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Constraints and suggestions of arecanut growers during marketing of arecanut

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Abstract

Arecanut is one of the most important plantation crop cultivated extensively in Malenadu and Aremalenadu regions of Karnataka. Arecanut (*Areca catechu*) belongs to the family Palmae. It is the source of common chewing nut, popularly known as Betel nut or Supari. The study was conducted in four major arecanut growing taluks of Chitradurga and Davanagere districts, viz., Holalkere, Chitradurga of Chitradurga district. Channagiri and Davanagere taluks of Davanagere district of Karnataka state purposively selected for the study by considering these taluks were highest arecanut growing areas during the year 2021-22, with the specific objective the constraints faced by the arecanut growers and their suggestions were sought in arecanut marketing. A total of 120 respondents were selected from twelve major arecanut growing villages. The data was collected with the help of a structured interview schedule and it was presented using the frequency and percentage technique. The findings of the study noticed that majority of the arecanut growers (81.66%) expressed that limited exposure to online marketing as the major constraint. Other constraints like limited procurement from the government (80.00%) and fluctuation in market price (76.66%). The other constraints expressed that illegal deduction while selling of arecanut (62.50%), lack of market information (15.83%), markets are far away (9.16%), high cost of transportation (8.33%), faulty system of weighment (7.50%) were the constraints of arecanut growers. With respect suggestions offered majority (81.66%) suggested that they need for awareness about on-line marketing. The government should implement relevant schemes for the appropriate marketing of arecanut (80.00%), organize a training programme on value addition and processing of arecanut (53.33%), refinement of arecanut dehusking machine (50.00%), and need for high yielding varieties (15.83%). In commodities like arecanut where production is concentrated in a few states and consumption spread all over the country, the system of marketing assumes great importance.

Keywords: Arecanut, constraints, marketing, procurement, and suggestions

Introduction

Arecanut (*Areca catechu*) also called as betel nut, supari, adike etc. It is a palm tree species that belongs to the family Arecaceae. Even though India has the large number of native arecanut varieties in its soil, Philippines is the origin of arecanut. India is a traditional arecanut-growing country in the world, where the cultivation of arecanut can be traced back to the Vedic periods. Arecanut was even used in ayurvedic and ethane veterinary medicines.

India ranks first in arecanut production with a total production of 8.53 lakh tonnes, which accounts for 52.30 percent of world arecanut production. The area and production of arecanut in India have been increasing continuously from 1991-1992. The area under arecanut has increased to 5.18 lakh hectares in 2019-20, which is almost 2.35 times the area prevailing in 1991-1992 (2.2 lakh hectares) (fifth report of special scheme on the cost of cultivation on arecanut in Karnataka). Among the states of India, Karnataka stands first in arecanut production. Karnataka, Kerala and Assam, all three states together, account for 88.59 percent of the total arecanut production in the country. In Karnataka, around 2.79 lakh hectares under arecanut cultivation, which accounts for 57.85 percent of total arecanut areas in India. Its contribution to total production is around 6 lakh tonnes which accounts for 65.93 percent of all Indian production in 2019-2020 (DASD, Calicut).

Among the districts of Karnataka, Shivamogga stands first both in the area (92241 ha) and production (169305 tonnes) of arecanut during 2019-2020 (Directorate of Economics and Statistics, Karnataka), followed by Davanagere, Dakshina Kannada, Chikkamagaluru, Tumkur and Chitradurga were leading districts for arecanut cultivation. These districts together account for 83.63 percent of the total area and 82.10 percent of the total production of arecanut in the state.

Methodology

The study was conducted during 2021-22 in Chitradurga and Davanagere districts of Karnataka state where 120 arecanut growers who cultivating arecanut for last ten years were randomly selected for the study. Chitradurga, Holalkere, Davanagere and Channagiri taluks were selected for the study these taluks were highest arecanut production in the districts. Three villages from each taluk with the highest area under arecanut cultivation were selected for the study from these taluks. The data was collected through personal interview method with the help of structured interview schedule developed for the study. The collected data was scored, tabulated, and analyzed using suitable statistical tools like frequency and percentage.

Results and Discussion

Constraints in marketing of arecanut

A close examination of Table 1 shows that among the

marketing constraints faced by the arecanut growers, majority of the arecanut growers (81.66%) expressed limited exposure to online marketing as a major problem. The probable reason may be that the existing complexity in online marketing, less confidence regarding online marketing and unaware about the online marketing system, the farmers might be expressed they had limited exposure to online marketing. Followed by limited procurement from the government (80.00%) was ranked second, the possible reason for this may be that the procurement price was lower than the open market and regulated market. Further the fluctuation in market price (76.66%) was ranked third, the possible reason for this may be due to uncontrolled market conditions. Followed by illegal deduction while selling (62.50%) was ranked fourth. The reason for this may be that the farmers are less exposure on periodical changes in government policies, market cess, market fees and other expenditure collected by the markets.

Table 1: Constraints faced by arecanut growers during marketing of arecanut

Sl. No.	Constraints	Frequency	Percentage	Rank
1.	Limited exposure to online marketing	98	81.66	I
2.	Limited procurement from the government	96	80.00	II
3.	Fluctuation in market price	92	76.66	III
4.	Illegal deduction while selling	75	62.50	IV
5.	Lack of market information	19	15.83	V
6.	Markets are far away	11	09.16	VI
7.	High cost of transportation	10	08.33	VII
8.	Faulty system of weighment	9	07.50	VIII
9.	Delayed cash payment	8	06.67	IX
10.	High commission charges	7	05.83	X
11.	Hamali charges are more	6	05.00	XI
12.	Mal practices adopted in market	5	04.16	XII
13.	Prolonged transactions	4	03.33	XIII
14.	Intervention of commission agents	0	00.00	XIV

Suggestions of arecanut growers to overcome their constraints during marketing of arecanut.

The data in Table 2 revealed that 81.66 percent of the respondents suggested the need for awareness about the online marketing. The possible reason might be due to transparency, exploitation by the middlemen that to avoid exploitation in the marketing activities. Followed by 80.00 percent of the respondents suggested that the government should implement appropriate schemes for the promotion of arecanut marketing. The possible reason may be due to that

farmers need of proper marketing in arecanut, so they appraisal for appropriate schemes. Further 53.33 percent of the respondents suggested to organize the training programme on value addition and processing of arecanut. It is may be due to increase the shelf life of the arecanut, create good demand and to get better profit. Followed by half of the respondent's suggested refinement in arecanut dehusking machine due minimize. The probable reason may be that the damage of arecanut during dehusking was more. Hence, they need modified dehusking machine.

Table 2: Suggestions expressed by arecanut growers to overcome the constraints during the marketing of arecanut

Sl. No.	Suggestions	Frequency	Percentage	Rank
1.	Need for awareness about online marketing	98	81.66	I
2.	Government should implement appropriate schemes for promotion of arecanut marketing	96	80.00	II
3.	Organize the training programme on value addition and processing of arecanut	64	53.33	III
4.	Modification of arecanut dehusking machine	60	50.00	IV
5.	Proper orientation needs about market linkage	55	45.83	V
6.	Need high yielding varieties	19	15.83	VI

Conclusion

As the current situation stands, it is imperative to have a productive and efficient production and marketing system in the whole range of arecanut marketing activities, including post-harvest technology, the reason for distress sales after harvest, processing, grading, value addition and product development. Among various constrains in marketing of arecanut, the study indicated that limited exposure to online

marketing was the major problem, which can be resolved by providing suitable training programme related to need and importance of online marketing in the arecanut. Further, the respondents encounter the problem of limited procurement from the government and greater price fluctuation. Therefore, the Government should introduce appropriate policies to ensure a remunerative price for the arecanut growers.

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