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A CONSTRAINT ANALYSIS ON PRODUCTION AND MARKETING OF BANANA IN ANDHRA PRADESH, INDIA

Mehazabeen A., G. Srinivasan* and S. Radhakrishnan

Department of Agricultural Economics, Faculty of Agriculture, Annamalai University
Annamalai Nagar 608002, Tamil Nadu, India

*Corresponding Address: Dr. G. Srinivasan,

Associate Professor, Department of Agricultural Economics, Faculty of Agriculture,
Annamala University, Annamalainagar-608002, Tamilnadu, India,
E-mail:gsrviswa@gmail.com

ABSTRACT

Banana (*Musa paradisiaca* L.) is cultivated in the extent of 88,960 ha in Andhra Pradesh and it is the third important fruit crop, occupying 8 per cent of the fruit- growing area in the state (NHB, 2017). The objective of the study is to find out constraints faced by banana growers in production and marketing in Andhra Pradesh by adopting constraint analysis. The present study was conducted in Y.S.R district of Andhra Pradesh by conducting survey with 320 sample banana farmers. Garrett ranking technique was used to study the constraints for the farmers in the banana production and marketing. The results showed that the major constraints identified were problem of electricity followed by, fluctuations in price, non-existence of co-operative and regulated markets farmers, etc. This study suggested that the Government may provide an uninterrupted power supply to banana farmers as it is very essential for sample farmers who were adopting drip irrigation. The investment in banana processing industries and related training might be encouraged for the better growth of banana industry in the study area.

Keywords: Banana Production, Marketing, Constraints, Garrett ranking

Introduction

Banana (*Musa paradisiaca* L.) is cultivated in the extent of 88,960 ha in Andhra Pradesh and it is the third important fruit crop, occupying 8 per cent of the fruit- growing area in the state (NHB, 2017). Y.S.R district located at the heart of the Rayalaseema region in the Andhra Pradesh is a cafeteria for various horticultural crops and among the banana cultivating districts of the state, Y.S.R district has the highest area under the banana, accounting for 16,731 ha and it is a major fruit crop in the state, facing various constraints both in production and marketing. Perishability is one of the important constraints in production and marketing of banana. Processing opportunities are absence to a great extent. Therefore the value addition is not achieved and further the quality of banana deteriorates so fast and hence remunerative prices for banana are not obtained (Kumari *et al.*, 2018). The marginal and small-scale farmer's economic condition has not improved due to poor un evolved marketing systems, poor logistics and storage facilities, lack of food processing industries, high fluctuation in price, etc. In this situation, this paper was undertaken with the objective of to find out constraints faced by banana growers in production and marketing in Andhra Pradesh by adopting constraint analysis.

Materials and Methods

The present study was conducted in Y.S.R district of Andhra Pradesh, hence Y.S.R district ranks first in area and production of the state. A multistage stratified random

sampling technique with Andhra Pradesh state as universe, the district as the first stage unit, the Mandals in the district as the second stage unit, the village in the mandals as the third stage unit and farmers were the ultimate unit of sampling for this study 320 farmers were identified randomly as sample farmers based on probability proportionate method by using random number tables. The study was based on both primary and secondary data collected from the banana cultivating farmers through a comprehensive pre-tested interview schedule and from various Departments of Government of Andhra Pradesh and their various publication issues. The choice of statistical tools of analysis was decided with reference to the objectives of the study and the nature of data collected.

Garrett Ranking Technique

In this study, Garrett ranking technique was used to rank the problems for the farmers in the banana production and marketing. In the Garrett's scoring technique, the respondents were asked to rank the factor or problems and these ranks were converted into percent position by using the following formula (Garrett, 1969)

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

R_{ij} = Rank given for i^{th} factor by j^{th} individual

N_j = Number of factors ranked by j^{th} individual

Results and Discussion

Constraint Analysis

Garrett scoring technique was used to analyze constraints in marketing faced by farmers and traders in the study area. The results are presented below.

Constraints in Production of Banana in the Study Area

The identified constraints were ranked by Garrett scoring technique. It could be observed from the above Table 1. that the problem of electricity was ranked first with mean score of 68.60, inadequacy of labours (mean score: 65.86), inadequate credit facilities (mean score: 65.86) was ranked as second and third followed by access to market information (mean score: 53.41), plant damage from any pest/ disease (mean score: 51.22), infrastructural facilities (mean score: 43.38), high cost of production (mean score: 34.63) and other constraints (mean score: 21.26). Similar findings have also been expressed by Priyanka Kumari, (2018) in banana.

Constraints in Marketing of Banana in the Study Area

It could be observed from the Table 2. that the fluctuations in price was the first constraint faced by banana farmers in marketing of banana followed by non-existence of regulated and co operative market farmers are forced to sell their produce in the hands of private market intermediaries who

exploit the farmers in one way or other. Because of non-availability of market information regarding price/arrivals. This which intern leads farmers to get less and they may fail in marketing proper decisions to sell the produce. The fourth major constraint is inadequate infrastructural facilities such as godown and cold storage followed by high commission charges. Due to lack of banana processing industries banana farmers are not getting more profit from this enterprise. Similar findings was also reported by Deshmukh *et al.*, (2013) in banana.

Conclusion

From the study, it was concluded that, the major constraints faced by sample farmers in banana production and marketing were problem of electricity, fluctuations in price, non-existence of co-operative and regulated markets, inadequate infrastructural facilities such as cold storage, godown, absence of banana processing industries, inadequacy of labours, and high commission charges. This study suggested that the Government may provide un interrupted power supply to banana farmers as it is very essential for sample farmers who were adopting drip irrigation. The investment in banana processing industries and related training might be encouraged for the better growth of banana industry in the study area.

Table 1 : Constraints in Production Faced by Banana Farmers

Sl. No.	Particulars	Mean Score	Rank
1	Inadequacy of labours	65.86	II
2	Access to market information	53.41	IV
3	Inadequate credit and subsidy facilities	54.31	III
4	Plant damage from any pest/ disease	51.22	V
5	Problem of electricity	68.60	I
6	Lack of infrastructural facilities such as transportation, godown, storage	43.38	VI
7	High cost of production	34.63	VII

Table 2 : Constraints in Marketing Faced By Banana Farmers

Sl. No.	Particulars	Mean Score	Rank
1	High Transporting charge	61.04	VII
2	Non-existing of regulated and co-operative market	93.38	II
3	Inadequate infra structural facilities such as cold storage, godown	85.57	IV
4	Fluctuations in price	98.29	I
5	Lack of labours for loading	70.57	VI
6	Lack of availability of market information regarding prices/arrivals	89.12	III
7	Absence of banana processing industries	61.04	VIII
8	Uneven payment for sale after sale	53.46	IX
9	High commission charges	78.09	V

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