



ORIGINAL RESEARCH PAPER

Agricultural Economics

TRANSPORT COST AND MARKETING OF BANANA IN CHIKKAMAGALURU DISTRICT

KEY WORDS: production, productivity, marketing

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ABSTRACT

The present study mainly focused on the growing of banana is the prominent activity in the region of Malnad purely from the Karnataka state. This district shows the crucial role for transport and marketing channels. Hence, for this reason the current study analysed the role of these channels in our study area.

1. INTRODUCTION

Banana is the maximum nutritious fruit and it is an important part of our spiritual culture, many people eat banana and it is the cheapest among all other fruits, banana has nutritional value it contains eleven vitamins and mainly A.B.C protein and banana fruit is regarded as the apple of poor man, banana is the fruit available throughout the year.

2. Review of Literature

Pawar *et al.* (2017) in their research paper entitled "Productivity and Economics of Drip-Irrigation Banana under different planting and Fertigation Techniques in Subtropical India" considered the Twelve treatments, this study based on two major points Drip irrigation and using Fertilizer, fertilizer comparing to conventional method is very good yield and Drip irrigation compared to conventional method cost is very high but yield and production is very high using of Fertilizer and Drip irrigation is helpful of production, productivity, and good Quality of Banana, and also gross income is very high level.

Priyanka *et al.* (2017) worked on "An Economic Assessment of Banana production in Bhagalpur District of Bihar", the study was conducted on primary data collected from a sample of 60 banana growers consisted of marginal and small farmers 26 (43%), semi-medium farmers 25(42%), medium and large farmers 9 (15%), based on multi-stage sampling technique from a cluster of 3 villages the study revealed that per ha. Average total cost of cultivation of banana var *Robasta* was found ranging between Rs.1.00.566.45 on marginal and small farmers to Rs.95.294.42 on medium and large farms, the variable costs included material cost (72.55%) and labour cost (23.60%) the material cost was found highest (Rs.72364.71) per ha marginal and small farmers, the average labour cost estimated as Rs. 22512.93 per ha the average cost of irrigation facility and fertilizer constituted 35.59% and 16.01% total labour cost 23.60%, the yield (number and bunches per ha) was found ranging from 2768 to 2847 among three categories of farms and the average price received by the banana growers was Rs. 129.91 per bunch, the average gross income has been estimated as Rs. 3,64.00787 per hectare, which was ranging in ascending order to a size of farms, higher on large farms and less on marginal farms the return to total cost ratio was estimated at 3.78 which was also decreasing to size group.

Rajendra *et al.* (2017) in their paper "Price spread, marketing channel of banana in southern Tamil Nadu" described the price spread and marketing channel of banana, two taluks namely Srivakundam and Alwarthirunagari were selected for the study. This study was based on primary data selecting the 30 sample cultivars from each taluk and selecting 15cultivars and 20 intermediaries. In the present study, three marketing

channels of the price spread of different marketing channel was worked out the banana producers sell the banana through intermediaries, the price spread Rs. 76.50 in channel 1 because the pre-harvest contractor bears the entire cost of harvesting of banana and a smaller number of intermediaries the lowest price spread on channel 3 Rs. 42.50 comparing channel 3 is lower spread effect on channel.

Ranjith Kumar and Gokila (2017) studied on "Banana Cultivators level of Satisfaction: with Special Reference to Thoothukudi District, Tamil Nadu". The article examines various research results the government generates awareness among the farmers concerning banana cultivation and may push more farmers to cultivate the precious food, which is greatly vital in our habitual diet system, among 29 districts of Tamil Nadu, Thoothukudi district ranks first in exporting banana.

3. Objectives of The Study

The main aim of the study to analyse the cultivation of banana in the region of Malnad, Chikkamagaluru district. The specific objectives of the study are as follows:

- To estimate the transport cost of banana in Chikkamagaluru district.
- To estimate the different market channel of the selling of banana in the Chikkamagaluru district.

4. Methodology of Data Base

The study is based on primary data. The data are collected from 280 sample farmers by conducting field survey. Some statistical techniques such as chi-square test are used to analyse the data.

5. DISCUSSION

Table 4.1. Transport cost incurred by the respondents

| Transport Cost Incurred | Small farmers | Medium farmers | Large farmers | Total |
|-------------------------|---------------|----------------|---------------|------------|
| 10000 | 17 (20.48) | 25(21) | 33(42.30) | 75(26.78) |
| 15000 | 29 (34.93) | 53 (44.53) | 21 (26.92) | 103(36.78) |
| 20000 | 37 (44.57) | 41 (34.45) | 24 (30.76) | 102(36.42) |
| Total | 83 | 119 | 78 | 280 |

Source: Field Survey

Table 4.1. reveals that mini trucks and lorries are sent to a small distance by the majority of respondents who deliver their goods to local stores. Among the small banana growers, 20.48% of them cost Rs.10000, 34.93% of them cost Rs.15000, and 44% of the farmers cost Rs.20000 for transportation. 21% of medium-sized farmers incurred Rs.10000 costs, 44% of them incurred Rs.15000 costs, and 34% of farmers incurred Rs.20000 transportation costs. Almost 42% of them cost Rs.10000 when considering the large farmers, followed by

30% of them cost Rs.20000, and just 26% of the large farmers cost Rs.15000 for transportation. It could therefore be inferred that among the total 280 responses, approximately 36% had incurred transportation costs of Rs. 15000 to 20000.

Table 4.2. Marketing of banana by the respondents

| Marketing of Banana | Small | Marginal | large | Total |
|---------------------|------------|-------------|------------|-------------|
| Local traders | 24(28.91) | 29(24.36) | 20(25.64) | 73(26.07) |
| Wholesalers | 21(25.30) | 42(35.29) | 24(30.76) | 87(31.07) |
| Auction Agents | 08(9.63) | 13(10.92) | 07(8.97) | 28(10.00) |
| Regulate market | 22(26.50) | 24(20.16) | 15(19.23) | 61(21.78) |
| Distant markets | 08(9.63) | 11(9.24) | 12(15.38) | 31(11.07) |
| Total | 83(100.00) | 119(100.00) | 78(100.00) | 280(100.00) |

Chi Square- 5.2136, N= 280, df=8 p<0.05,

Source: Field Survey



Marketing of Banana by the Respondent

The above table 4.2 showed that the obtained chi square value is 5.2136 which is not significant at 0.05 levels so accepting the null hypothesis. There is no significant difference in farming size and marketing of banana by the growers.

In Table 4.2 the marketing of bananas by respondents is shown. Among small farmers, selling their products to local traders is 28.91%, selling their products to entire whole seller is 25%. 26% sell their goods in regulate markets. Just 9.63% send their goods to auction shops and distant markets. 35.29% of marginal farmers sell their products to whole sellers and 24% sell their products to local traders. 20% sell their goods in regulate markets. Just 11% and 9.24% of farmers sell their goods to distant markets and auction shops. When 30.76% of the large farmers sell their products to whole sellers, 25.64% sell their products to local traders, 19.23% sell their products in controlled markets, 15.38% sell their products in distant markets, and just 8.97% sell their products to auction shops.

6. Findings

- Of the total 280 respondents, nearly 36 percent of farmers had incurred transportation costs of Rs. 15000 to 20000.
- Of the total of 280 respondents, nearly 31 per cent and 26 per cent of farmers sell their goods to wholesalers and local traders.

7. CONCLUSION

Agriculture sector transport and marketing channel play a very important role in our study area and also extremely depends up on transport and marketing facility, for this reason government should take farmers friendly programs automatically increase the production and productivity in the economy and also increase the income of banana cultivators.

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