

Coconut Marketing In Tamilnadu –A Current Scenario

Dr.N.Palanivelu

Assistant Professor in commerce,
Government college of Arts and science,
Peravurani, Thanjavur(DT)

G.Muthukrishnan

Guest Lecturer,
Government college of Arts and science,
Peravurani,
Thanjavur(DT)

Introduction

India is predominantly an agricultural country. Nearly 40% of the country's national income is derived from agriculture and its allied activities. Despite major emphasis on the industrial development, agriculture continues to occupy a place of pride in our economy. Agriculture is India's big economy. Although the share of agriculture in the total national income has been gradually decreasing on account of development of the secondary and tertiary sectors, contribution continues to be significant. Agriculture provides the principal means of livelihood for over 58.4% of India's population. It contributes approximately one-fifth of total gross Domestic Product. Agriculture accounts for about 10% of the total export earnings and provides raw material to a large number of industries. About 43% of the country's total geographical area is used for agricultural purposes.

Coconuts are known for their great versatility, as evidenced by many traditional uses, ranging from food to cosmetics. They form a regular part of the diets of many people in the tropics and subtropics. Coconuts are distinct from other fruits for their large quantity of "water", and when immature, they are known as tender-nuts or jelly-nuts and may be harvested for their potable coconut water. When mature, they still contain some water and can be used as seednuts or processed to give oil from the kernel, charcoal from the hard shell, and coir from the fibrous husk. The endosperm is initially in its nuclear phase suspended within the coconut water. As development continues, cellular layers of endosperm deposit along the walls of the coconut, becoming the edible coconut "flesh". When dried, the coconut flesh is called copra. The oil and milk derived from it are commonly used in cooking and frying, as well as in soaps and cosmetics. The husks and leaves can be used as material to make a variety of

products for furnishing and decorating. The coconut also has cultural and religious significance in certain societies, particularly in India, where it is used in Hindu rituals.

The Green Revolution of the 1960's ushered in rapid increases in food crop production such as wheat, rice and other cereals. Efforts were also taken to achieve similar increases in nonfood crop production viz., coconut, sugarcane, cotton etc. The coconut is growing in 93 countries in the world and India is the major coconut producing country in the world. The area under coconut cultivation is around 18.95 lakh ha in India with an estimated 16943 million nuts during 2014- 2015 with an average productivity of 8937 nuts per ha . India ranks third on world map with the production of 9500 million nuts under plantation of about 19 lakh ha, and having productivity of 10,750 nuts/ha. In India, coconut is cultivated mainly in the coastal tracts of Kerala, Tamil Nadu, Karnataka, Andhra Pradesh, West Bengal, Pondicherry and Maharashtra & in the islands of Lakshadweep, Andaman & Nicobar. During the period from 2010-2011 to 2012- 2013, the area under cultivation of coconut was increased from 18.95 lakh hectares to 21.37 lakh ha with the annual growth rate of 8%. India ranks third in world production of coconut. The coconut production in the country was increased by 30.55% from 10,840 million nuts in 2010-2011 to 15,609 million nuts in 2012- 2013. The yield of coconut per hectares shows an increasing trend at national level from 5,717 nuts per ha in 2010-2011 to 10,750 nuts per ha in 2012- 2013 . In Maharashtra state, area under coconut cultivation is 15.49 lakh ha with production of 9,78.5 Million nuts and Productivity is 6,316 nuts per hectare .

COCONUT CULTIVATION IN TAMILNADU

June - July, December – January The planting can also be taken up in other seasons wherever irrigation and drainage facilities are available.

Latitude and Altitude

Coconut is a tropical crop and grows well a hot climate. Tamil Nadu and Kerala - The coconut thrives well within 23 degrees of the equator (Between 200N and 200S latitudes) and an altitude of upto 600 m above Mean Sea Level. However, it is being grown upto 900 m

above means a level in some places.

Temperature

Temperature is an important weather factor that has great influence on the growth and productivity of the palm. The palm prefers less diurnal variation between day and night temperatures and does not tolerate extremes of temperature. The temperature should be from 20 ° to 32°C, a mean annual temperature of 27°C is best for vigorous growth and good yield. The yield reduces when mean temperature falls below 21°C. High temperature may cause the developing inflorescences to dry up, and limit production during those months in the year.

Rainfall

A total of 1000 mm is sufficient, if it is evenly distributed throughout the year. However, rainfall upto 3000 mm is also ideal for coconut cultivation if the distribution varies to certain extent and drainage of the soil is good. (Kerala: A well distributed rainfall of 1300 – 2300 mm per annum is preferred). Prolonged dry spell requires irrigation. Irrigation during summer months has positive correlation on the nut yield. Staggered rainfall during different periods of the year is more important than the total rainfall during any particular period. The rainfall received during any particular period is relevant to the texture and depth of the soil type. A water table that is too high and remains stagnant over a long period is definitely harmful to the palm. Even in dry interior area with a low annual rainfall of 500 to 800 mm, it is possible to grow coconut where sub-soil moisture is adequate at the depression of rolling lands and near valleys or adjacent to tanks.

Humidity and Wind

The optimum relative humidity is 80 – 85 per cent (Karnataka – the monthly means of relative humidity should not fall below 60%). High relative humidity increases the incidence of pest and disease and reduces nutrient uptake. In tall palms, wind plays an important part in the dispersal of pollen and the fertilization of flowers; increase of water, leading to its greater absorption. Windy atmosphere increases transpiration rates and helps in uptake of nutrients from soil. The coconut palm can tolerate high winds but not cyclones. Cyclones will

uproot the palms or twist the crowns. Conditions near the sea are ideal but palms come up well even hundreds of kilometer as in the inland away from the sea. The palms near sea benefit from less diurnal fluctuation in the temperature and high relative humidity. Moisture availability is not restricted near the sea.

Sunshine

The palm requires plenty of sunlight and does not grow well under shade or in cloudy conditions. Cloudiness arrests the rate of transpiration. Coconut is grown in different soil types such as laterite, coastal sandy, alluvial, and also in reclaimed soils of the marshy lowlands. It tolerates salinity and a wide range of pH (from 5.0-8.0).

Objectives of the study

The following objectives have been framed for the study.

- 1) To study aims the different types of coconut cultivation in Tamilnadu
- 2) To study the marketing of coconuts in Tamilnadu
- 3) To find out the price fixation between varieties of coconuts in different types of coconut Marketing. .

Methodology**Sources of data**

Interview technique was adopted for collecting data from the coconut farmers of various geographical locations in Tamilnadu. A survey was undertaken covering 100 coconut farmers among these study, using simple random sampling. In Tamilnadu various varieties of coconuts cultivated. Every coconut Nuts is the main factor to fix price. The study reveals that different types of varieties, such as Traditional Sector, Dwarf Varieties, hybrid coconut, are selected in various districts in Tamilnadu.

STATISTICAL TOOLS

The study relied more on primary data than on secondary data. The collected data were scrutinized, edited and tabulated, statistical methods of analysis like, multiple regression, and ANOVA were used to analysis the data in an effective manner.

COCONUT MARKETING

Agmarknet

Ministry of Agriculture has launched scheme. AGMARKNET envisages linking all important agricultural produce markets in the Country, the State Agricultural Marketing Boards & Directorates and DMI for effective information exchange. AGMARKNET has led to a nation-wide information network for speedy collection and diffusion of market information, computerization of market related information such as market fees, market charges, etc., ensuring regularity and reliability of data and increasing the efficiency in agricultural markets.

To establish a nation-wide information network for collection and dissemination of market information for its efficient utilization.\To ensure flow of regular and reliable data to producers, traders and consumers to derive maximum benefit of their sales and purchases.

To increase the efficiency in marketing by effecting improvement in the existing market information system DMI is the collaborative effort of Tamil Nadu Agricultural University (TNAU), Coimbatore and India Development Gateway Initiative of C-DAC, Hyderabad to provide reliable daily market prices of perishable commodities covering major markets in and around Tamil Nadu.Daily retail and wholesale prices for 160 commodities (68 vegetables, 36 Fruits,Market profile of the thirteen markets with updated photographsAddress of farmers associations, federations, regulated markets, MSP, best practices adopted by other successful farmers etc..

Access to market data of previous days / weeks / months for comparison

Dynamic Market Information Service for Agri – Horti Produces through Credible and timely information plays a crucial role in agricultural marketing, particularly for perishables. Due to lack of proper market information channel and interference of middle man, the farmers have been exploited often and forced to sell their produce at lower price in their

nearby market. The harvested produce can be sold at a premium price information of the nearest alternative markets is disseminated to farmers on demand and daily basis. They can make better decision to harvest the produce at right time and send their consignment to particular market where the market price is higher for his/her produce. The power of information and mobile technology is making things possible to get the required information at required time. Dynamic Market Information (DMI) Service is one such initiative to provide accurate market related information to farmers and related stakeholders on daily basis

Table 1.1

Analysis of coconut Marketing – Traditional Sector

Types of coconuts	Coconut sold Price per kg Rs. q1	Middlemen sold Price per kg Rs. q2	Export Market price per kg Rs. q3	Mean Table
P1	40.00	75.00	110.00	78.33
P2	50.00	60.00	100.00	66.66
P3	30.00	40.00	90.00	53.33
P4	70.00	100.00	160.00	110.00
P5	70.00	100.00	180.00	116.66
P6	90.00	300.00	400.00	300.00
P7	80.00	130.00	160.00	120.00
P8	50.00	110.00	170.00	110.00
P9	90.00	140.00	200.00	146.66
	SED	CD(0.05)	CD(0.01)	
P	15.87	44.08	73.10	
q	08.92	19.44	27.25	
P at q	20.28	51.61	81.21	
q at p	15.45	33.67	47.21	

Source: Primary data computed

P1: West Coast Tall P2: East Coast Tall P3: Chandrakalpa or Lakshadweep Ordinary (LCT)

P4: Phillippines Ordinary Kerachandra P5: Kalpadhenu P6: Aliyar Nagar 1 (ALR 1)

P7: VPM - 3 (Andaman Ordinary) P8: Kalpa Pratiba P9: Aliyar Nagar 2 (ALR 2)

q1: Farmer price, q2: Middlemen price, q3: Export market price

Low price and the lack of market information are the main problems for farmers. A large number of middlemen is involved in the process of coconut marketing in Tamilnadu. Some

money lenders are also play the role of middlemen. The price received by the farmers is not attractive when compared to the price paid by the consumers as well as exporters.

Factors associated in discriminating farmers' net share:

The net share of the farmers and the price paid by the consumers varied from (Farmers sold price to Mean table price) Rs. 50.00 to Rs. 78.33 and Rs. 40.00 to 66.66, Rs. 30.00 to 53.33, and Rs. 70.00 to Rs. 110.00 Rs. 70.00 to 116.66 and Rs. Rs.200 to Rs. 300.00, Rs. 80 to 120 and Rs. 60 to Rs. 110, Rs.40 to Rs. 70 per kg.. It is mainly due to that fact the middlemen dictates the price for coconut in the absence of intervention of the government in the trade and they appropriate the margin which is unduly high. The no. of middlemen is the market channel play a crucial role in discriminating the net share of the farmers.

Table 1.2

Analysis of coconut Marketing – Dwarf Varieties

Types of coconuts	Farmers Sold Price per kg Rs. q1	Middlemen Sold Price per kg Rs. q2	Export Market price per kg Rs. q3	Mean Table
P1	60.00	100.00	300.00	153.33
P2	40.00	70.00	100.00	70.00
P3	15.00	30.00	50.00	31.66
P4	10.00	30.00	40.00	26.66
P5	45.00	75.00	100.00	73.33
P6	70.00	110.00	300.00	160.00
P7	20.00	30.00	50.00	33.33
P8	30.00	45.00	55.00	43.33
P9	60.00	80.00	100.00	80.00
	SED	CD (0.05)	CD (0.01)	

P	18.21	50.56	83.85	
Q	23.05	50.24	70.43	
P at q	37.35	86.68	127.85	
q at p	39.93	87.01	121.99	

Source: Primary Data Computed

P1: Chowghat Orange Dwarf (COD) **P2:** Chowghat Green Dwarf (CGD) **P3:** Chowghat Yellow Dwarf (CYD) **P4:** Gangabandom **P5:** Malaysian Dwarf Yellow **P6:** Strait Settlement Dwarf Green **P7:** Kalpa Raksha **P8:** Kalpa Mitra **P9:** Kerakeralam.

q1: Farmers price, **q2:** Middlemen price, **q3:** Export market price

From the above table we can infer the huge investment invested by the farmers for operating the Dwarf Varieties farming is done for and the farmers are marked. Different types of cultures of production are employed for the exploitation of variety of coconuts.

Farmers market their yield at varied prices. Some coconuts Chowghat Orange Dwarf farmers get Rs. 60 and mean average Rs. 153.33 and for comfits farmers get a price Rs. 70 and mean average Rs.160 more different between farmers get a price and mean average price for the reason of exporters and middleman established transport facilities and cold storage facilities. So, stocking the coconuts and packing etc. availing in the marketers only coconuts we perishable product farmers yielding the coconuts and marketed the coconuts immediately due to lack of storage and transport facilities.

Maintenance of modern well equipped storage facilities are very high when compared traditional sectors. Many farmers are formed get money from private financial sectors like money lenders, commission agents and middleman, some private financiers every coconut

marketing day to day to lending point to collect coconuts against loan. The price fixation is directed by the financiers. So, the farmers are at a loss in every day marketing the coconuts.

Analysis of hybrid coconut Marketing:

Hybrid coconut Marketing play a dominant role in the coconut market. From economic point of view the cost of coconut is high when compared to trational coconuts. Hybrid coconut has 200 per cent market potential for exports. Both traditional and nontraditional sector farmers exploit the resources.

Table 5.3
Analysis of hybrid coconut Marketing

Types of coconuts	Farmers Sold Price per kg Rs. q1	Middlemen Sold Price per kg Rs. q2	Export Market price per kg q3	Mean Table
P1	80.00	160.00	210.00	150.00
P2	60.00	120.00	180.00	120.00
P3	50.00	110.00	180.00	113.33
P4	120.00	200.00	300.00	206.66
P5	70.00	100.00	170.00	113.33
P6	40.00	70.00	140.00	83.33
P7	80.00	140.00	200.00	140.00
P8	70.00	100.00	140.00	103.33
P9	50.00	110.00	180.00	113.33
	SED	CD (0.05)	CD (0.01)	
P	6.72	18.68	30.97	
Q	7.93	17.28	24.23	
P at q	13.08	30.57	45.32	
q at p	13.74	29.94	41.98	

Source: Primary Data Computed

P1: Kerasankara (WCT x COD) **P2:** Chandrasankara (COD x WCT) **P3:** Keraganga (WCT x GBGD) **P4:** Lakshaganga (LCT x GBGD) **P5:** Anandaganga (ADOT x GBGD) **P6:** Kerasree (WCT x MYD) **P7:** Kerasoubhagya (WCT x SSAT) **P8:** VHC 1 (ECT x MGD) **P9:** VHC 2 (ECT x MYD)

q1: Farmers priceq2: Middlemen priceq3: Export market price

From the above table the mean average indicates the price received by the farmers is very low compared to mean average price. Even in coconut marketing yielding the coconuts after processing stocking the coconut differentiate with size and quality and stacking and packing technology is performed by exporters and if the process is performed by the farmers by him, they will be able to earn better price.

Price Spread in Marketing of Coconut

The price spread refers to difference between the price paid by the consumer and the price received by the producer for an equivalent quantity of farm produce. This spread consists of marketing cost and market margins of the intermediaries, which ultimately determine the overall effectiveness of market system. The price-spread studies can be helped in studying the efficiency of the marketing system. The channel-wise price spread in marketing of coconut was worked out and the information of the same is presented . It is revealedthat , per farm nuts price paid by the consumer in local markets of Thanjavur district was more or less same. But the variation was seen in price received by coconut growers in different channels. This was because of variation in market margin and cost of marketing in different channels.

Results and Discussion

It is observed From [Table-1-1] that the total production of coconut at overall level was15.87, 44.08 ,77.10 between farmers,Middlemen,and export price. Nuts out of which 15.87per cent of produce was sold in farmer's market and 44.08per cent in Middlemen price and Export price reveled 73.10.

It was observed that, in the process of marketing of coconuts, village traders, farmer cum village traders, commission agents/wholesalers, and retailers were important

intermediaries. Further in the marketing of coconut following three different marketing channels were observed in study area. Channel-I: Producer-Consumer (Direct sale) Channel-II: Producer-Village trader-Retailer-Consumer Channel-III: Producer-Wholesaler-Retailer-Consumer Channel IV: Producer- Village trader- Wholesaler- Retailer- Consumer It is observed from that, maximum number of growers sold their nuts through Channel II. Whereas number of coconut growers operated through Channel I, Channel III and Channel IV were 16.67 per cent, 36.67 per cent and 8.89 per cent respectively. The analysis revealed that, on the basis of Details of Market Intermediaries Cost of Marketing of Coconut The marketing cost incurred by various agencies in different channels on harvesting, assembling, and transport, packaging, grading and other miscellaneous is computed and given in Cost of marketing of coconut. .

Conclusions

The study concluded that around 49.42 per cent of coconut growers sold their nuts through village traders followed by wholesalers (40.94 per cent). This indicated that marketing system of coconut in Tamilnadu is in the hands of village traders and wholesalers. Though the price received by the growers was highest when produce was sold directly to consumer but quantity sold.

The Producers share in consumer's rupee was the highest in however maximum quantity was passed through middlemen. Middlemen were the dominant role player in coconut marketing. When compared to earnings of money between coconut farmers and Middlemen, every buying and selling of coconuts, coconut farmers are very low margin compared to Middlemen. The export price is very high, maximum beneficiaries only that Middlemen. When eradicate the middlemen role in coconut marketing all the coconut farmers get more earnings.

References

1. Vanamadevi, R. (2016) A study on cultivation and marketing problems of coconut growers in Thalipanchayat, Udumalpet. International conference on "research avenues in social science" organize by SNGC, Coimbatore. IJARIE-ISSN., 1(3): 2395-4396.

2. GoI (2013) Indian Horticulture Database. National Horticulture Board, Ministry of Agriculture, Government of India, New Delhi.
3. <http://www.coconutboard.nic.in>
4. <https://www.google.co.in/>
5. Acharya S.S. and Agrawal N.L. (2005) Agricultural Marketing in India. OXFORD and IBH Publishing Co. Pvt. New Delhi.

.