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## Producers Response towards Production and Marketing of Coconut in Tumkur District

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### **Abstract:**

*Coconut is the large hard fruit of the coconut palm tree, brown in colour, which has husk like fiber surrounding a large seed. The fruit is known by the name of Cocos nucifera botanically. Unlike the name suggests, coconut is actually a fibrous drupe and not a nut. The fluid in the seed is drunk throughout the world as it is considered to be a healthy drink. The coconut palm tree belongs to the palm family of Arecaceae and is the only tree under the genus Cocos. The tree grows to a height of around 30 meters and has feather shaped leaves. The coconut palm is multipurpose tree like many other palm trees as every part of the tree is used in vast number of products. Coconut is the one of the fruits that has a high economic value.*

**Keywords:** Marketing of coconut, coconut cultivation, post harvesting contractor

### **1. Introduction**

Karnataka accounts for 15 per cent of area under coconut cultivation and 10 per cent of total production of coconut in the country. Coconut is the second largest and important horticultural crop of the Karnataka state, occupying 31 per cent of the total area under horticultural crop. The crop is grown in all the districts of the state. The total area under coconut in the state is around 3.33 lakh hectares and the annual production of coconut is 1754 million nuts. The productivity of coconut in the state is considered as lowest when compared to other neighbouring states. Which are grown are chowhat orange dwarf, chowghat green dwarf, Malayan green dwarf, Malayan orange dwarf, Malayan yellow dwarf and Gangabondam. The dwarf variety is grown mainly for tender coconut purpose.

### **2. Materials and Methods**

This study will be based on only primary data. The primary data will be collected from the coconut growers in the study area through structured questionnaire and by personal observation and discussing with Officials of Coconut Board and Department at various stages of production and marketing. Pre-tested and to collect information about production and marketing information from coconut producers, traders and processing industries. Besides focused group discussion with the coconut producers and processing industries has been undertaken to get additional insights on the supply chain management of the coconut in Tumkur District.

#### *2.1. Objective*

- i. To study the constraints in production and marketing of coconut growers in Tumkur District.

### **3. Result and Discussion**

#### *3.1. General Information- A*

Education	No of Respondents	Percent
Primary	2	9.0
Secondary	9	36.0
Puc	3	9.0
Degree	5	18.0
PG	3	12.0
Illiterate	3	16.0
Total	25	100.0

*Table 1: Education Status of the Respondents  
Source: Primary Survey 2015*

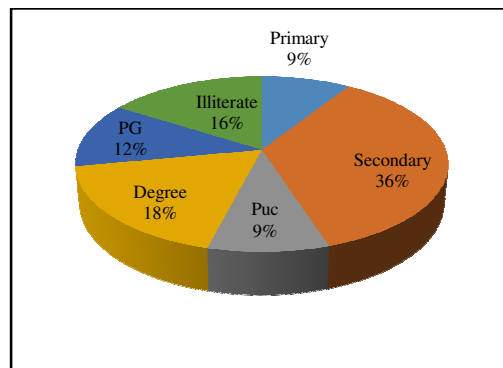


Figure 1: Education Status of the Respondent

The table and figure 1 indicates that in the study area 9% of the respondents having primary education followed by 36 % of the respondents were secondary education It is noticed that only 9 % of the respondents having PUC and 18 % of them are graduations. Finally 12 % of the respondents having Post graduation and only 16 % of the respondents are illiterates.

Types of Land	No of Respondents	Percent
Nil	1	4.0
Cultivated Land	3	12.0
Irrigated land	6	24.0
Dry land	11	44.0
Garden	4	16.0
Total	25	100.0

Table 2: Types of Land  
Source: Primary Survey 2015

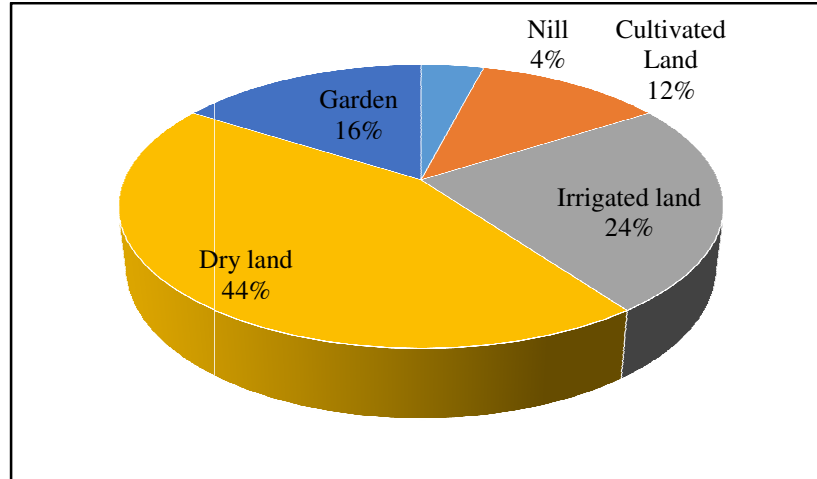


Figure 2: Types of Land

The table and figure 2 indicates that 44 % of the respondents are have dry land, followed by 24% of the respondents are irrigated land, and 16 % of the respondents having garden. Finally 12 % of the respondents have cultivated land and only 4 % of the respondents have no land in the study area.

Sources of Irrigation	No of Respondents	Percent
Open well	10	40.0
Others	15	60.0
Total	25	100.0

Table 3: Sources of irrigation  
Source: Primary Survey 2015

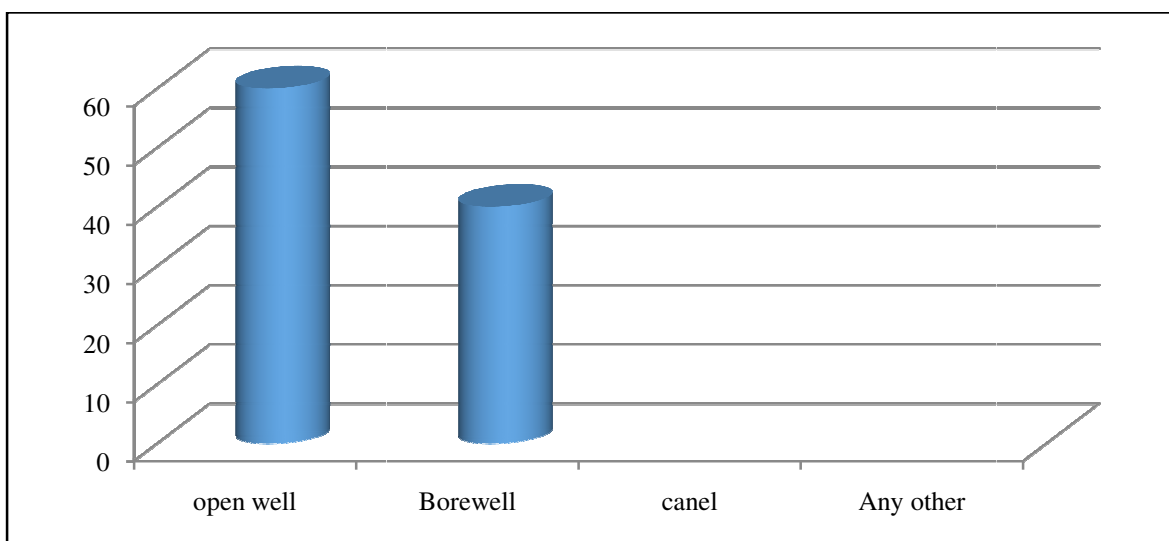


Figure 3: Sources of irrigation

The table and figure 3 indicates that in the study area out of 100 there are 60 % of the respondents are having open well, and only the 40 % of the respondents were bore wells

Annual income	No of Respondents	Percent
12,000	3	12.0
25,000	9	36.0
35,000	13	52.0
Total	25	100.0

Table 4: Annual income  
Source: Primary Survey 2015

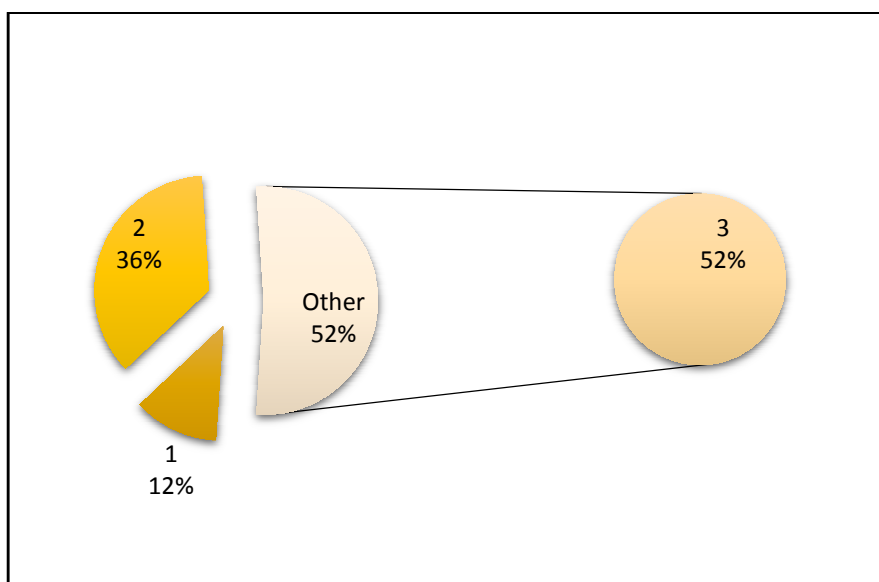


Figure 4: Annual income

The table and figure 4 indicates that in the study area there are 12 % of the respondents annual income is 12,000 per year, 36 % of the respondents' income is 25,000 remaining 52 % of the respondents' annual income is 35,000.

Occupation	No of Respondents	Percent
Agriculture	22	88.0
Business	3	12.0
Total	25	100.0

Table 5: Occupation  
Source: Primary Survey 2015

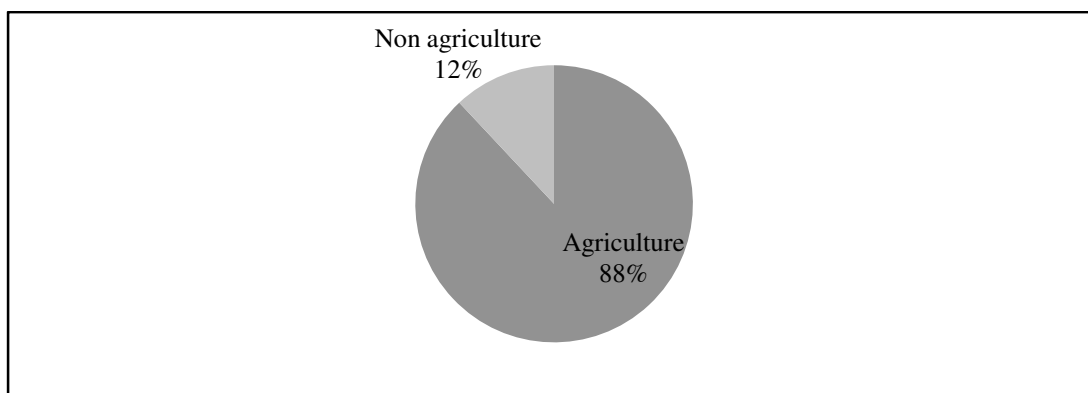


Figure 5: Occupation

The table and figure 5 indicates that in the study area, 88 % of the respondents are depend up on agriculture, followed by 12 % of the respondents are Non agriculture like business, and other activities etc.

Subsidiary Occupation	No of Respondents	Percent
Mining	1	4.0
Fishering	6	24.0
Animal Husbandry	18	72.0
Total	25	100.0

Table 6: Subsidiary Occupation  
Source: Primary Survey 2015

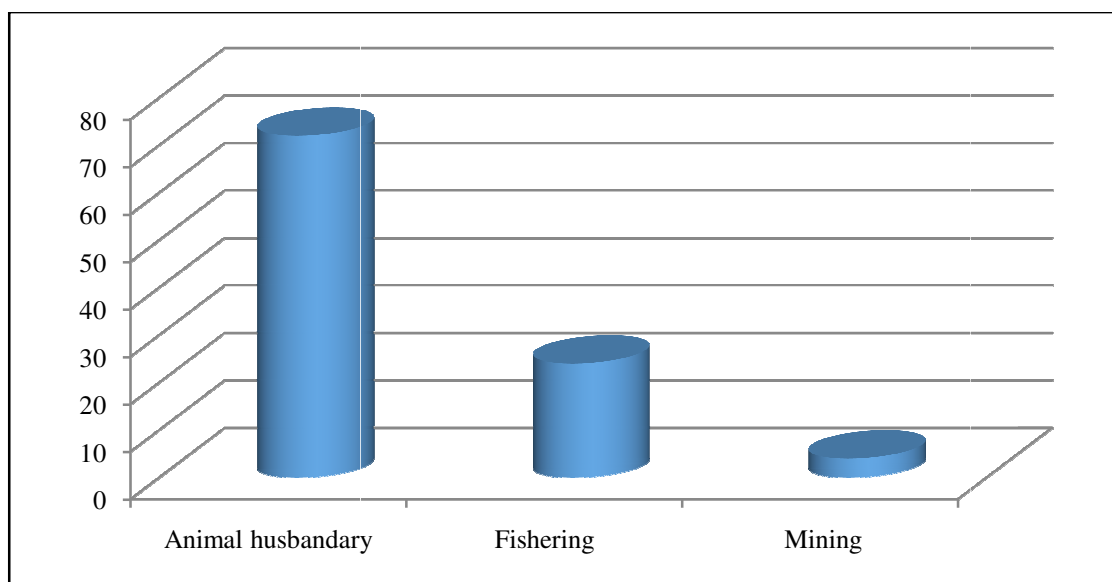


Figure 6: Subsidiary Occupation

The table and figure 6 indicates that in the study area, there are 72 % of the respondents are engaged in animal husbandry, and 24 % of the respondents are followed by on fishering, remaining only 4 % of the respondents are mining.

3.2. Production- B

Fluctuation of Coconut price in a market	No of Respondents	Percent
Yes	15	60.0
Some times	10	40.0
Total	25	100.0

Table 7: Fluctuation of Coconut Price in a Market  
Source: Primary Survey 2015

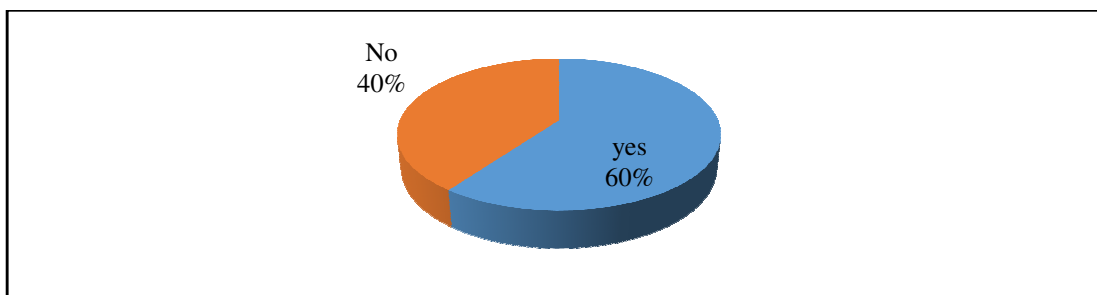


Figure 7: Fluctuation of Coconut Price in a Market

The table and figure 7 indicates that in the study area there are 60% of the respondents are expressed that coconut price is fluctuate depends up on climatic condition and only 40 % of the respondents says some time is fluctuate.

Time of Harvesting	No of Respondents	Percent
3months	25	100.0

Table 8: Time of Harvesting  
Source: Primary Survey 2015

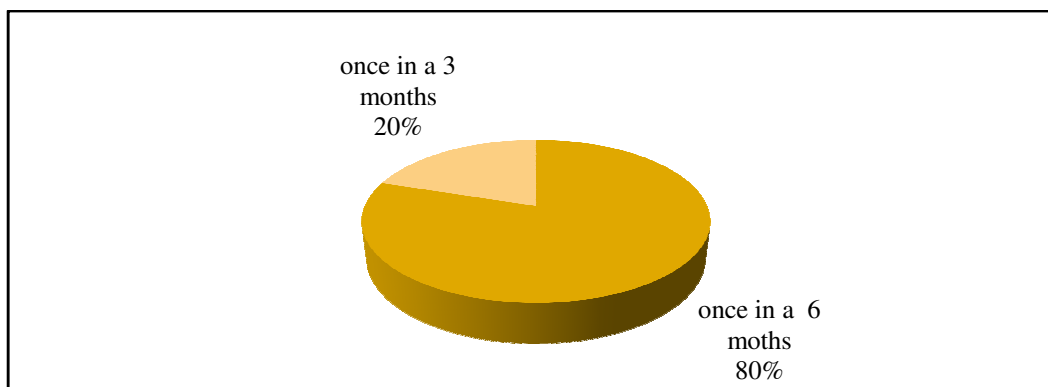


Figure 8: Time of Harvesting

The table and figure 8 indicates that there are 80 % of the respondents are once in 6 months per yearly harvesting of coconut in that study area, and remaining 20 % of the respondents are given information for 3 months per year.

Maximum production of coconut per Acre	No of Respondents	Percent
8 to 10	20	80.0
12 to 15	5	20.0
Total	25	100.0

Table 9: Maximum Production of Coconut per Acre  
Source: Primary Survey 2015

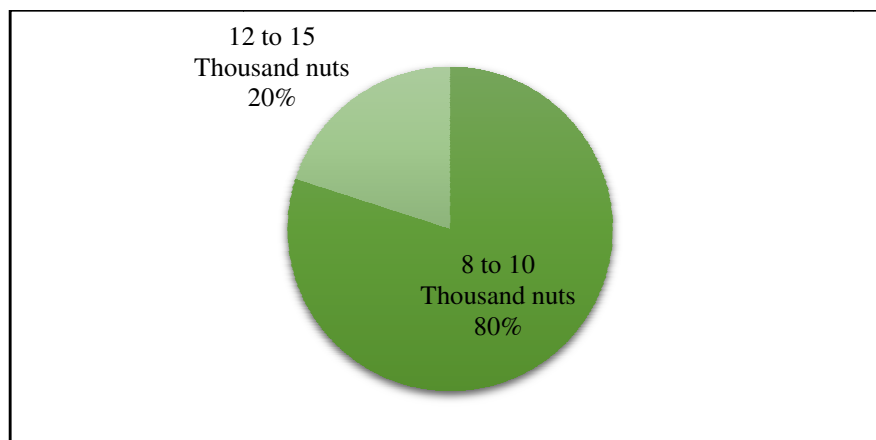


Figure 9: Maximum Production of Coconut per Acre

The table and figure 9 indicates that in the study area there are 80 % of the respondents getting yield 8 to 10 thousand nuts per acre, and followed by 20 % of the respondents 12 to 15 thousand musts.

Transport of Tender Coconut	No of Respondents	Percent
Through Tractor	9	36.0
van	7	28.0
Other	9	36.0
Total	25	100.0

Table 10: Mode of Transportation  
Source: Primary Survey 2015

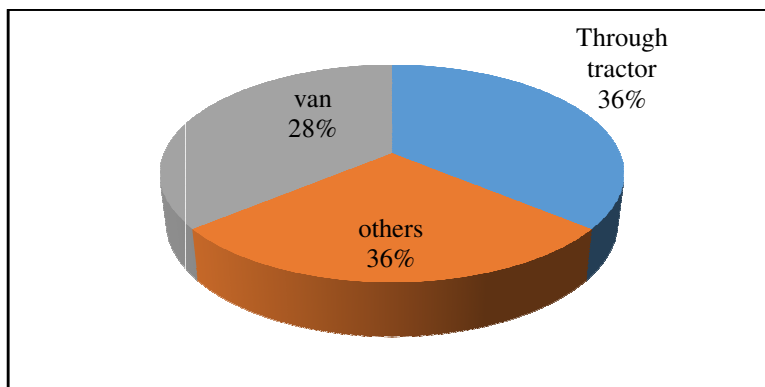


Figure 10: Mode of Transportation

The table and figure 10 indicates that in the study area there are 36% of the respondents transport the coconut through the tractor, and 28 % of the respondents are Van and also 36 % the respondents are giving importance for others.

Duration of copra	No of Respondents	Percent
7 to 8	25	100.0

Table 11: Duration of copra  
Source: Primary Survey 2015

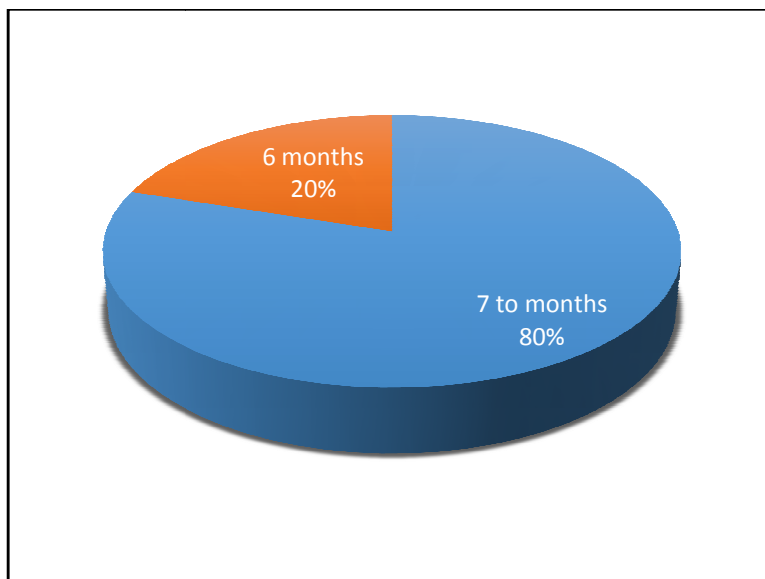


Figure 11: Duration of copra

The table and figure 11 indicates that in the study area there are 80 % of the respondents are expressed that 7 to 8 months takes time converted into copra, and only 20 % of the respondents 6 months.

3.3. Marketing-C

Reason for Growing Coconut	No of Respondents	Percent
Good profit	9	36.0
Average profit	1	4.0
More yield	12	48.0
Major coconut area	3	12.0
Total	25	100.0

Table 12: Reason for growing coconut  
Source: Primary Survey 2015

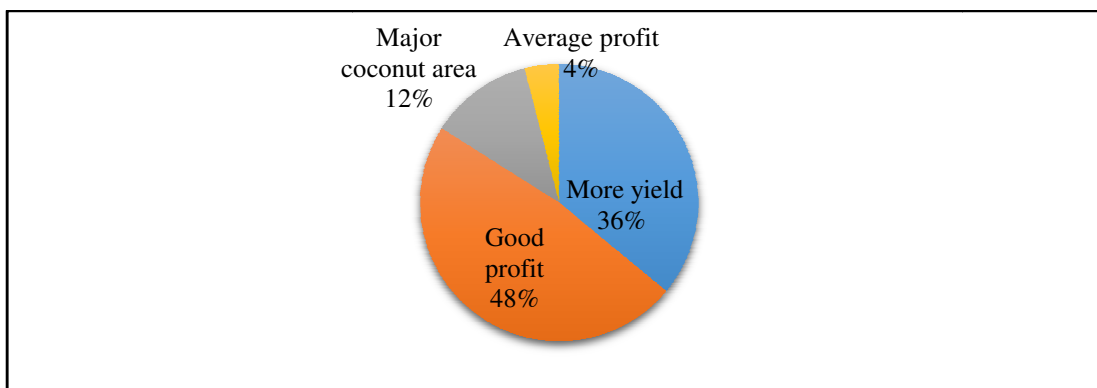


Figure 12: Reason for growing coconut

The table and figure 12 indicates that in the study area out of 100 there are 36 % of the respondents growing coconut because of more yields. And 48 % of the respondents are followed by good profit, and then 12 % of the respondents are major coconut area, finally only the 4 % of the respondents are average profit.

Sales to Tender Coconut	No of Respondents	Percent
Villagers Traders	16	64.0
Commission Agents	9	36.0
Total	25	100.0

Table 13: Sales of Tender coconut  
Source: Primary Survey 2015

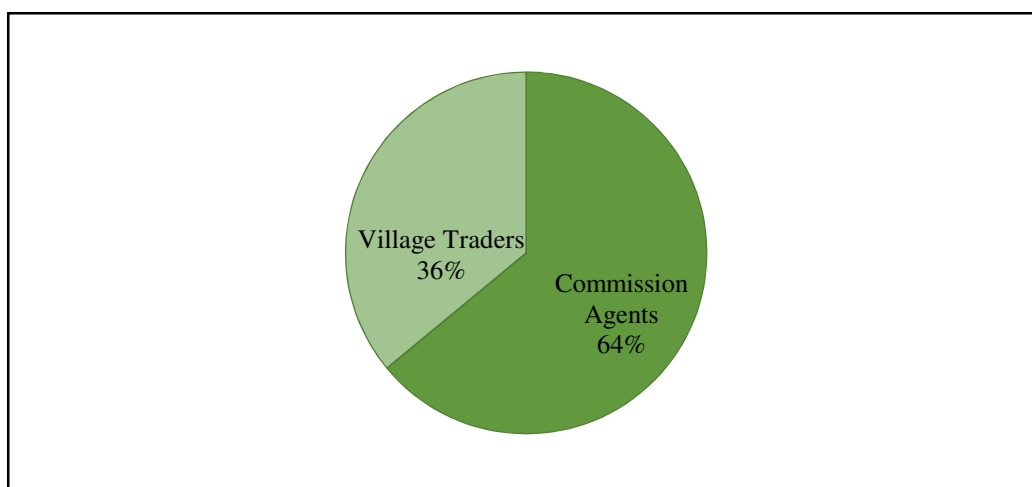


Figure 13: Sales of Tender coconut

The table and figure 13 indicates that in the study area out of 100 there are 64 % of the respondents are sales the coconut to commission agents, and only the 36% of the respondents' sales coconut for village traders

Price of Coconut	No of Respondents	Percent
Less than Rs 9	5	20.0
More than Rs 10 to 12	15	60.0
Particularly Rs 15	5	20.0
Total	25	100.0

Table 14: Price of coconut  
Source: primary survey 2015

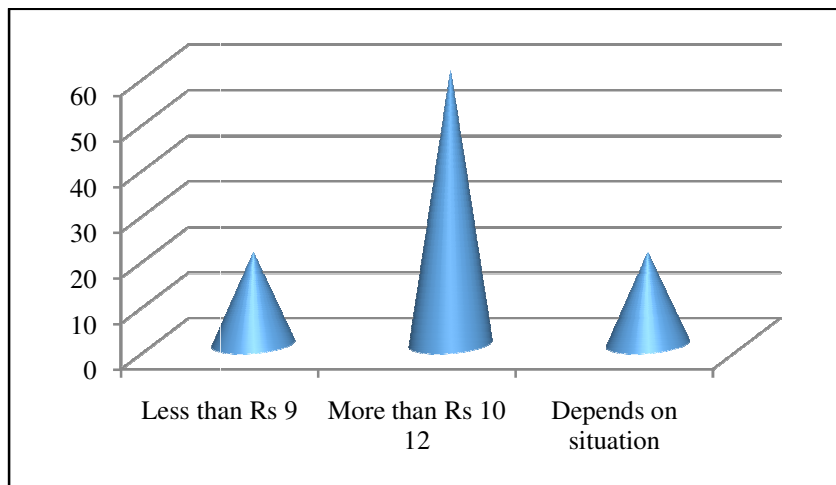


Figure 14: Price of Coconut

The table and figure 14 indicates that in this study area there are 60 % of the respondents are sales coconut less than Rs 9, and 20 % of the respondents more than Rs 10 to 12, are remaining other respondents are depend up on climatic condition.

Particular price per one Coconut	No of Respondents	Percent
Rs 15	1	4.0
Rs 20	18	72.0
Rs 25	6	24.0
Total	25	100.0

Table 15: Particular price per one coconut  
Source: primary survey 2015

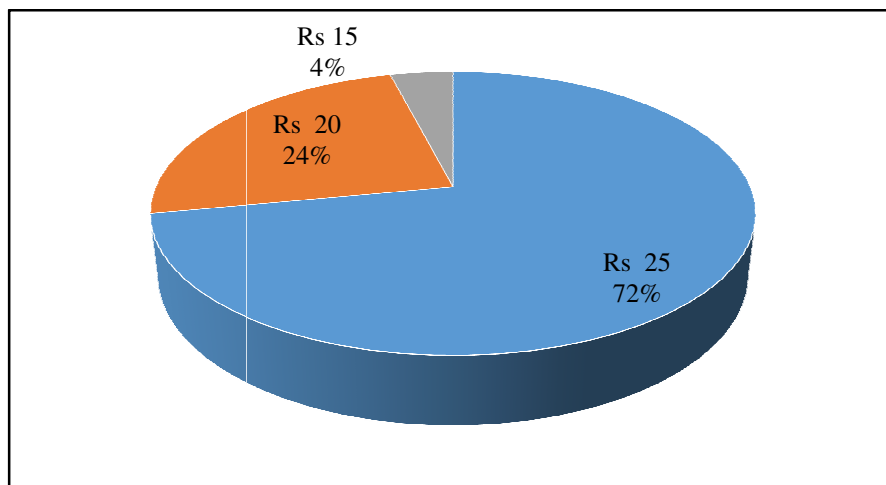


Figure 15: Particular price per one Coconut

The table and figure 15 indicates that in the study area out of 100 there are 72 % of the respondents getting particular price per one coconut up to Rs 25, and 24 % of the respondents are Rs 20 ,only the 4% of the respondents are Rs 15.



Particular price per one Coconut	No of Respondents	Percent
Thursday and Saturday	25	100.0

Table 16: Market Opening  
Source: primary survey 2015

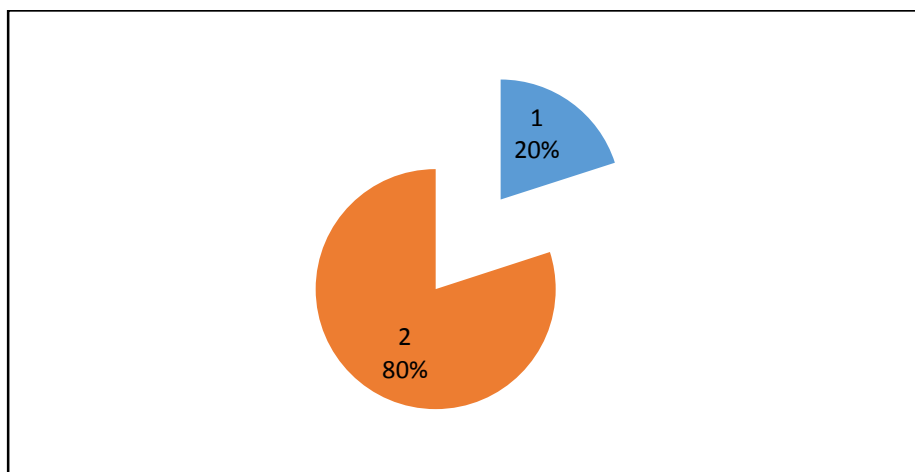


Figure 16: Market Opening

The table and figure 16 indicates that in the study area the coconut market is open weekly 2 days in Thursday and Saturday

Consumer's Perception in Market	No of Respondents	Percent
Copra	21	84.0
Coconut	4	16.0
Total	25	100.0

Table 17: Consumer's Perception in Market  
Source: primary survey 2015

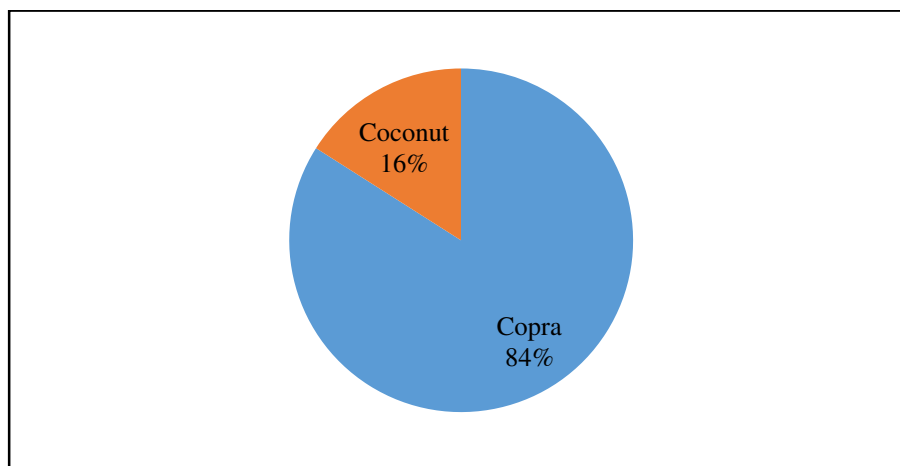


Figure 17: Consumer's Perception in Market

The table and figure 17 indicates that in the study area there are 80 % of the respondents would like to purchase copra, and only the 20 % of the respondents are purchase coconut at a market.

Major Problems in Coconut Market	No of Respondents	Percent
Lack of Transportation	18	72.0
Lack of Price	6	24.0
Lack of profit	1	4.0
Total	25	100.0

Table 18: Major Problems in Coconut Market  
Source: primary survey 2015

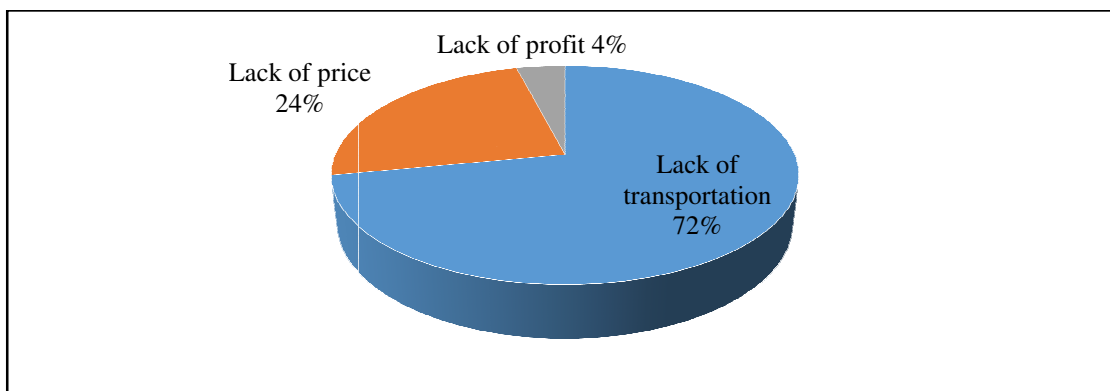


Figure 18: Major Problems in Coconut Market

The table and figure 18 indicates that in this study area out of 100 there are 72 % of the farmer’s faces lack of transportation at coconut market, and 24 % of the farmers’ lack of price, only the 4 % of the farmers faces in lack of profit.

Transport of Coconut after Harvesting	No of Respondents	Percent
Local Industries	9	36.0
APMC	16	64.0
Total	25	100.0

Table 19: Transport of Coconut after Harvesting  
Source: primary survey 2015

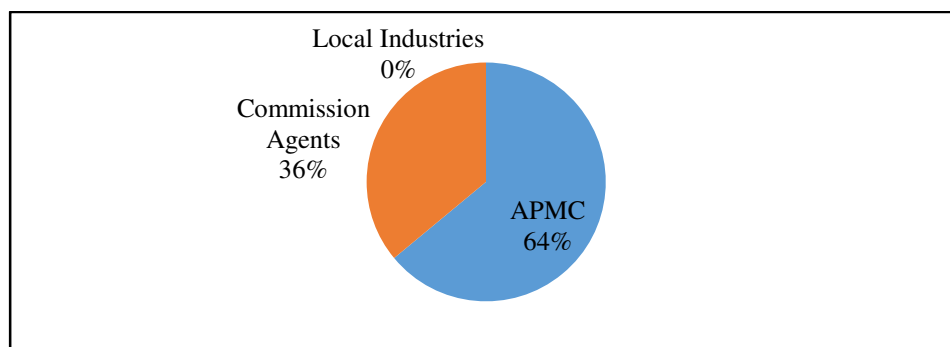


Figure 19: Transport of Coconut after Harvesting

The table and figure 19 indicates that in the study area there are 64% of the respondents are after harvesting the coconut they transport to APMC, and only the 36 % of the respondents transport for commission agents and local industries.

Coconut takes time converted into copra in APMC	No of Respondents	Percent
7 to 8 Months	25	100.0

Table 20: Coconut takes time Converted into Copra in APMC  
Source: primary survey 2015

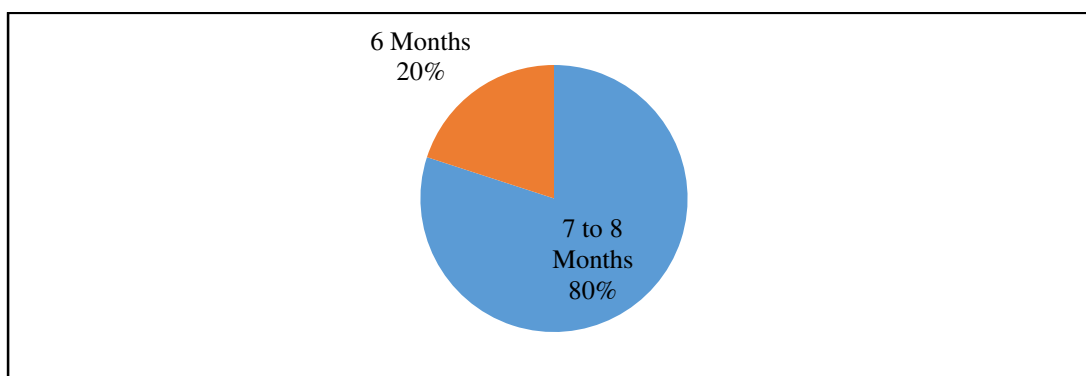


Figure 20: Coconut takes time Converted into Copra in APMC

The table and figure 20 indicates that in the study area out of 100 there are 80 % of the respondents expressed that after transport of coconut to APMC 7 to 8 month's takes time converted into copra, and only 20 % of the respondents for 6 months.

	No of Respondents	Percent
Local Industries	8	32.0
Other states	17	68.0
Total	25	100.0

Table 21: Where to Transport the Copra  
Source: primary survey 2015

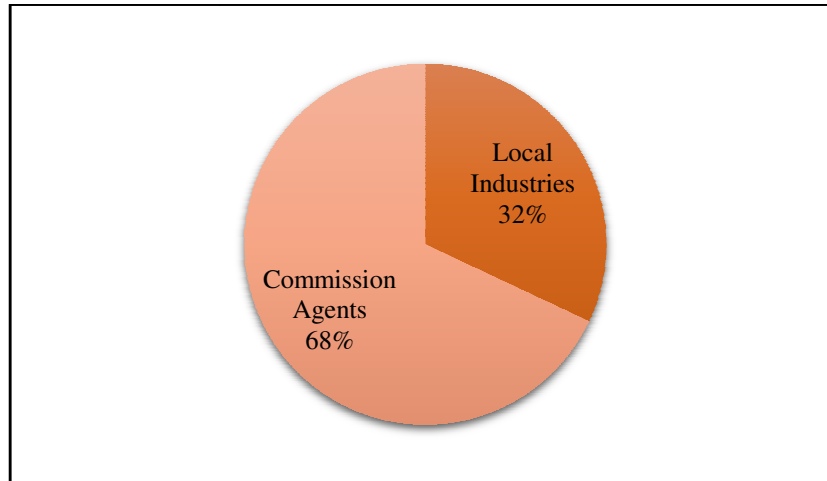


Figure 21: Where to Transport the Copra

The table and figure 21 indicates that in the study area out of 100 there are 68 % of the respondents after copra they transport to local industries and only 32 % of the respondents are commission agents

3.4. Producers- D

Suitable Soil for Growing Coconut	No of Respondents	Percent
Block Soil	16	64.0
Red soil	9	36.0
Total	25	100.0

Table 22: Suitable Soil for Growing Coconut  
Source: Primary Survey 2015

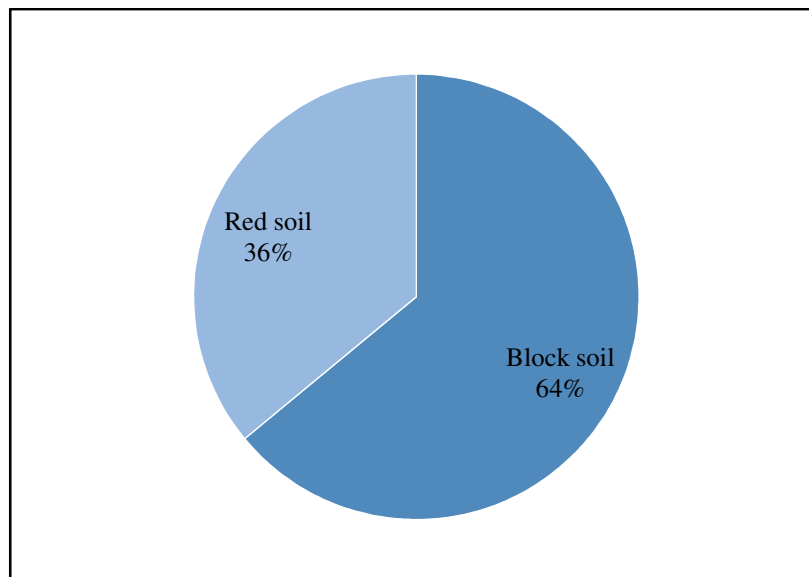


Figure 22: Suitable Soil for Growing Coconut

The table and figure 22 indicates that in the study area there is 64 % of the respondents uses block soil for growing coconut, and followed by only 36 % of the respondents are uses red and other type of soil.

Distance of Coconut Plants	No of Respondents	Percent
15 to 20	18	72.0
25 to 25	7	28.0
Total	25	100.0

Table 23: Distance of Coconut plants  
Source: primary survey 2015

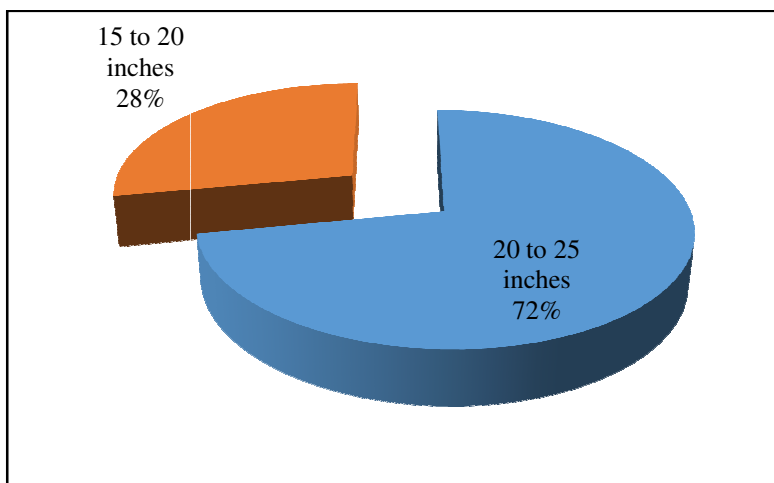


Table 23: Distance of Coconut plants

The table and figure 23 indicates that in the study area out of 100 there are 72 % of the respondents while putting the coconut 20 to 25 inches maintain, and remaining only 28 % of the respondents 15 to 20 inches distance

Growing Crops along with Coconut Garden	No of Respondents	Percent
Banana	6	24.0
Maize	7	28.0
Ginger	9	36.0
All crops	3	12.0
Total	25	100.0

Table 24: Growing Crops along with Coconut Garden  
Source: primary survey 2015

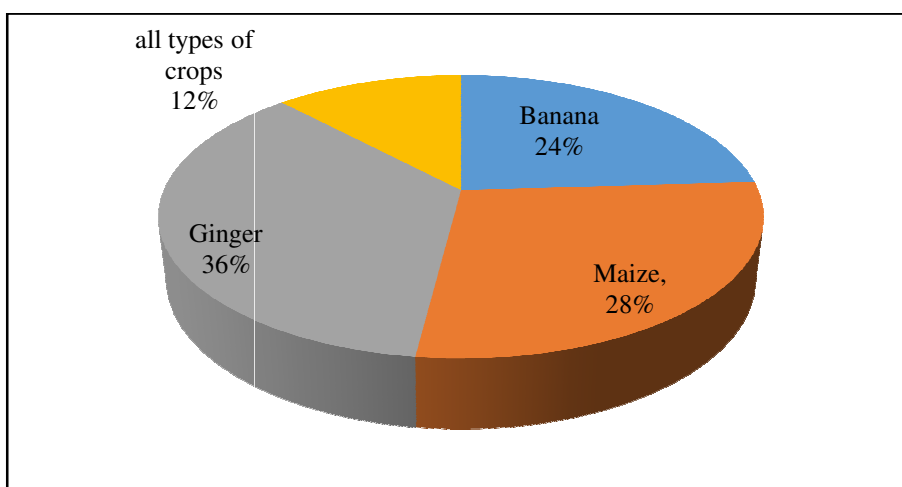


Table 24: Growing Crops along with Coconut Garden

The table and figure 24 indicates that in the study area out of 100 there are 36 % of the respondents growing ginger along with coconut garden, and followed by 28 % of the respondents growing maize, 24 % of the respondents grows banana, and only 12 % of the respondents are give importance for all types of crops.

varieties of coconut	No of Respondents	Percent
Dwarf trees	25	100.0

Table 25: Varieties of Coconut  
Source: primary survey 2015

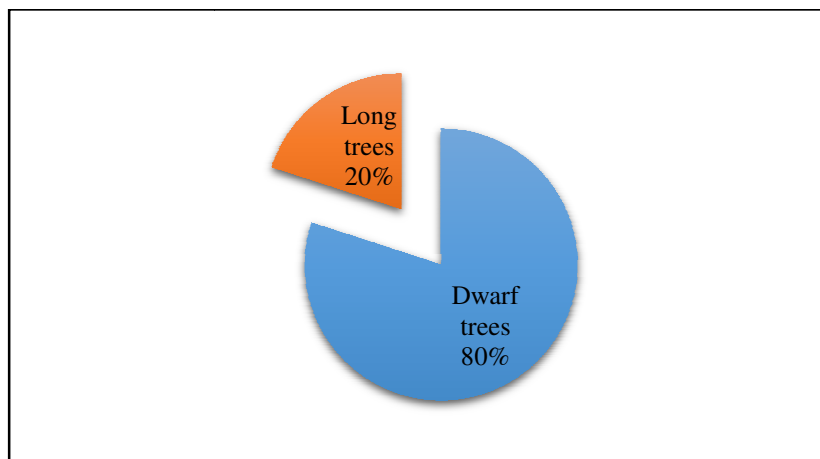


Figure 25: varieties of coconut

The table and figure 25 indicates that in the study area out of 100 there are 80 % of the respondents grows dwarf trees, and only 20 % of the respondents growing long trees.

Maximum life of Coconut trees	No of Respondents	Percent
100 to 120	25	100.0

Table 26: Maximum life of Coconut trees  
Source: primary survey 2015

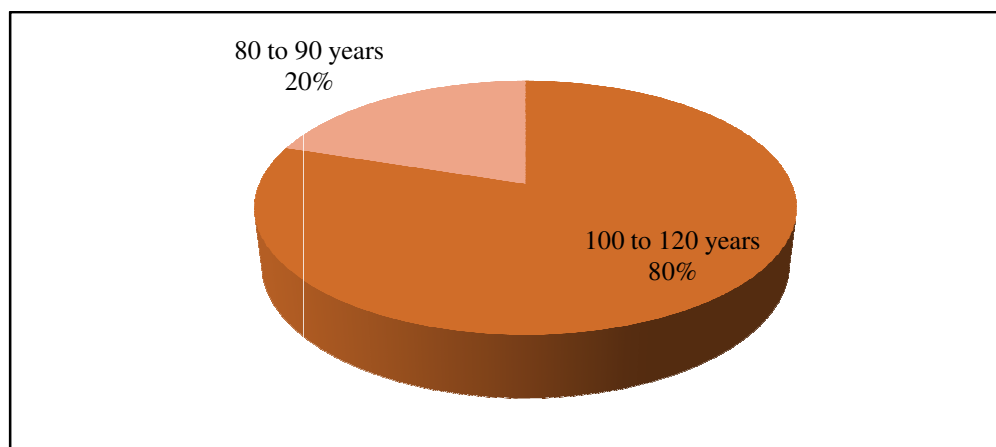


Figure 26: Maximum life of Coconut trees

The table and figure 26 indicates that in the study area out of 100 there are 80 % of the respondents expressed that life of coconut trees is more than 100 to 120 years, followed by 20 % of the respondents are given information depends up an climatic condition.

Major Problems of Coconut Plantation	No of Respondents	Percent
Unsuitable soil	10	40.0
Lack of water	7	28.0
Lack of fertilizers	8	32.0
Total	25	100.0

Table 27: Major Problems of Coconut Plantation  
Source: primary survey 2015

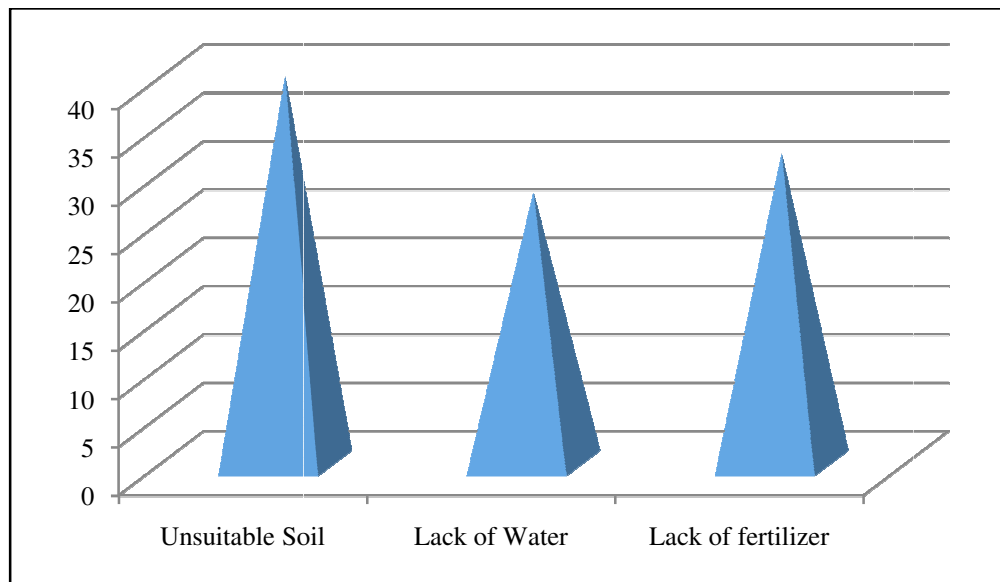


Figure 27: Major Problems of Coconut Plantation

The table and figure 27 indicates that in the study area out of 100 there are 40 % of the respondents are faces problem of unsuitable soil, followed by 28 % of the respondents are lack of water, and also 32 % of the respondents lack of fertilizers

Average wages of Coconut Farmers per one day	No of Respondents	Percent
Rs 300	1	4.0
Rs 250	24	96.0
Total	25	100.0

Table 28: Average wages of Coconut Farmers per one day  
Source: primary survey 2015

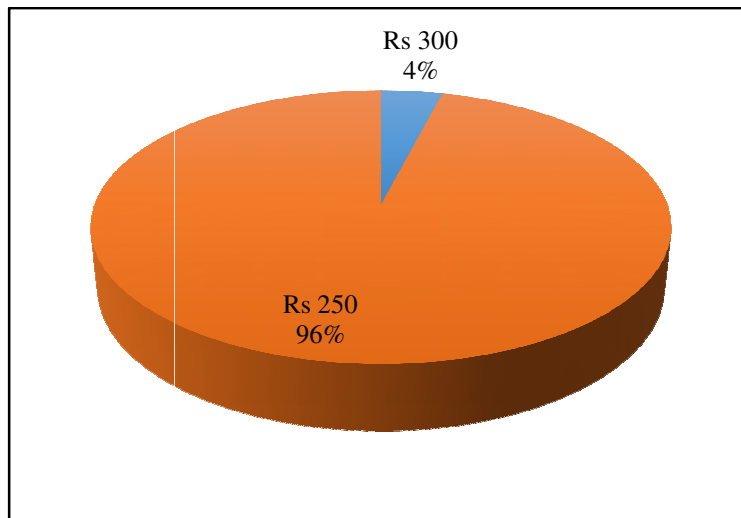


Figure 28: Average wages to Farmers per one day

The table and figure 28 indicates that in the study area there are 96 % of the respondents per day getting wages Rs 250, and only 4 % of the respondents Rs 300.

3.5. Findings of the Study

- i. Coconut is one of the most commercial crops in the world.
- ii. It provides more jobs to peoples in coconut industries.
- iii. Indonesia and the Philippines are the first and the second largest coconut producing countries in the world.
- iv. India is the third largest coconut producing country
- v. There are plenty of producers depends up on coconut and also coconut generates more income for farmers.
- vi. Coconut tree climber equipment is a boon for the coconut growers

### 3.6. Suggestion

1. Coconut is one of the most important commercial crops as well as ayurvedic medicine in the world
2. The government have to give more prices for coconut growers
3. The government have to encourages coconut growers in Tumkur district

### 3.7. Conclusion

Coconut is the most important ancient and useful of the tropical palms, has been cultivated in India. The coconut occupies a significant position in socio- cultural needs of the Indian society. The improvements in the production and productivity of coconut had been on account of continuous effort made by all the agencies. Coconut tree climber equipment is a boon for the coconut growers.

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