



AN ECONOMIC STUDY ON CULTIVATION AND MARKETING OF BANANA IN ERODE DISTRICT

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Abstract

This paper Analyzed on cultivation and marketing of banana in Erode district the main objective of this study is to analyze the problems faced by the farmers in cultivation and marketing of banana, the scope of the study also extends of the following related aspects viz., the level of production and marketing channels of banana farmers, the level of awareness about the varieties of banana cultivation cost and marketing cost of banana growers, the factors influencing the farmers in choosing a production and marketing agency for disposal of banana.

Keywords: *Cultivation, production and Marketing of banana.*

1. Introduction

Banana is one of the most important major fruit crops grown in India. In respect of area it ranks second and first in production only after mango in this country. India leads the world in banana production with an annual output of about 16.820 mt. In India Tamil Nadu leads in total area and production with 2514729 T from 71088 ha. The banana culture in India is as old as Indian civilization. It seems that it is one of the earliest fruit crops grown by mankind at the dawn of civilization. In India, bananas are so predominant and popular among people that poor and rich alike like the fruit. Considering the nutritive value and fruit value of bananas, it is the cheapest among all other fruits in the country. Considering the year round availability of fruits, unlike the seasonal availability of other tree fruits, it has become an inevitable necessity in any household in India, for all functions. The bananas were grown in Southern Asia even before the prehistoric periods and the world's largest diversity in banana population is found in this area. Hence, it is generally agreed that all the edible bananas and plantains are indigenous to the warm, moist regions of tropical Asia comprising the regions of India, Burma, Thailand and Indo China.

2. Review of Literature

Senthilnathan (1994) this study estimate the cost and returns of poovan banana. To identify the marketing channel of Poovan banana and to analysis marketing efficiency with the half of price spread in each of the channel. They concluded that the high profitability of raising Poovan banana having a high return cost. Marketing through regulated market yielded maximum benefit. Introduction of transport facility in the services of regulated market and prompt payment for sales through regulated market would motivate the farmers to market their banana through regulated market.

Sivanathan (1999) studied about the major factors which affected the producers income was uncertainty of banana price and any market glut could lead to precariously low price which could not meet even the harvesting charges. Steps to be taken to market the banana through the regulated markets and banana crop should be notified and this will stand as a viable alternative for the existing channels which will be able to increase the producers share in the consumers' rupee.

Rajkumar (2001) Conducted a study the Banana is multipurpose herbs utilized in a number of farms as food, medicine, feed and industrial application. Being the except few processed products namely chips, moreover, a round 30 percent of banana produced go as waste mainly due to its perishability, improper handling from storage and marketing facilities. A part from these products the wastage from banana such as board and disposable cups. After fine refinement, these can also be used for making paper.



Hazarika (2009) stated that banana is considered as the symbol of prosperity and fertility. Owing to its greater socio-economic significance and multifaceted uses, it is referred as kalpatharu. Banana fruit is a wonder berry, which forms the staple food of millions of people across the globe, providing more balanced food than any other fruit or vegetable. Banana provides a more balanced diet than many fruits. The fruit is composed of mainly water and carbohydrates which provides energy (104 cal/100g). It contains eleven vitamins and the important ones are A, B and C, although fat and protein contents are very low.

3. Objectives

1. To analyze socio-economic characteristics of the farmers in Erode district.
2. To study the level of awareness about the varieties of banana cultivation.
3. To study the cultivation cost and marketing cost of banana farmers.
4. To identify the factors influencing the farmers in choosing production and marketing agency for disposal of banana.
5. To analyze the production and marketing problems faced by the banana farmers.
6. To offer valuable suggestions and Recommendations for improving the production and marketing of banana farmers.

4. Methodology

In order to realize the set objectives, there are three blocks in Erode district namely, Gobichettipalayam, T.N. Palayam, and Anthiyur. The six selected villages classified into zone wise like East, West, North, and South and center part. The Erode district was chosen for survey conducted by selected villages for high production of banana production namely Vellalpalayam and Kullam Palayam, in Gobichettipalayam block. Perumugaipudur and Kondaiyampalayam in T.N. Palayam block. Nagalur Kondaiyampalayam and Kupandapalayam in Anthiyur block have been selected for primary data. Each block has been selected for two villages (40 respondents). The selected village has been collected from 20 samples and totally six villages 120 samples used for this study. For the purpose of this study stratified random sampling technique was adopted. As there is scattered banana grower in Erode district it is not possible to prepare a comprehensive list of banana growers. So it was decided to adopt convenience sampling method for selecting the 120 sample respondents. Micro level investigations help to understand the cultivation and marketing of banana in Erode district.

5. Characteristics of Banana

1. **Size:** Banana is a large, perennial, monocotyledonous herb 2–9 m (6.6–30 ft.) in height that arises from large, subterranean rhizomes (usually called “corms”).
2. **Flowers:** Upon flowering, the true stem or growing point emerges from the center of the tightly rolled bunch of leaves. This odd-looking “flower cluster” is actually an elongated, plump, purple to green “bud” (sometimes called the “bell” or “heart”), which at first displays large female flowers (whose ovaries ripen into fruit). As the “bud” elongates, it exposes semicircular layers of female flowers, then neutral flowers, and finally small, generally non-functional (with no viable pollen) male flowers. Each group of flowers is arranged radially on the stem in nodal clusters. Each flower cluster is borne on a prominence on the stem bearing flowers are produced per cluster. Collectively, the flowering parts and fruit are referred to as the bunch. Individual clusters of fruits are known as hands, and individual fruits are known as fingers.
3. **Leaves:** The entire above-ground portion of the plant is not a true woody trunk, as in other trees, but a “false trunk” or “false stem” that consists of leaves and their fused petiole bases, referred to as a pseudo stem. The pseudo stem supports a canopy consisting of 6–20 (or more) leaves.
4. **Fruit:** Musa fruits are variable in size, shape, and color. They are generally elongate-cylindrical, straight to strongly curved, 3–40 cm (1.2–16 in) long, and 2–8 cm (0.8–3 in) in diameter. The fruit apex is important in variety identification; it may be tapered, rounded, or blunt. The skin is thin and tender to thick and leathery, and silver, yellow, green, or red in color. Inside the ripe fruit, the flesh ranges from starchy to sweet, and in color from white, cream, yellow, or yellow-orange to orange. Bananas also vary



in peel thickness. Some varieties have a thin peel and are more susceptible to damage in transport, whereas others have a comparably thicker peel (the Fe'i variety 'Karat' and others, for example).

5. **Seeds:** Cultivated varieties are typically seedless. When seeds are present, they vary among species in shape and morphology. Seeds of *Musa balbisiana*, parent of many commercial edible banana varieties, are dark brown, ovoid, about 4 mm (0.2 in) long, with a conspicuous white, powdery endosperm.
6. **Rooting habit:** Plants have numerous (200–500) fibrous roots. In well drained, deep, and fertile soils, roots may extend 1.5 m (5 ft.) deep and 4.9 m (16 ft) laterally. In dry, shallow, or rocky soils, roots of *Musa* may not compete well; otherwise, *Musa* is an average to good competitor.
7. **Size:** 2–9 m (6.6–30 ft.) tall at maturity.
8. **Habitat** Widely adapted, growing at elevations of 0–920 m (0–3000 ft.) or more, depending on latitude; mean annual temperatures of 26–30°C (79–86°F); annual rainfall of 2000 mm (80 in) or higher for commercial production.
9. **Vegetation** Associated with a wide range of tropical lowland forest plants, as well as numerous cultivated tropical plants.
10. **Soils Grows** in a wide range of soils, preferably well drained. Growth rate each stalk grows rapidly until flowering.
11. Main agroforestry uses Crop shade, mulch, and living fence.
12. Main products: Staple food, fodder, fiber.
13. Yields Up to 40,000 kg of fruit per hectare (35,000 lb. /ac) annually in commercial orchards. Inter-cropping has been traditionally grown in mixed cropping systems throughout the Pacific.

6. Factors Influencing the Farmers While Choosing Marketing Agency

This study is mainly concerned with the factors influencing the farmers while choosing a marketing agency, an attempt has made in this chapter to analyze the various factors that have influenced the farmers while choosing a marketing agency for dispose of banana. Providing advance money, remunerative price, settlement of accounts, convenience in marketing, facility of transport, small quantity of marketable surplus, market information, nearest to market, storage facility and easily accessible are the identified which may influence the farmers while choosing a particular marketing agency. In the study, both private agencies [Brokers, Local market traders] and organized market [co-operative marketing society] are engaged in the marketing of banana.

The following table 1 reveals that the Garrett Ranking Analysis and to find out the factors influencing the farmers while choosing marketing agency for dispose of banana. The sample farmers were asked to assess each factor on its own significance. Each farmer was instructed to indicate the important of the motivating factor by giving rank I to the most important factor, rank II to the second important factor and so on. In the present study by referring the Garrett ranking table the present position estimated has been converted into scores. The factors having highest mean value has been considered to be the most important factors influencing.

Garette Ranking

Garett Ranking Formulae:

$$\text{Percent Position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

R_{ij} = Rank given for the i th factor by the j th Respondents

N_j = Number of Factors ranked by the j th Respondents

x = Scale Value, f_x = No. Respondents, f = Score Value



Table: 1 ,Factors influencing the farmers while choosing marketing agencies (Garrett Ranking Analysis)

Factors	Scale and score value of Ranks											Total score	Mean score	Rank
	Rank	I	II	III	IV	V	VI	VII	VIII	IX	Score value-x			
Providing advance money	f	6	4	16	41	32	4	9	1	7	120	52.4 351	V	
	fx	480	276	2976	2259	1600	1805	351	1600	140180	6288			
Remunerative price	f	41	14	22	14	10	6	6	4	3	120	54.4	III	
	fx	3280	966	1342	770	500	270	234	120	60	6528			
Settlement of account	f	24	42	13	6	6	6	12	6	5	120	60.49	II	
	fx	1920	2898	793	330	300	270	468	180	100	7259			
Convenience in marketing	f	14	20	18	9	8	18	20	7	6	120	62.49 780	I	
	fx	1120	1380	1308	495	1098	400	819	780	4010	120810			7499
Facility of transport	f	11	11	19	14	15	19	13	13	5	120	51.41	VI	
	fx	880	759	1159	770	750	855	507	390	100	6170			
Small quantity of marketable surplus	f	9	10	15	15	16	11	14	15	15	120	53.41	IV	
	fx	720	690	915	825	800	495	546	450	300	6410			
Market information	f	8	7	7	9	18	26	11	23	11	120	45.45	VII	
	fx	640	483	427	495	900	1170	429	690	220	5454			
Nearest to market	f	4	6	3	6	12	17	18	21	33	120	38.36	VIII	
	fx	320	414	183	330	600	765	702	630	660	4604			
Storage facility	f	3	6	7	6	3	13	17	30	35	120	36.74	IX	
	fx	240	414	427	330	150	585	663	900	700	4409			
Total	f	120	120	120	120	120	120	120	120	120				

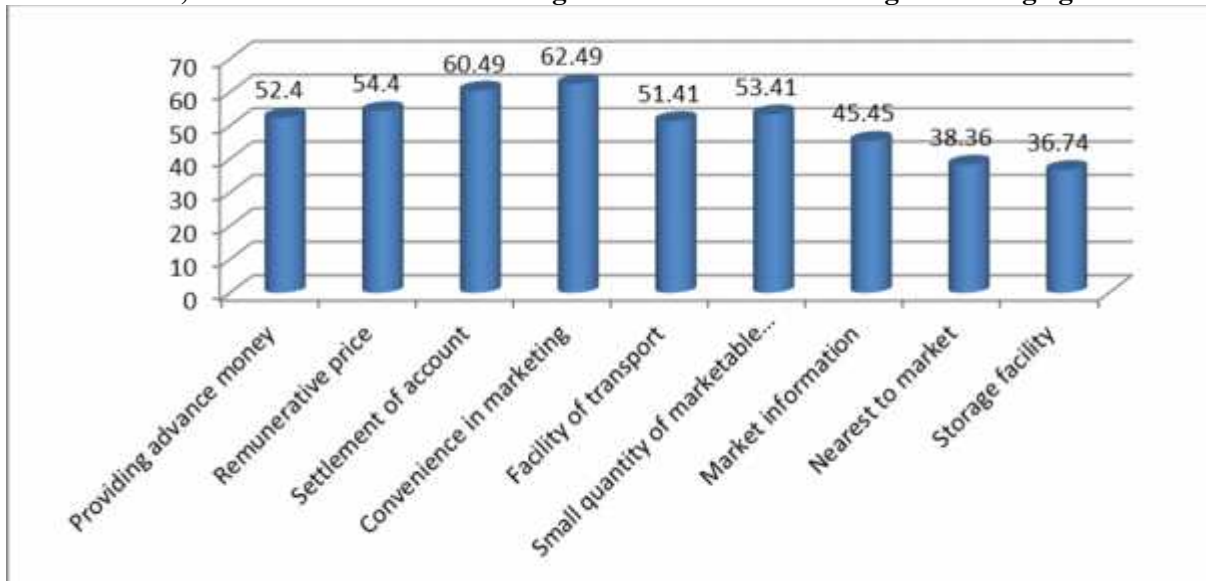
Source: primary survey 2013, Note: x=scale value, f= No of respondents, fx= score value

Table: 2,Rank wise Factors influencing the farmer while choosing marketing agencies (Garrette Ranking Analysis)

Factors	Total score	Mean score	Rank
Providing advance money	6288	52.4	V
Remunerative price	6528	54.4	III
Settlement of account	7259	60.49	II
Convenience in marketing	7499	62.49	I
Facility of transport	6170	51.41	VI
Small quantity of marketable surplus	6410	53.41	IV
Market information	5454	45.45	VII
Nearest to market	4604	38.36	VIII
Storage facility	4409	36.74	IX

Source: computed from primary data.

Chart: 1, Rank wise Factors influencing the farmer while choosing marketing agencies



From the table 1 and Chart reveals that the convenience in marketing with the total mean score of 62.49, settlement of account with the total mean score of 60.49, remunerative price with the total mean score of 54.4, small quantity of marketable surplus with the total mean score of 53.41, providing advance money with the total mean score of 52.4, facility of transport with the total mean score of 51.41, market information with the total mean score of 45.45, nearest to market with the total mean score of 38.36, storage facility with the total mean score of 36.74. Hence, it can be concluded that convenience in marketing is an important factors to select the banana growers, second important factors is settlement of account and third remunerative price.

7. Conclusions

Banana cultivation helps to bring about several changes in Indian economy. The fruit crop plays as very important role in employment opportunities as well as poverty alleviation especially among rural area people. Almost 75 percent of total banana production is now consumed as of banana based number of products. In India agriculture banana occupies an important fruits crops as well as food crop, which is cultivated in all over India. In Erode District, Gobichettipalayam block having largest portion of banana cultivation. It was observed that survival of the most agricultural people of the study area is mainly depending on cultivation of banana farmers. The present study was under taken to examine the production and marketing of banana and on the basis of the study some suggestive measures have been given. If the Government and concerned authorities give proper care of these, measures a desire result could be achieved in banana cultivation and marketing.