporting banana. So this district was selected for the present study to study the marketing of banana.

Thoothukudi district is divided into 8 taluks for administration purpose and 12 revenue blocks for rural and urban developments. The 8 taluks are Thoothukudi, Thiruchendur, Sathankulam, Srivaikundam, Ottapidaram, Kovilpatti, Ettayapuram and Vilathikulam. The 12 revenue blocks are Thoothukudi, Thiruchendur, Udangudi, Sathankulam, Srivaikundam, Alwarthirunagari, Karunkulam, Ottapidaram, Kovilpatti, Kayathar, Vilathikulam and Pudur

Since the present study is on marketing of banana, two taluks namely Srivaikundam and Thiruchendur were selected for the study.

SELECTION OF FARMERS

For collecting the primary data one Revenue block from Srivaikundam taluk viz., Srivaikundam and one Revenue block from Tiruchendur taluk viz., Tiruchendur were selected randomly. In total, 200 farmers were selected, 100 farmers from each blocks mentioned above. The distributions of sample farmers are given in the Table

Distribution of farmers in the study area

S. No	Taluk	Revenue Block	Number of farmers
1.	Srivaikundam	Srivaikundam	100
2	Tiruchendur	Tiruchendur	100
		Total	200

PERIOD OF STUDY

Collection of data was done during April to September of the year 2015 and the field enquiries were conducted during June to October of the year 2015.

METHODS OF COLLECTION OF DATA

In order to get an insight into physical and economic environments of the blocks, a reconnaissance survey of the blocks was undertaken. The primary data required for the study were collected through personal interview with the help of pre-tested comprehensive interview schedule. The data collected were tabulated, processed and subjected to statistical analysis.

To understand the basic characteristics of this research in the study area, data about banana, its uses, and other available facilities were collected from published and unpublished records available in various sources.

METHODS OF ANALYSIS

The data collected in the schedules were tabulated for subsequent analysis. Keeping in view the objectives of the study, appropriate methods of analysis were employed to the collected data by using SPSS.

TOOLS USED FOR THE STUDY

The following statistical tools and representation were used:

- Percentage method
- Frequency tabular column method
- Mean and deviation

FREQUENCY DISTRIBUTION OF FARMERS BASED ON REASON FOR SELECTING PARTICULAR MARKET

Reason for selecting particular market	Frequency	Percentage

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Less distance	66	33.0
More convenience	40	20.0
Profitability	20	10.0
Continuous demand	38	19.0
Marketability	36	18.0
Total	200	100.0

MEAN AND SD OF MARKETING COST AND VARIETY OF BANANA (IN RS)

Marketing cost	Variety of Banana						Group Total	
	Kathali		Nadu		Sakkai		Mean	SD
	Mean	SD	Mean	SD	Mean	SD		
Loading from field to vehicle	6000.00	4136.33	6400.00	4865.54	8000.00	6091.26	6400.00	4685.06
Transport charges	2250.00	1551.12	2400.00	1824.58	3000.00	2284.22	2400.00	1756.90
Commission paid	7500.00	5170.42	8000.00	6081.92	10000.00	7614.07	8000.00	5856.32
Weighing charges	75.00	51.70	80.00	60.82	100.00	76.14	80.00	58.56
Wastage	600.00	413.63	640.00	486.55	800.00	609.13	640.00	468.51

FREQUENCY DISTRIBUTION OF FARMERS BASED ON PROBLEMS FACED IN BANANA MARKETING

Problems faced in marketing	Frequency	Percentage
Lack of assured price	4	2.0
Low price per unit	36	18.0
High transportation charges	66	33.0
Perish ability of the banana	28	14.0
Collusion among the traders	32	16.0
Absence of cold storage	16	8.0
Lack of ripening chambers	18	9.0
Total	200	100.0

FINDINGS

It is observed from the table that, 33% of the farmers are selected the market place to sell their produce based on less distance, 20% of the sample farmers selected their market place based on more convenience, 10% of the farmers selected market place on the basis of profitability, 19% farmers selected based on continuous demand existing in the market and 18% of the farmers selected market place based on marketability.

From the above table, mean value of Kathali, Loading from field to vehicle is 6000 with standard deviation 4136.33; mean value of Nadu, Loading from field to vehicle is 6400 with standard deviation 4865.54; mean value of Sakkai, Loading from field to vehicle is 8000 with standard deviation 6091.26 and mean value of total quantity of banana, Loading from field to vehicle is 6400 with standard deviation 4865.06; mean value of Kathali, Transport charges is 2250 with standard deviation 1551.12; mean value of Nadu, Transport charges is 2400 with standard deviation 1824.58; mean value of Sakkai, Transport charges is 3000 with standard deviation 2284.22 and mean value of total quantity of banana, Transport charges is 2400 with standard deviation 1756.90; mean value of Kathali, Commission is 7500 with standard deviation 5170.42; mean value of Nadu, Commission is 8000 with standard deviation 6081.92; mean value of Sakkai, Commission is 10000 with standard deviation 7614.07 and mean value of total quantity of banana, Commission is 8000 with standard deviation 5856.32; mean value of Kathali, Weighing charges is 75 with standard deviation 51.70; mean value of Nadu, Weighing charges is 80 with standard deviation 60.82; mean value of Sakkai, Weighing charges is 100 with standard deviation 76.14 and mean value of total quantity of banana, Weighing charges is 80 with standard deviation 58.56; mean value of Kathali, Wastage is 600 with standard deviation 413.63; mean value of Nadu, Wastage is 640 with standard deviation 486.55; mean value of Sakkai, Wastage is 800 with standard deviation 609.13 and mean value of total quantity of banana, Wastage is 640 with standard deviation 486.51

From the above table, It can be noted that 2% of the farmers belongs to lack of assured price, 18% belongs to low price per unit, 33% belongs to high transportation charges, 14% belongs to perish ability of banana, 16 % belongs to collusion among the traders, 8% belongs to absence of cold storage and 9% were to lack of Ripening chambers. By comparing with all problems, high transportation represented the highest.

CONCLUSION

The agricultural development policy in the times of yore has intensified the interclass inequalities. Apart from the imputed value of family effort, the other effects like cost of production, on the whole income etc., are not favorable to the small farmers. This should be measured by the government. The government can pay notice by providing transport convenience, uphold good roads and providing finance assistance for suckers and fertilizers, so that the small and average farmers may be gained , which will enable the farmers to get a superior yield of banana.

In the vicinity of the study, two-third of the agriculturists are cultivating banana. Their agricultural lands depend on torrential rains. The greater parts of the lands are rain-fed areas. If the monsoon fails, then the farmers will be in hitch. In these circumstances, the government should shore up the agriculturists by granting financial assistance. The crop insurance is unwrapped for the measured recommended that has to be comprehensive to all the farmers. Different strategies should be adopted to reduce the losses taking place out of high humid content of the banana. The banana is also fatally affected by some ailment. Therefore, an enduring research station may be elevated to protect the banana from various syndromes.

Above all, a categorized agricultural marketing is necessary for banana promotion. The study is curbed to only one district in Tamilnadu to be precise in Thoothukudi district. Other studies on the condition in the various districts situation at diverse delta areas may be carried out, so that improved outputs can be resultant on banana cultivation.

By examining various research results as one, the government generates awareness among the farmers concerning banana cultivation and may push more farmers to cultivate this precious food, which is greatly vital in our habitual diet system.

SUGGESTIONS

Bananas and plantains are the second largest fruit crop and a very important staple food commodity around the world. In India it has got great socio economic significance. With the projected requirement of 25 million tones of banana of our country by the year 2020, concerted efforts should be taken up to increase the production and productivity of banana, which calls for application of high tech methods in banana production such as micro propagation, high density planting, drip irrigation, integrated pest and disease management. Apart from the above mentioned points, care should be given to farmers who cultivate banana crop in areas like storage, utilizing the agricultural university resources to increase productivity in unit area, thereby reducing labour cost for matt management and increase the efficiency of utilization of inputs such as fertilizers and water.

By executing the following suggestions, would help them to promote the production and marketing of banana and thus lead to get better income and satisfaction of farmers. .

1. Inter-personal meetings must be convened between farm-

ers and buyers.

2. They may be encouraged to form an association only for Banana cultivators so that they can focus on the issues regarding banana cultivation
3. Journals should be released by the agricultural department in a simple language which will provide the in formations viz., updated technology, Manure, simple statistics, export policy, interstate marketing etc.
4. Co-op. Societies may be encouraged to form to sort out the issues of Transport, Fund requirement, Savings, Manure Bank etc. The senior members with more experience may be made as leaders.
5. Periodic visit by the expert personnel from the concerned department with updated information.
6. Healthy competition with rewards may be announced during the meetings so that the attendants will be more.
7. Members of the farmer association may be taken on education tour to other states to learn more about the methods, variety etc.
8. Small scale research centers may be formed in various places.

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