

## **Banana Cultivators Marketing Pattern – A Study**

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### **Abstract**

An attempt has been made in the study to examine the production and marketing aspects of banana in Tiruchirappalli district. The present study was conducted in the Tiruchirappalli district of Tamil Nadu. 50 Banana growing villages selected randomly and categorized them into small, medium and large farmers based on their holding size. The present study is empirical and hence field survey method and personal interview technique were adopted. The study indicated that the all factors favour to cultivation of banana production. Hence the adequate steps may be laid to reduce the cost of production. The study also concluded that to improve the production efficiency, marketing of banana through creation of awareness programmes, provision for training facilities, organization of cooperative marketing facilities, supply of fertilizers and pesticides through co-operatives will be beneficial to the banana producers as well as the customer as a whole.

*Keywords: Banana Cultivators Constrains, Banana Market, Market Preferences*

### **Introduction**

Banana is one of the oldest and the world's most important fruit crops cultivated by man from pre-historic times. A reference to the Banana in India frequently occurs in the Vedic literature, where mention is made of its use in religious rituals. It is a very popular fruit due to its low price and high nutritive value with rich source of carbohydrate and vitamins. All the parts of the plant are used. Hence, Banana is named as plant of virtues. Modern edible banana varieties have been evolved from the two species *Musa*

accuminata and balbisiana. Today it becomes leading tropical fruit in the world market with a highly organized and developed industry. The total production of Banana fruits in Tamil Nadu is 5 lakh metric tones. It is cultivated in almost all the districts in state. The major Banana growing districts are Tiruchirappalli, Karur, Kanchipuram, Tanjore, Nagarkovil and Kanyakumari.

**Statement of the problem**

Banana is one among the important plantation crops cultivated in various parts of the country. It requires adequate water with good soil also affected with environmental factors. The cultivation of Banana increased to certain extends due to the benefits, utility, earnings, market potentialities etc. The production and marketing of banana helped a lot to promote the economic conditions of the farming community as well as the village economy. Various organizations/ institutions are also supporting and helping in various ways and means in the production and marketing. In these circumstances several doubts, arise: What are the reasons for taking up Banana cultivation?, How do they sell?, What is the price of banana?, Have they received any services from buyers of banana? And are the cultivators were satisfied with the sale of banana and price realized? To find out the answer to these and similar questions an empirical study in these directions is the need of the hour and hence the present study was undertaken. The findings of such studies will help to identify the factors involved in the production and marketing of Banana.

**Objectives of the study**

- To analyze factors influencing production and marketing of banana in Tiruchirappalli district.
- To suggestions suitable measures to improve the production and marketing of banana.

**Methodology**

The study is a combination of both descriptive and analytical. The present study is empirical and hence field survey method and personal interview technique were adopted. Agriculture is a primary occupation in Tiruchirappalli district and it occupies an important place in the district economy. Most of the labour force is engaged in agriculture and its allied activities. Primary data required for the study were collected

from the 50 selected respondents of Tiruchirappalli district in order to analyze the technical efficiency of the farmers.

#### Data analysis

Percentage analysis indicates that more than one third (42 per cent) of employees between 31 to 40yrs of age group, 32 per cent were 41 to 50yrs, 14 per cent were 51yrs & above and remaining 12 per cent were below 30yrs. More than half (68 per cent) of employees were above Hsc and remaining 32 per cent were below Hsc. Majority (82 per cent) of the respondents were married and remaining 18 per cent were unmarried. Majority (62 per cent) of employees' monthly income above Rs.100000 and remaining 38 per cent were below Rs.100000. More than half (62 per cent) of the respondents were above 1acre cultivator and remaining 38 per cent were below 1acre.

**Table – 2: Association between size of land of the respondents and their marketing practices**

| Practices                    | Size of land |             | Statistical inference                            |
|------------------------------|--------------|-------------|--------------------------------------------------|
|                              | Below 1acre  | Above 1acre |                                                  |
| Market information           | 2            | 2           | $X^2=13.946$ Df=1<br>$0.001<0.05$<br>Significant |
| Sale of banana               | 2            | 3           |                                                  |
| Financial assistance         | 2            | 2           |                                                  |
| Prevailing marketing set-up  | 2            | 2           |                                                  |
| Govt. assistance             | 2            | 2           |                                                  |
| Commissions                  | 1            | 2           |                                                  |
| Suitability of soil          | 2            | 4           |                                                  |
| Facilities for processing    | 1            | 2           |                                                  |
| Availability of transport    | 2            | 4           |                                                  |
| Availability of materials    | 1            | 2           |                                                  |
| Availability of labours      | 1            | 3           |                                                  |
| Availability of good suckers | 1            | 2           |                                                  |
| Irrigation facilities        | 19           | 31          |                                                  |

**Research Hypothesis:** There is significant association between size of land of the respondents and their marketing practices

Chi-square test indicates that there is significant association between size of land of the respondents and their marketing practices. Hence, the calculated value is less than table value ( $p < 0.05$ ). The research hypothesis is accepted.

**Conclusion and suggestions**

The production factors favour to the large farmers than that of other categories of farmers. The positively contributing factors in the production efficiency were education, cost of cultivation, period of application of pesticides, period of watering and value of fertilizer whereas the indebtedness, number of banana plants, operational holdings and extent of banana cultivation were negatively influenced factors and that the extent of income earned by the farmers were also least among the small farmers and high among the large farmers. Among all the selected variables, operational holdings, extent of banana cultivation, number of banana plants and production cost were having positive relationship with the extent of income earned through the banana cultivation. There are no negatively influencing factors in extent of income earned by the farmers. The study also concluded that to improve the production efficiency, marketing of banana through creation of awareness programmes, provision for training facilities, organization of co-operative marketing facilities, supply of fertilizers and pesticides through co-operatives will be beneficial to the banana producers as well as the customer as a whole. The study showed that the production efficiency of farmers was low compared to developed countries. The efficiencies can be improved through a small research cum demonstration farm setup by the government. Banana has to be sold immediately after removing from the banana plant. Because bananas are highly perishable in nature. Transportation and storage facilities with scientific know how were not well developed and hence the concerned authorities may have their research and development cells and the findings may be extended to the benefits of the farmers. The farmers were not aware of the latest techniques of cultivation, market potentiality etc. of banana. Hence the awareness programme may be implemented to develop the scientific knowledge, through various execution activities like seminars, personal contact, group discussion, demonstration etc. The study indicated that all factors should need and favour to cultivation of banana. Hence the adequate steps may be laid to reduce the cost of production. Therefore

the farmers themselves with the help of family members helping each other may organize the cultivation and by doing dairying as a subsidiary occupation may improve income.

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