



ISSN (E): 2277-7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2022; SP-11(6): 2876-2878
© 2022 TPI

www.thepharmajournal.com

Received: 01-04-2022

Accepted: 04-05-2022

M Santhosh Kumar

PG Scholar, Department of
Agricultural Rural Management,
TNAU, Coimbatore,
Tamil Nadu, India

Dr. M Chandrakumar

Associate Professor,
Department of Agricultural
Rural Management, TNAU,
Coimbatore, Tamil Nadu, India

Dr. N Deepa

Associate Professor,
Department of Agricultural
Rural Management, TNAU,
Coimbatore, Tamil Nadu, India

Dr. R Pangayar Selvi

Associate Professor,
Department of Physical Sciences
and Information Technology,
TNAU, Coimbatore,
Tamil Nadu, India

A study of marketing constraints among coconut farmers in Palakkad district

M Santhosh Kumar, Dr. M Chandrakumar, Dr. N Deepa and Dr. R Pangayar Selvi

Abstract

Coconut is a versatile crop with many uses for its products, which is popularly known as "Kalpavriksha" (Tree of Heaven) Kalidas *et al.*, (2020). For tropical nations, coconut is major commercial crop and its play a major role in agriculture GDP. India is the world largest producer accounting for 33.02 percentage of global coconut production. Even though India have large area, high production and productivity of coconut, still farmers facing lot of problems in marketing and production of coconut. So, this study helps to identify those problems faced by farmer towards marketing and production as well as recommendation given to farmers for overcome the constraints. Palakkad district, Kerala was purposively chosen as a study area. The purposive sampling technique was used to collect 120 samples from study area by using interview schedule. Percentage analysis and Garrett ranking was used to analyses the data for this study. The study found that majority of the farmers using channel III (Producer – village trader - wholesalers – retailer – consumer). The research also conclude that major marketing constraints faced by the farmer was price fluctuation in market.

Keywords: Marketing constraints, coconut, marketing channel

Introduction

Agriculture is the one of the main occupations for Indian peoples. Agriculture contribute 20.19 percentage to the India GDP. In Indian agriculture, coconut is one of the main commercial crops. India is third largest coconut producer in the world. During 2020-21, India produced 21207 million coconut nuts, accounting for 34% of world output. Productivity of coconut is higher in India compare other countries (Ministry of Agriculture and Farmers Welfare). Coconut provides around Rs. 27900 crores to the country's GDP (Ministry of statistics and implementation). Coconut is used to make food, beverages, medicine, natural fibre, fuel, timber, and raw materials for a range of products. Coconut is also tied to the socioeconomic lives of many small and marginal farmers in peninsular India (Kalimuthu and Raghavi 2019)^[2]. The 12 million people in India rely on coconut and its related sector, in terms of marketing, production and its processing activities. Even though India was largest producer, still farmers faced constraints related to marketing and production of coconut. So this study attempt to analyses the constraints faced by farmer in terms of marketing and production.

Objective of the study

- To identify marketing channel among farmers in Palakkad district
- To identify the marketing constraints among farmers in Palakkad district

Research methodology

Study area

Palakkad district was purposively chosen as a study area, because this area contains more coconut cultivation farmers compare to other district of Kerala (Kerala contains more area under coconut cultivation as well as 2nd largest producer in India).

Period of study

The period of study taken during May 2022 to June 2022

Sampling design

Convenience sampling technique was used to collect the data from farmers by using well structured interview schedule in Palakkad district of Kerala.

Corresponding Author

M Santhosh Kumar

PG Scholar, Department of
Agricultural Rural Management,
TNAU, Coimbatore,
Tamil Nadu, India

The first stage of the sampling design is that selected farmers from 10 village panchayats which comes under 2 block panchayats (Kollengode and Chittur). The details about the selected villages and number of farmers from each village in the study area are given in the below table.

The selected villages and number of farmers from each village in the study area

District	Block Panchayats	Village Panchayats	No. of farmers
Palakkad	Kollengode	Kollengode	10
		Koduvayur	10
		Pudhunagaram	10
		Vadavannur	10
		Muthalamada	10
	Chittur	Kozhinjampara	10
		Kozhipathy	10
		Moolathara	10
		Ozhalapathy	10
		Pattanchery	10

Statistical tool

In this study, simple percentage analysis and Garrett ranking technique was used in this study. Percentage analysis used to

analyses the demographic characteristics of the farmers in Palakkad district (Age, educational qualification, gender, marital status, income level, farming experience) Percentage analysis was used to calculate by this formula

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of samples}} \times 100$$

Garrett ranking was used to measure the major factor among the group of factors. In this study, Constraints faced by farmer was analyzed by using Garrett ranking techniques. The following formula was used to analyses the Garrett ranking techniques.

$$\text{Per cent position} = \frac{100 \times (R_{ij} - 0.5)}{N_j}$$

Where

R_{ij} = Ranking given to the i^{th} attribute by the j^{th} individual

N_j = Number of attributes ranked by the j^{th} individual

Analysis and findings

Table 1: Demographic characteristics of respondent farmers

Demographic characteristics of respondent's farmers		
Gender	No of respondents (n=100)	Percentage (100%)
Male	89	89
Female	11	11
Age		
15-24	1	1
25-34	19	19
35-44	44	44
45-54	22	22
55< (above)	14	14
Family type		
Nuclear	70	70
Joint	30	30
Family size		
Small (< 4)	58	58
Medium (5 – 6)	27	27
Big (>7)	15	15
Educational status		
Illiterate	15	15
Primary school	37	37
Higher secondary	30	30
Graduation	17	17
Post graduate	1	1
Farming experience		
Below 10 years	17	17
11 to 20 years	55	55
Above 20 years	28	28
Farm size		
Small farmer	42	42
Medium farmer	38	38
Large farmer	20	20
Occupation type		
Only Agriculture	40	40
Agriculture + other	60	60

The table 1 shows that majority of the farmers were male and age under category 35-44 years. Out of 100 respondents, majority of farmers (70%) family type was nuclear as well as farmers have small family size (58%). Higher secondary was the higher education level for majority of farmers (30%).

Majority of farmers having experience under the category of 11 to 20 years (55%) as well as majority of farmers were small farmers (42%). Majority of farmers occupation type was agriculture + other (40%).

Coconut marketing channels in Palakkad district

The study found that marketing channels used by coconut producers in Palakkad district, which lister below is.

- Channel I – Producer – consumer
- Channel II – Producer – wholesalers – retailer – consumer
- Channel III - Producer – village trader - wholesalers – retailer – consumer
- Channel IV - Producer – village trader – copra mill
- Chapter V - Producer – village trader – wholesalers – copra mill
- Chapter VI - Producer – village trader – retailer – consumer

Table 2: Marketing channel for coconut farmers in Palakkad district

S. No	Channel	No of respondents	Percentage (%)
1	Channel I	1	1
2	Channel II	9	9
3	Channel III	37	37
4	Channel IV	13	13
5	Channel V	24	24
6	Channel VI	16	16
Total		100	100

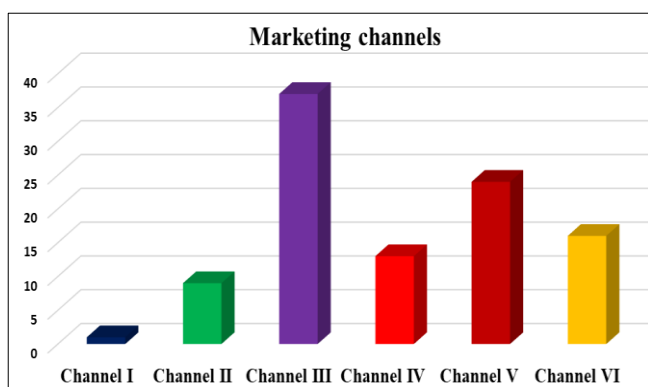


Fig 1: Marketing channel for coconut farmers in Palakkad district

The table 2 shows that Majority of the farmers were used the marketing channel III accounting for 37 percentage, followed by channel V (24%), channel VI (16%), channel IV (13%), channel II (9%). The channel I was used by least number (1%) of farmers.

Marketing constraints

S.no	Constraints	Garrett score	Rank
1	Price fluctuations in market	67.36	I
2	Non-availability of labours	65.81	II
3	Lack of market information	62.64	III
4	High labour cost	61.07	IV
5	Low market margin	50.65	V
6	Poor storage facility	42.79	VI
7	High transportation cost	41.94	VII
8	Delay in payment	38.74	VIII

The main issue with coconut marketing was daily price volatility caused by an unstable market. The table shows that price fluctuation in market was major marketing constraints faced by farmer with Garrett score of 67.36. Kalidas *et al.* also supported that high fluctuation in coconut (RPI score of 2.39) was major constraints faced by farmer. Shortage of labours in agriculture was one of the primary constraints faced by the farmers now a days (Kumar and

kumar 2008) ^[9]. The above statement supported with the Garrett score of 62.64 and it ranked second among the constraints.

Majority of the farmers were primary educated level people and they have low awareness about market information, which was depicted in the Garrett score of 62.24 and it ranked third among the constraints.

High labour cost was the fourth major constraints faced by farmers towards marketing of coconut. Based on Garrett score, low market margin (50.65) was constraints faced after the high labour cost, followed by poor storage facility (42.79), high transportation cost (41.94), delay in cost (38.74).

Conclusion

The result show that, majority of the farmers using channel III (Producer – village trader - wholesalers – retailer – consumer). The research also conclude that major marketing constraints faced by the farmer was price fluctuation in market, other than this, non-availability of labour and lack of market of information also the major constraints faced by farmer related to marketing.

Recommendation

- Price fluctuation in market was the major constraint faced by farmer, so government involvement is required to set the price on a weekly basis. The government of India has set a MSP for copra to safeguard farmers from price fluctuations.
- Government should provide trainings to farmers related to the market information through extension agency.
- Government should facilitate the infrastructure related to storage, it will help to overcome the constraints of poor storage facility.

References

1. Kalidas K, Mahendran K, Akila K. Constraints in Coconut Value Chain–A Framework for Analysis Using Response Priority Index. *Constraints*, 2020, 39(16).
2. Kalimuthu Kalidas, Raghavi Md. Review on area, production and productivity of coconut in India, 2019, 1-6.
3. Palanivelu N, Muthukrishnan G. Coconut Marketing in Tamilnadu: A Current Scenario. *Think India Journal*. 2019;22(4):3777-3788.
4. Barman S, Deka N, Deka P. Market Structure of Coconut in Nagaon district of Assam, India, 2019.
5. Soumya C, Patil BL. A study on tender coconut demand estimation and it’s consumer preference. *J Pharmacogn Phytochem*. 2020;9(5):661-664.
6. Kerutagi MG, Pavithra AS, Gollagi SG. Performance of palm industry in Karnataka: A case study in Tumkur District. *Economic Affairs*. 2020;65(1):85-96.
7. Sai KS, Ali Baba M, Kumari RV. Production and marketing constraints of vegetables, 2022.
8. Banu RB, Palanivel S. Challenges on marketing of cocount by cocount growers in Thanjavur district–an emprical study, 2019.
9. Kumar J, Kumar KP. Contract farming: Problems, prospects and its effect on income and employment. *Agricultural Economics Research Review*. 2008;21(2):243-250.
10. <https://statisticstimes.com/economy/country/india-gdp>
11. <https://agricoop.nic.in/en/divisiontype/oilseeds/statistics>