

# Agriculture Marketing with Special Reference to Coconut Marketing In Pollachi Taluk

<sup>1</sup>Dr. R. Sathya, <sup>2</sup>V. Murugesh.

<sup>1</sup>M.com. M.Phil. PGDCA., Ph.D., <sup>2</sup>M.Com. MBA., M.Phil. SET.

<sup>1,2</sup> Assistant Professor, Department of Commerce PSG College of Arts and science Coimbatore – 641014 Tamilnadu

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**Abstract:** India is an agricultural country and one third population depends on the agricultural sector directly or indirectly. Agriculture remains as the main stay of the Indian economy since times immemorial. About 18 %\* of the country's income is from agriculture sector which provides employment to more than half of the work force in the country. With food being the crowning need of mankind, much emphasis has been on commercializing agricultural production. In earlier days when the village economy was more or less self-sufficient the marketing of agricultural products presented no difficulty as the farmer sold his produce to the consumer on a cash or barter basis.

**Keywords:** commercializing agricultural production, Coconut Marketing in Pollachi Taluk.

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## 1. INTRODUCTION

Today's agricultural marketing has to undergo a series of exchanges or transfers from one person to another before it reaches the consumer. There are three marketing functions involved in this, i.e., assembling, preparation for consumption and distribution. Selling on any agricultural produce depends on some couple of factors like the demand of the product at that time, availability of storage etc. The products may be sold directly in the market or it may be stored locally for the time being. Moreover, it may be sold as it is gathered from the field or it may be cleaned, graded and processed by the farmer or the merchant of the village. Sometime processing is done because consumers want it, or sometimes to conserve the quality of that product. The task of distribution system is to match the supply with the existing demand by whole selling and retailing in various points of different markets like primary, secondary or terminal markets.

A proverb in Philippine "If you could count the stars, then you could count all the ways the coconut tree serves us". It is true in India coconut industry is the second largest producer of coconut in the world accounting for 24.24% in production, first in productivity and third in area under cultivation (15.59%)\*. The major portion of coconut cultivation is from the four souths

\* Indian Coconut Journal, January 2012

\*\*Indian Coconut Journal, February 2013.

Indian states, namely Kerala, Tamil Nadu, Andhra Pradesh and Karnataka, which together account for 90% of area and 93 % in production. This crop has a significant impact on social and cultural impact on the coconut cultivators. Marketability and price established of coconut and it by products determines the economic condition of farmers. Among the coconut tract of southern India, Tamilnadu holds foremost share in coconut area and production after the state of Kerala. Tamilnadu is the second largest producer of coconut in the country with an area of 4,10,149 ha. Under coconut cultivation with a production of 58, 942 lakhs nuts (2010-11)\*. The state has recorded an increase of 2.42% in area and 6.26% in production in 2010-11. The average yield per palm is 14,371 nuts per hashish recorded 5.00% increase over the previous year.

## 2. STATEMENT OF THE PROBLEM

The agricultural produce sector has been one of the most important components of the Indian economy. Coconut, predominantly a small holder crop, occupies a prime position in the cultural, social and economic lives of millions of people across the world. Even though, India is the third largest coconut growing country in the world, its contribution to international market remains insignificant. With regard to the production of coconut, in traditional coconut growing states like Kerala and other growing states in the north east, cultivation undertaken is small, fragmented and non-commercial holdings. Coconut industry, all round efforts made for integrated development of coconut sector in the areas of production, processing and marketing. In spite of the slow growth in Coconut cultivations being undertaken on a traditional basis in most of the states and production not suited to market wants. Coconut farmers are reeling under a severe price fall in coconut, copra and coconut oil. This indicates that aggregation of products, marketing of products through a proper network and primary processing need to be taken up by farmers through their collectives. The product should be marketed in such a way that the speciality of coconut is highlighted. A concerned effort from all stakeholders in the development of coconut cultivation is vital for inducing a sustainable progress in this sector. In view of the changed scenario in the coconut sector, it was felt necessary to revise the report on production and marketing of coconut and make fresh appraisal of the changing pattern of coconut production, trade and its ancillary industries. In connection with these, a study is needed for exhibit many facts relating to coconut cultivation and marketing in the study area.

## 3. OBJECTIVES OF THE STUDY

The following are the objectives formulated for the purpose of the study

- \* To explore the productivity of coconut and estimate returns realized by the growers in the study area.
- \* To examine the awareness of respondents about the coconut market
- \* To study the respondents perception and the level of satisfactions on sale of coconut through various sources of marketing.

## 4. AREA OF THE STUDY

Among the leading coconut producing states of India, Tamilnadu stands first in terms of productivity. Nearly 4, 10,000 hectares are used for coconut production. In Tamil Nadu, almost all districts are involved in coconut cultivation. Among them the top three districts are Coimbatore, Thanjavur and Dindigul. These districts have very good irrigation systems and Coimbatore district shows the highest productivity compared to other districts. Coimbatore district has conducive climate conditions suitable for coconut cultivation. In Coimbatore, Pollachi taluk is the major source area known for its coconut cultivation. So the study is confined to poallachi taluk as the study area

### Data Sources:

Both primary and secondary data have been used for the study purpose.

The primary data is collected from farmers with the help of structured questionnaire.

The secondary data is collected by referring to journals, articles and magazines and various relevant websites.

### Sample size and Sampling Method:

There are around 1500 coconut growers in pollachi. Among them, the sample of 250 respondents was chosen for the study. For purpose of the study, convenient random sampling techniques have been adopted. The respondents who have coconut plantation are selected randomly according to four regions and among them 250 respondents are selected for the purpose of the study.

### Statistical Tools Used In the Study:

The data collected were analysed on parallel with the objectives of the study on hand. Conventional tools like descriptive tables and percentage were used for the purpose of analysis. The graphs and charts have also been made use of where ever necessary. Further, the following specific tools were used.

- \* Percentage analysis

\* Average ranking analysis

## 5. REVIEW OF LITERATURE

**Jnanadevan, R (2012)<sup>1</sup>** this study analyzes about the approaches for 12th plan for reviving coconut cultivation in Kerala. Increasing productivity of coconut in Kerala is one of the main strategies for XII Plan for enhancing coconut production in the country to meet the increasing demand. The technologies developed by research via; new cultivars, production systems, integrated pest and disease management require wider adoption in the field. There is a need to disseminate the technologies to help the coconut farmers in terms of realization of higher returns. Further, large tracts of old, senile and root (wilt) disease advanced palms need to be replaced. Increasing the productivity of coconut in Kerala will have strong impact in the coconut development of the country. in order to motivate the farmers to remove all the disease advanced palms from the project area, to reduce the source of inoculation to maximum extent possible and to prevent the intensity of the spread of root wilt disease, the compensation for cutting and removal of disease advanced palms should be provided to all palms removed from unit holding irrespective of size of holdings in the XII plan. Commercial production of planting materials of these varieties is limited due to the non availability of sufficient mother palms.

**Diggs and Barbara (2012)<sup>2</sup>** this study offers an outlook for coconut water business in Europe. A report by New Nutrition Business indicates an increase in the number of coconut water beverage launched in Europe from 2009-2011. The natural functionality of coconut water is seen as its primary appeal to consumers in Europe as in the U.S. Challenges for coconut water brands in Europe, however, remain including the need to generate consumer demand and create awareness of the product to consumers via marketing strategies

- o Jnanadevan, R ,Asst. Director (on deputation), CDB “Approaches For 12th Plan For Reviving Coconut Cultivation In Kerala”, Indian Coconut Journal, vol.LI No.09, ISSN 0970-0579, pp 19-22, January 2012.
- o Diggs and Barbara, “The Outlook for Coconut Water in Europe is Sweet”, Beverage World, Vol. 131 Issue 5, p20-22, 2p, may 2012

## 6. DATA ANALYSIS

S.no	Factors		No of respondents	Percentage
1	Gender of respondents	Male	197	79
		Female	53	21
42	Age of the Respondents	Below 20years	12	4.8
		21 to 40 years	110	44
		41 to 60 tears	96	38.4
		Above 60 years	32	
3	Educational qualification of the Respondents	School level	62	
		Under graduation	106	
		Post-graduation	82	
4	Employment of the Respondents in other sectors	Employee in any organization	36	14.4
		Own business	95	38.0
		Others	119	47.6
5	Annual income of the Respondents	Below ₹.1,00,000	86	34.4
		Below ₹.1,00,000	108	43.2
		Between ₹ .2,00,001 to ₹ .3,00,000	34	13.6
		Above ₹.3,00,001	22	8.8
6	Acres of farming land of the Respondents	Below 5 acres	93	37.2
		Between 6 to 20 acres	120	48
		Above 20	37	14.8
7	Number of Trees yielding at present	Below 5 acres	125	50
		Between 6 to 20 acres	102	40.8
		Above 20	23	9.2
8	Types of trees planted	Dwarf coconut	29	16.6
		Tall coconut	81	32.4

		Queen palm	128	51.2
		Hybrid	12	4.8
8	Sources of coconut seedlings	Government farms	38	15.8
		Farms by private operators	137	54.8
		Own farms	72	28.8
		Any others specify	3	1.2

**Average Rank Analysis:**

Level of opinion to the problems faced in coconut cultivation.

S.NO	LEVEL OF OPINION						SCORE	RANK
	VERY HIGH	HIGH	MODERATE	LOW	VERY LOW			
A	81	65	40	57	7	9.06	1	
B	10	70	87	70	13	7.44	3	
C	10	95	80	54	11	7.89	2	
D	8	16	29	140	57	5.28	7	
E	5	34	91	65	55	6.19	5	
F	31	76	31	70	42	7.34	4	
G	33	31	20	103	63	6.18	6	

From the data collected, weighted average scores have been calculated for the level of opinion to the problems respondents face in coconut cultivation.

From the analysis it was understood that the respondents were given first rank to attack of pests and diseases, second rank to unfavourable soil and climate, third rank to nutritional deficiency, fourth rank to lack of credit facilities in banks, fifth rank to formation of abscission layer, sixth rank to old, sensible and unproductive palms and seventh rank to defective pollination and fertilization.

Hence it is concluded that attack of pests and diseases has been given priority by the majority of the respondents.

**7. FINDINGS**

- ❖ Majority (78.8%) of the respondents are male.
- ❖ Most (44%) of the respondents are between 21 to 40 years.
- ❖ Most (42.4%) of the respondents are at school level.
- ❖ Most (47.6%) of the respondents have no other employment apart from farming.
- ❖ Most (43.2%) of the respondents family income is between ₹1, 00,001 to ₹2, 00,000.
- ❖ Most (48%) of the respondents have farming land between 6 to 20 acres.
- ❖ Most (48.8%) of the respondents have planted coconut seedlings between 6 to 20 acres.
- ❖ Most (50.0%) of the respondents have coconut palms yielding at present are below 5 acres.
- ❖ Most (45.2%) of the respondents have an experience above 16 years.
- ❖ Majority (51.2%) of the respondents have planted queen palm variety.
- ❖ Majority (53.8%) of the respondents yielding time duration of coconut trees is 5 years.

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- ❖ Majority (54.8%) of the respondents' source of coconut seedlings from farms by private operators.
- ❖ Majority (77.6%) of the respondents planted between 51 to 76 trees in one acre.
- ❖ Majority (71.2%) of the respondents' irrigation system is drip irrigation.
- ❖ Most (36.4%) of the respondents source of purchasing coconut fertilizers from shops.
- ❖ Majority (62.8%) of the respondents fertilize their coconuts 6th month after plantation.
- ❖ Most (48.8%) of the respondents maintenance cost of coconut tree per acre is above ₹20,000.
- ❖ Majority (89.2% of the respondents rotation period of harvesting coconuts is between 36 to 60 days.
- ❖ Majority (90%) of the respondents opined that they have separate market for coconuts.
- ❖ Majority (96%) of the respondents coconut prices are fixed by the dealers.
- ❖ Majority (74.6) % of the respondent's medium of selling is middleman.
- ❖ Majority (73.6%) of the respondent's sale coconuts as soon as harvesting.
- ❖ Majority (90.90%) of the respondents reasoned that low price for not selling coconuts as soon as harvesting.
- ❖ Majority (88.8 %) of the respondent's nature of selling coconuts is whole coconuts.
- ❖ Majority (82%) of the respondent's basis of sale is excess supply of coconuts.
- ❖ Majority (66%) of the respondents profit from sale of coconuts is below ₹50,000.
- ❖ Most (34.4 %) of the respondents opined the level of loss incurred by selling through middle man is moderate.
- ❖ Majority (51.2%) of the respondent's number of discarded coconuts per acre is below 50 coconuts.
- ❖ Majority (50.4%) of the respondents discarded coconuts is used for home.
- ❖ Majority (83.6%) of the respondents opined that they have allotted trees for tender coconuts.
- ❖ Most (43.90%) of the respondents allotted less than an acre for tender coconuts.
- ❖ Majority (55.98%) of the respondents reasoned for not allotting trees for tender coconuts due to less profit.
- ❖ Most (39.5%) of the respondents level of profit in tender coconuts is low.
- ❖ Majority (68.8%) of the respondents selling coconuts for oil.
- ❖ Majority (76.75%) of the respondents type of coconut used for oil is discarded coconuts.
- ❖ Most (37.18%) of the respondents use coconut nuts for oil.
- ❖ Majority (60.4%) of the respondent's sale of nuts to dealers.
- ❖ Most (46.4%) of the respondents use coconut coir for sale.
- ❖ Majority (56.4%) of the respondents overall profitability of selling coconut products as coconuts.
- ❖ Most (44%) of the respondents use dried coconut leaves for roofing thatch.
- ❖ Majority (64%) of the respondent's use of non-yielding trees for sale.
- ❖ Majority (61.6%) of the respondent's level of profit in overall coconuts is moderate.
- ❖ Majority (54.4%) of the respondents availed of subsidy from the government for coconut cultivation.
- ❖ Majority (70.59%) of the respondents received trip subsidy.
- ❖ Most (45.62%) of the respondents reasoned for not receiving subsidy is subsidy schemes not implemented in my area.

## 8. RECOMMENDATIONS

The recommendations based on the result of the study and the opinion given by the respondents with during the conduct of the study are presented in the following pages.

### a) Type of trees:

While selecting a particular type of tree majority of the respondents are giving more priority for the long term yield of the coconut trees. At the same time from the study it is understood that majority of the respondents are affected mostly by pests and diseases of coconut trees.

### b) Yielding time:

It is understood that yielding time duration of coconut is more than 60 days because of absence of middlemen and low cost of coconuts.

## 9. CONCLUSION

Still in Coimbatore, Pollachi plays a vital role in coconut production, but at the mean time it slowly losing its position because of unremunerative price. Further, the average age of the coconut palm is decline stage, so its productivity is reduced. In this situation, the policy makers and other stakeholders are urging to take necessary steps to boost up coconut cultivation practices in the study area. As the consumer price for a coconut farmers getting very low, it clearly shows that the marketing system is not favorable to the farmers. If the government takes necessary steps to regulate coconut marketing process and gives, financial assistance to make value added products from core products it may encourage the coconut production.

Coconut play a vital role in offering more employment opportunities to the rural people and it is a profitable venture for all categories of farmers in spite of their high initial investment and the fluctuating nature of nut price. Hence, it deserves a planned and continuous attention from the various stakeholders. The present study has brought out the profitability involved in the cultivation and economic aspects of coconut. The suggestions made in the study are of immense use for the policy makers to make appropriate decision for mitigating the problems faced by coconut growers.

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