



Plant Archives

Journal homepage: <http://www.plantarchives.org>

DOI Url : <https://doi.org/10.51470/PLANTARCHIVES.2025.v25.supplement-1.088>

PRODUCTION AND MARKETING CONSTRAINTS OF BANANA GROWERS IN KANNIYAKUMARI DISTRICT OF TAMIL NADU, INDIA

M. Vignesh* and R. Selvakumar

¹Department of Agricultural Economics, Faculty of Agriculture, Annamalai University, Annamalai Nagar – 608 002, Tamil Nadu, India

*Corresponding Author e-mail: vigneshmsvds@gmail.com

(Date of Receiving : 09-08-2024; Date of Acceptance : 08-10-2024)

ABSTRACT

Banana (*musa sp.*) holds a prominent place as an economically significant fruit crop in Tamil Nadu, offering a rich source of calories, as well as vitamins A and C, contributing to essential nutrition. India ranks first both in terms of area, spanning across 959 hectares, and production, totaling 35,131 MT. Tamil Nadu is the fourth largest banana producer in the country. In Tamil Nadu, the cultivation of bananas occupies a substantial area, amounting to approximately 1.01 lakh hectares, and yields an impressive production of around 39.39 lakh metric tons of bananas during the year of 2021-22. Objectives of the study, 1. To identify the problems faced by the production of banana cultivators. 2. To identify the problems faced by the marketing intermediaries. Garrett ranking technique was used to analyze constraints faced by farmers and market intermediaries in the study area. The study was concluded the price fluctuation was the major constraint faced by both the banana growers and the intermediaries of the market.

Keywords : Banana, Garrett ranking analysis, Price fluctuation.

Introduction

Banana (*musa sp.*) holds a prominent place as an economically significant fruit crop in Tamil Nadu, offering a rich source of calories, as well as vitamins A and C, contributing to essential nutrition. India, on a global scale, takes the lead as the largest banana producer worldwide. In terms of banana cultivation, India ranks first both in terms of area, spanning across 959 hectares, and production, totaling 35,131 MT. The cultivation of bananas in India is widespread, covering the entire nation. Tamil Nadu is the fourth largest banana producer in the country. In Tamil Nadu, the cultivation of bananas occupies a substantial area, amounting to approximately 1.01 lakh hectares, and yields an impressive production of around 39.39 lakh metric tons of bananas during the 2021-22. Objectives of the study, 1. To identify the problems faced by the production of banana cultivators. 2. To identify the problems faced by the marketing intermediaries. In this research, the production and marketing of bananas

faced significant challenges in Kanyakumari district. The growth of the agriculture sector in the region was notably sluggish. Farmers heavily relied on favorable climatic conditions for successful banana production, and this vulnerability to weather fluctuations posed a significant hindrance. Furthermore, financial constraints became a pressing issue for farmers, particularly during prosperous seasons, as they struggled to secure the necessary resources for optimal banana cultivation.

Materials and Methods

In this research, a multi-stage random sampling procedure was employed to gather data, using Kannyakumari district as the overarching universe in the first stage. Thackalai block was then chosen as the second stage unit, followed by villages at the third stage. The ultimate sampling units were farm households engaged in banana cultivation. For the primary data collection in this study, researchers conducted personal interviews utilizing well-structured

and confidential interview schedules. Secondary data was sourced from various references, including books, records, and the internet. In total, 120 respondents were selected for the study, encompassing both banana production and marketing aspects.

Garrett Ranking Technique

The respondents were asked to rank their problems in banana production and marketing. In Garrett's ranking technique, these ranks were converted into per cent position by using the formula,

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

Where,

R_{ij} = Ranking given to the i^{th} attribute by the j^{th} individual

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

By referring to the Garrett's table, the per cent positions estimated were converted into scores. Thus for each factor the scores of various respondents were added and the mean values were estimated. The mean values thus obtained for each of the attributes were arranged in descending order. The attributes with the highest mean value was considered as the most important one and the others followed in that order.

Result and Discussion

Garrett ranking technique was used to analyze constraints faced by farmers and market intermediaries in the study area.

a) Constraints in Production of Banana

The study conducted in the specified area has successfully identified and presented the key challenges faced in banana production, as summarized in Table 1. Among the various issues, price fluctuation emerged as the primary obstacle, with a substantial score of 58.57, underscoring its significant impact on farmers in the research area. Following closely, forced sales were noted as another substantial challenge, with a score of 55.38, highlighting the pressure farmers faced to sell their produce under less-than-ideal conditions. The lack of adequate financial resources for banana production, with a score of 52.18, was another prominent issue, indicating the need for better access to funding. Additionally, the study identified the challenge of insufficient storage facilities with score of 48.39, suggesting a need for improved storage infrastructure, and the issue of limited transportation options (44.42) was also a notable concern. These findings collectively emphasize the multifaceted challenges within the banana production sector, with price fluctuations, forced sales, financial constraints, storage limitations, and transportation issues all

warranting attention and potential solutions to improve the overall production process.

Table 1 : Problems Encountered by Farmers in Production of Banana

Si. No	Problems	Mean Score	Rank
1.	Price Fluctuation	58.57	I
2.	Forced Sale	55.38	II
3.	Lack of Finance	52.18	III
4.	Lack of Storage	48.39	IV
5.	Lack of Transport	44.42	V

b) Constraints in Marketing of Banana

The study in the given area has successfully identified the primary challenges encountered in the marketing of bananas, and these findings are summarized in Table 2. Among the identified issues, price fluctuation was the most prominent marketing constraint, with a significant score of 68.23, signifying its pervasive impact on farmers. This was closely followed by the problem of insufficient storage facilities, which scored 60.49, indicating the pressing need for better storage infrastructure. High competition in the market was another notable concern, scoring 59.45, reflecting the intense rivalry faced by banana producers. The study also highlighted the issues of limited access to credit (45.43), demonstrating the financial constraints faced by farmers, and the relatively low level of banana exports (41.73), and indicating room for growth in international trade. These findings collectively emphasize the multifaceted challenges within the banana marketing sector, with price fluctuations, storage limitations, market competition, financial access, and export opportunities all warranting attention and potential solutions.

Table 2 : Problems Encountered by Traders in Marketing of Banana

Si. No	Problem	Mean Score	Rank
1.	Price fluctuation	68.23	I
2.	Lack of Storage	60.49	II
3.	High Competition	59.45	III
4.	Lack of Credit	45.43	IV
5.	Lack of Export	41.73	V

Conclusion

The study's findings led to the concluded the price fluctuation was the major constraint faced by both the banana growers and the intermediaries of the market. This study made the suggestion the government official can make efforts to regulate the fluctuation in the banana price. For the banana business in the research area to grow more successfully, investment in

associated training programs and processing industries may be encouraged.

References

- Ambisa, Z., Tesfa, B., Olani, T., and Abdeta, D. (2019). Review on the production and marketing of banana in Ethiopia. *World Journal of Agriculture and Soil Science*, **2**(1), 1-9.
- Ebiowei, K. P. (2013), "Empirical review of problems and prospects of Banana (*Musa sapientum* L) and plantain (*Musa paradisiaca* L) production enterprises", *Global Journal of Biology, Agriculture and Health Sciences*, **2**(4), 181-186.
- Gotame, T.P., Adhikari, J., and Chetri, M.B. (2008). Production and Marketing Constraints of Banana Enterprise in Nawalparasi District: Strategies for Research and Development. Nepal Horticulture Society, 8.
- Gunasekaran, D. (2016). Production and marketing problems faced by banana farmers in Karur district. *Asia Pacific Journal of Research Vol: I. Issue XXXV*.
- Horticultural Statistics at a Glance -2018. Second Advanced Estimate of 2021-22
- Kumar, R., Jain, S., Meena, L.K., and Sen, C. (2015), "Resource use efficiency and constraints in production and marketing of tissue culture and sucker propagated banana", *International Journal of Agricultural Science and Research*, **5**(5), 1-10.
- Mungalpara, K.U., Viraja, C.V., and Thumar, V.M. (2017). Constraints faced by the banana growers in production and marketing in Bharuch district in South Gujarat. *Trends in Biosciences*, **10**(23), 4891-4892.
- Phulara, G., Budha, J., Puri, C., and Pant, P. (2020), Economics of Production and Marketing of Banana in Kailali, Nepal. *Food Agribusiness Manag*, **1**(1), 43-46.
- Season and Crop Report -2020-2021. Department of Statistics, Chennai
- Vignesh, M., Selvakumar, R., and Azhagesan, R. (2023). Marketing strategy and performance of banana in Kanniyakumari district of Tamil Nadu.