

## **A Study of Coconut Cultivation and Marketing Problems in Coimbatore District**

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### **ABSTRACT**

India is a horticultural nation and 33% of populace relies upon the agrarian area legitimately or in a roundabout way. Horticulture stays as the principle stay of the Indian economy since times prehistoric. The coconut crop significantly affects the social and social effects on the coconut cultivators. Attractiveness and cost built up for coconut and it by items decides the financial state of farmers. Tamilnadu holds preeminent offer in coconut region and creation after the province of Kerala. Coconut development is viewed as one of the significant occupations which bolster 60 % farmers in the state. The coconut isn't just noteworthy in socio social needs of our general public, yet additionally has increased extensive significance in the national economy as a potential wellspring of provincial business and pay age among the estate crops. The expanding pattern of coconut creation has acquired new difficulties in terms of discovering the market for the excess. There is likewise a need to react to the difficulties and openings, which the worldwide markets offer in the changed exchange system. During recent decades the coconut manor crop has gotten sufficient innovative work consideration in the nation and because of these associated endeavors is very much shown as far as an increment in the region of generation and efficiency of coconut in the nation. A concerted exertion from all partners in the advancement of coconut development is crucial for promoting a practical advancement in this segment. The present investigation has drawn out the gainfulness engaged with the development and financial parts of coconut in the Coimbatore area and the examination covers around 250

respondents. This examination might be helpful to settle on the proper choice for alleviating the issues looked by coconut producers.

**Keywords:** Farmers, Coconut, Cultivation, Marketing.

## **1. INTRODUCTION**

Coconut is developed more than 80 nations. Tree yield, for example, coconut is vital to India's economy. The coconut tree has an unfathomed effect on the rustic economy and it gives vocation to over 10 million individuals [5]. The commitment of coconut oil to the national palatable oil pool is 6 %. Moreover, the harvest contributes to Rs. 7000 crores every year to the Gross Domestic Product (GDP). Subsequently, the development of coconut is spreading to non-customary zones. The coconut-palm adjusts amazingly well and flourishes in practically a wide range of well-depleted tropical soils, for example, laterite, alluvial, red sandy topsoil and recovered soils with a pH extending from 5.2 to 8.0. Be that as it may, the palm shows certain development inclinations to soil types. An assortment of elements, for example, seepage, soil profundity, soil ripeness and design of the land has an extraordinary effect on the development of the palm. The profundity of establishing depends much on the physical attributes of the dirt and the profundity of the water table. India is a rural nation and 33% of populace relies upon the horticultural division straightforwardly or by implication. Farming stays as the fundamental stray of the Indian economy since times prehistoric. An axiom in Philippine "On the off chance that you could check the stars, at that point you could tally every one of the manners in which the coconut tree serves us". Coconut development is viewed as one of the significant occupations which bolster 60% farmers in the state. Coconut industry, all-round endeavors made for coordinated advancement of coconut segment in the regions of creation [6].

## **2. RELATED WORK**

Shyama Roy (1982) in his examination expresses that, in an investigation directed in India, the yield execution changed from around 3,000 to 10,000 nuts for each hectare, giving an all India normal of 5,400 nuts hectares. In Tamil Nadu yield per hectare was more than 9,000 nuts though

in Kerala, the significant coconut delivering state, it was around 6,000 nuts. In the other coconut developing states, the yield rate is somewhere in the range of 4,000 and 5,000 nuts for each hectare [2].

Aidoo, et al (2010) made these examination investigations that Kerala state is the biggest maker of coconut in India, and still, at the end of the day showcasing of this product isn't controlled in the state. Showcasing co-agents enrolled under the state government could channelize a small measure of attractive excess [3]. Considering these conditions, an examination study was attempted to look at the demeanor of coconut producers towards the promoting co-agents in Kerala. The examination was directed by area shrewd and connection savvy. 150 coconut producers from every district who are individuals from co-usable coconut promoting social orders were chosen dependent on proportionate irregular inspecting system. The examination uncovered that the frame of mind of cultivators towards the co-employable social orders among the affiliations is fundamentally unique. The disposition record demonstrated that nine out of fourteen factors have not come up to the degree of inspirational demeanor expected by the respondents.

Das (1984) in his report expresses that the expense of the creation of coconuts in Kerala had been evaluated at Rs. 1.10 per nut in 1982-83 factor costs, without taking the estimation of land into thought [1]. In perspective on the way that the pace of valuation for land was fundamentally higher than that of bank loan fees and the land showcase was out of ordinary financial ambit, there was no defense to incorporate land an incentive in the interest in the current circumstance of Kerala. When a moderate cost of Rs.50,000 per hectare of land was included to the speculation coconuts, the creation cost came about Rs.1.94 per nut. Considering the normal creation cost and cultivate entryway cost of coconut as Rs. 1.10 and Rs. 1.50 per nut separately, the net returns worked out to be Rs. 4,200 for every hectare. The expense of bringing one hectare of coconut nursery to bearing or the all-out foundation cost per hectare came about Rs. 35,000. The yearly support cost came about Rs. 5,500. Since coconut was a little holder manor crop, in any event, 75 percent of work required for different tasks, barring reaping could

be normal from the farmer's family itself. Thusly, the profits to family work and speculation per hectare of coconut garden worked out to be Rs. 5,760 for every annum. The examination consequently uncovers that coconut development under great administration was a productive recommendation in Kerala.

Niraj Kumar and Sanjeev Kapoor(2010) made an examination report that Coconut crop frames a significant constituent of nourishment bushel for the individuals of Orissa and meets the monetary needs of individuals subject to its promoting [4]. The examination directed in five beachfront regions of Orissa, to be specific, Puri and Cuttack has inspected the market binds for coconut to discover the progression of item from farmers through various middle people to the purchasers. Costs and market edges have been processed at various phases of the chain to mirror the worth expansion through different members of the chain. Promoting channels have been seen as settled in the state, especially in the beachfront regions. No significant worth expansion is finished by the players at any level. The presence of utilitarian channels clarifies that creation and showcasing arrangement of coconut in the state can oversee both expanded stockpile and expanded interest. The examination has watched a high proportion of merchants' v/s farmers and aggregators' v/s sellers on the channel. Despite this high proportion, the two sellers and aggregators can win benefits and are proceeding with the business. It is proposed that coconut-based enterprises ought to be together advanced by State Industry Department, State Agriculture Department, and the Coconut Development Board.

### **3. PROBLEM DEFINITION**

The coconut generation has been one of the most significant segments of the Indian economy. The expanding pattern of coconut generation has gotten new difficulties in terms of discovering the market for the overflow. There is additionally a need to react to the difficulties and openings that the worldwide markets offer in the changed exchange system. During recent decades the coconut ranch crop has gotten sufficient innovative work consideration in the nation and because of these partnered endeavors is very much displayed as far as the increment in the zone of generation and efficiency of coconut in the nation. Although, India is the third biggest coconut

developing nation on the planet all round endeavors are made for incorporated advancement of coconut division in the regions of generation, handling and promoting after the foundation of a statutory body, (i.e.) Coconut Development Board, by the Government of India in the year 1981. In perspective on the changing situation in the coconut area, it was felt important to think about the generation and showcasing of coconut and make the crisp evaluation of the changing example of coconut creation, exchange, and its auxiliary enterprises. Thus, the present examination was taken up for exploration reasons.

## **4. OBJECTIVES OF THE STUDY**

1. To inspect the familiarity with respondents about coconut promoting in Coimbatore.
2. To dissect the issues in coconut development and promoting at Coimbatore.
3. To investigate the profits acknowledged by the cultivators in the examination territory.

## **5. LIMITATIONS OF THE STUDY**

The investigation is dependent upon the accompanying impediments

1. This examination is limited to the Coimbatore region as it were. Its discoveries and proposals may not be appropriate to every other district.
2. Time and cost are the components that have constrained the size of the test as 250.

## **6. TOOLS USED FOR THE STUDY**

The information gathered was examined in parallel with the targets of the investigation close by. Traditional devices like tables and percentage analysis were utilized with the end goal of investigation. The diagrams and outlines have additionally been utilized in any place fundamentally. Further, the accompanying explicit apparatuses were utilized.

1. Percentage Analysis

2. Average Ranking Analysis

3. Chi-square Analysis

## **7. COCONUT PRODUCTS**

Coconut is probably the most established yield developed in India and directly covers 1.5 million hectares in this nation. Found crosswise over a significant part of the tropic and subtropical region, the coconut is referred to for its incredible flexibility as found in the numerous household, business, and modern employments of its various parts. Coconuts are a piece of the day by day diet of numerous individuals. Its endosperm is at first in its atomic stage suspended inside the coconut water. As advancement proceeds, cell layers of endosperm store along with the dividers of the coconut, turning into the eatable coconut tissue. At the point when dried, the coconut tissue is called copra. The oil and milk got from it are normally utilized in cooking and broiling; coconut oil is additionally broadly utilized in cleansers and beauty care products. The reasonable fluid coconut water inside is a reviving drink and can be prepared to make liquor. The husks and leaves can be utilized as material to make an assortment of items for outfitting and embellishing. It likewise has social and strict centrality in numerous social orders that utilization it. India stands third in the creation of coconut on the planet. There are just two recognizable assortments of coconut; the tall and the diminutive person. Because of cross-fertilization in the tails, a wide scope of varieties happens inside a similar assortment. Coconut based trimming/cultivating frameworks advance on ranch decent variety and fortifies the natural base of coconut cultivating. Coconut husk is the crude material for the coir business. It is additionally utilized as a residential fuel and as a fuel in copra furnaces. Coconut oil goes under consumable/mechanical gathering, is utilized as cooking oil, hair oil, rub oil and modern oil. It is overwhelmed by soaked fats and a high level of lauric corrosive. India represents 18% of absolute coconut creation on the planet and it is the third biggest coconut delivering nation on the planet. Coconut handling includes esteem, and various items like coconut oil, dried up coconut, coir fiber, substance, sleeping pads, dried up coconut (DC), coconut cream, coconut milk, shower dried coconut milk powder, coconut shell items, shell charcoal, shell powder, virgin

coconut oil are acquired. The interest for coconut oil expands 15 to 20 % during the celebration season. Coconut oil for palatable objects is currently being professed to be the second-best consumable oil on the planet, after Olive oil. Coconut shell charcoal is most broadly utilized as residential and mechanical fuel.

A portion of the essentials are item enhancement in coconut, eventual fate of coconut oil, scope for item expansion, assortments of coconut, cultivating frameworks in coconut, natural cultivating of coconut, flavors and herbs, foundation and upkeep of natural coconut estates, generation of natural flavors, restorative and fragrant plants alongside coconut, crop improvement, green manuring in coconut garden natural reusing in coconut, soil dampness protection in coconut nursery, reap and post collect innovation, coordinated cultivating in coconut property for profitability improvement, hardware and preparing of parched coconut, coconut handling division in India, and so on.

## 8. ANALYSIS AND INTERPRETATION

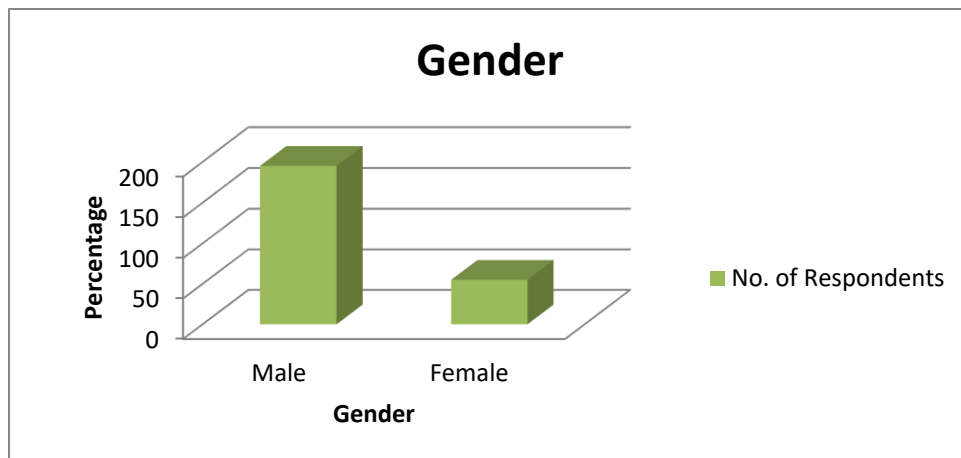
The analysis deals with percentage analysis and the second one deals with chi-square analysis and average ranking analysis.

### 8.1 PERCENTAGE ANALYSIS

Table 1 and figure 1 determines the gender respondents.

S. No	Gender	No. of Respondents	Percentage
1	Male	195	78
2	Female	55	22

**Table No: 1 Gender Attribute**



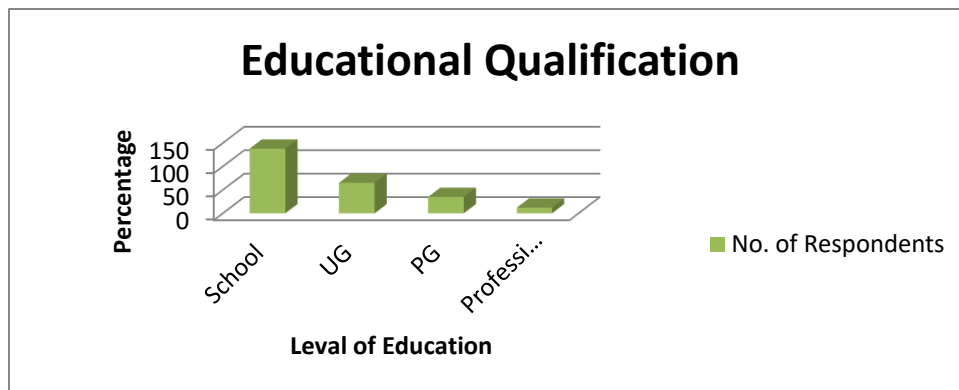
**Figure No: 1 Gender Attribute**

From the above table it clear that 195 respondents belong to male category and 55 respondents belong to the female category. And the majority is male category. Table No: 2 and Figure No: 2 denote the educational qualification of the respondents.

S. No	Level of Education	No. of Respondents	Percentage
1	School	138	60.94
2	UG	65	26
3	PG	35	14
4	Professional Agriculturalist	12	4.8

**Table No: 2 Level of Education**



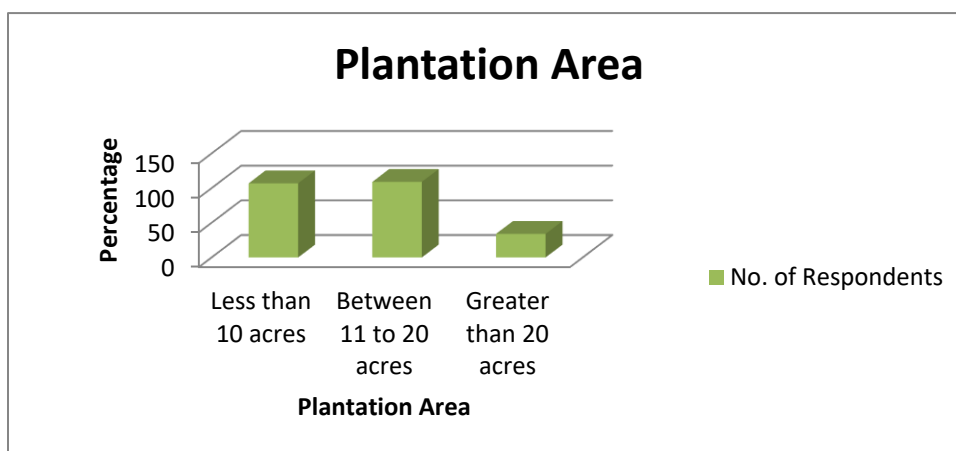


**Figure No: 2 Level of Education**

From the above table it is clear that 138 respondents are in the school level, 65 respondents are under graduates, 35 respondents are post graduates and 12 respondents are professional agriculturalist. The analysis shows that school level has the majority. Table No: 3 and Figure 3 denotes the total plantation area of the coconuts.

S. No	Plantation Area	No. of Respondents	Percentage
1	Less than 10 acres	107	42.8
2	Between 11 to 20 acres	109	43.6
3	Greater than 20 acres	34	13.6

**Table No: 3 Plantation Area**

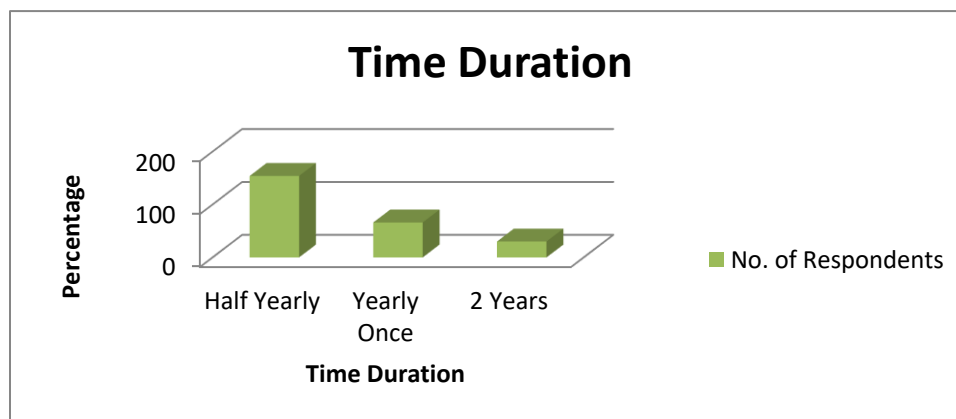


**Figure No: 3 Plantation Area**

From the above table it is clear that 107 respondents have less than 10 acres, 109 respondents have 11 to 20 acres and 34 respondents have more than 20 acres. The majority lies between 11 to 20 acres. Table 4 and figure 4 denotes the time duration of coconut fertilization.

S. No	Time Duration	No. of Respondents	Percentage
1	Half Yearly	154	61.6
2	Yearly Once	66	26.4
3	2 Years	30	12

**Table No: 4 Time Duration**



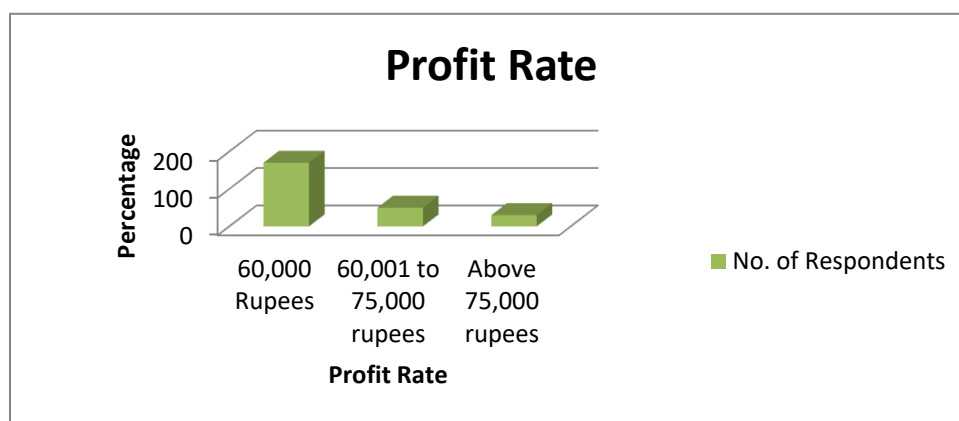
**Figure No: 4 Time Duration**

From the above table, it is clear that 154 respondents said half yearly, 66 respondents said yearly once and 30 respondents said it is 2 years once and the majority comes under half yearly. Table 5 and figure 5 represents the profit rate of the coconuts.

	Profit Rate	No. of Respondents	Percentage
1	60,000 Rupees	170	68
2	60,001 to 75,000	50	20

	rupees		
3	Above 75,000 rupees	30	12

**Table No: 5 Profit Rate**



**Figure No: 5 Profit Rate**

From the above table it is clear that 170 respondents earn around 60,000 rupees, 50 respondents earn between 60,001 to 75,000 rupees and 30 respondents earn above 75,000 rupees.

## 8.2 AVERAGE RANKING ANALYSIS

Table 6 shows the Average Ranking Analysis for the labor problems linked with the coconut cultivation.

S. No	Parameters	R1	R2	R3	R4	R5	Average	Rank
1	High Labor Cost	599	342	55	10	9	4.036	1
2	Inadequate Labor	460	242	89	62	16	3.558	2

3	Unemployed labor	12	130	113	213	49	2.123	4
4	Lowest time period of working	95	156	350	64	22	2.635	3
5	Labor Migration	50	90	83	105	114	1.872	5

**Table No: 6 Average Ranking Analysis**

From the analysis, the respondents gave the ranking for the problems associated with coconut cultivation. The High Labor Cost has been given the first rank, Inadequate Labor has been given the second rank, Unemployed labor has been given the fourth rank, Lowest time period of working has been given the third rank and Labor Migration is in the fifth rank.

### 8.3 CHI SQUARE ANALYSIS

Table 7 gives the chi square analysis for the total coconut seedlings area.

Plantation Area	Coconut Seedlings Area		
	Less than 10 acres	Between 11 to 20 acres	Greater than 20 acres
Less than 10 acres	90	3	0
Between 11 to 20 acres	17	100	3
Greater than 20 acres	3	16	18

**Table No: 7 Chi square analysis**

S. No	Parameters	Chi square	Degree of Freedom	P value	Result
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1	Total Plantation Area/ Coconut seedlings	Total	2.516	4	.000	Insignificant Value
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**Table No: 8 Significant table**

Significant value  $\rightarrow$  0.05

From the above table it is clear that the measured value is lesser than the significant values and hence the hypothesis is rejected. It is said that there is significant difference among the total plantation area and total coconut seedlings.

## 9. CONCLUSION

Coimbatore assumes an indispensable job in coconut generation. At the interim, it gradually loses its position due to unremunerative cost. Further, the normal age of the coconut palm is in decaying, so its profitability is diminished. In this circumstance, the strategy producers and different partners are asking to find a way to help up coconut development rehearses in the examination zone. As the customer cost for coconut farmers getting exceptionally low, it unmistakably shows that the advertising framework isn't positive to the farmers. If the administration finds a way to manage coconut showcasing procedure and gives, budgetary help to make esteem included items from center items it might support the coconut generation.

## 10. REFERENCES

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