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**An analysis of production and marketing of coconut in Tumkur District,
India**

S.Shashikumar* and H.M.Chandrashekar

Department of Agri-Business Management, Institute of Development Studies, University of Mysore, Manasagangotri, Mysore-570006, Karnataka State, India

**Corresponding author*

KEYWORDS

Coconut production, Marketing, Coconut Board, pre-Harvest contractor

A B S T R A C T

The coconut palm is the most useful palm in the world. Every part of the tree is useful to human life for some purpose or the other. Hence, the coconut palm is endearingly called 'kalpavriksha' meaning the tree of heaven. The Copra obtained by drying the kernel of coconut is the richest source of vegetable oil containing 65 to 70 per cent oil. *Cocos nucifera* is a large palm, growing up to 30 m (98 ft) tall, with pinnate leaves 4–6 m (13–20 ft) long, and pinnae 60–90 cm long old leaves break away cleanly, leaving the trunk smooth. Coconuts are generally classified into two general types: tall and dwarf. On very fertile land, a tall coconut palm tree can yield up to 75 fruits per year, but more often yields less than 30, mainly due to poor cultural practices. In recent years, improvements in cultivation practices and breeding have produced coconut trees that can yield more. An attempt is made in this paper to analyse the production and marketing of coconut in Tumkur district.

Introduction

The Coconut palm is one of the most useful plants. It is grown in more than 80 countries of the world. Indonesia and the Philippines are the first and the second largest coconut producing country in the world. India is the third largest coconut producing country having an area of about 1.78 million hectares under the crop. Annual production is about 7562 million nuts with an average of 5295 nuts per hectare.

South East Asia is regarded as the origin of the coconut. It is mainly cultivated in Philippines,

Indonesia, India, Sri Lanka, Thailand, Malaysia etc. The aim of this study is to analyse the recent trends and production of coconut in Tumkur district and also to analyse the marketing of coconut in Tumkur district.

Materials and Methods

This study is based on both primary and secondary data. The Secondary data has been collected from Coconut Board, Dept of Agriculture and Horticulture, National

Horticulture Board (NHB), Concerned Organizations /Departments/ Institutions of government and Nongovernment organizations of various aspects including production, processing and marketing.

The primary data has been collected by personal observation to contract the marketing channels or marketing system of coconut in Tumkur district.

The figure 1 shows that Indonesia is the largest coconut producer in the world. Philippines is the second largest coconut producer. India is the third largest coconut producer, and also Srilanka registered fourth place, Brazil fifth place, Thailand sixth place, Vietnam seventh place, México eight place, New Guinea ninth place, Malaysia is tenth place in the coconut producer in the world.

Figure 1 shows that Philippines is having largest under acreage production in the world. Indonesia is the second largest coconut producer in the world and India registered third place. Srilanka fourth place, Brazil fifth place, Thailand sixth place, Vietnam seventh place, México eighth place, New Guinea ninth place and Malaysia tenth place.

Coconut production in Karnataka

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. Nearly 60 per cent of the coconut produced in the state is

utilized as raw nuts for domestic culinary purposes, social cultural and religious purposes. About 25 per cent of the nuts are converted into edible ball copra, desiccated coconut powder and the remaining 15 per cent is utilized as tender coconut for drinking purpose. Prominently, 60–70 per cent of the arrival of coconut is exported to other states i.e. Uttar Pradesh, Punjab, Maharashtra, Rajasthan, Madhya Pradesh, Jammu and Kashmir, etc., about 60 per cent of coconut production in Karnataka is used in domestic items and remaining is dried as copra, most of the copra arriving to the markets is dispatched to other state, where the Karnataka copra is in great demand. The coconut utilized for commercial product preparation is only to the extent of 35–40 per cent, while 55–60 per cent is consumed for food and beverage purposes. “The main coconut growing districts in karnataka are Tumkur, Hassan, Dakshina Kannada, Chikmagalur, Chitradurga Karnataka, etc.”

The Table 3 indicates the area, production and productivity of coconut in Tumkur district during 2000-01 to 2009-10. The table clearly indicates that there has been increasing trend in area, production as well productivity with 100810 to 4021140 of area, 6632.83 to 285910 production and in terms of productivity 6580 to 7111 nuts /ha, respectively. The overall results show the increasing trend in the above aspect.

The Table 4 indicates that area under coconut production in Tumkur district during 2008-09. The Gubbi, taluk has been registred 21 percent of area under coconut production with first position followed by Turvekere and Tiptur stood second place with 20 percent each. The Chikkanayakanahally registred with 18 percent stood third place and Tumkur with 9 percent and the remaining 5 taluks such as

Sira, Kunigal, Madhugiri, Kortagere and Pavagada accounts less than 5 percent in terms of area under coconut production in Tumkur district.

Results and Discussion

It has been observed at the field level that the marketing of coconut in Tumkur district. The coconut producers sells coconut to pre-harvest or post-harvest contractor and then it reaches the street- venders and then to consumers in case of tender coconut. However, in case of coconut it would reaches to wholesaler and then to retailer and consumer.

In another channel some of the processing industries would have contract with the coconut producers and through them it

would reaches to wholesaler and then retailer and consumer. The important channel is the producer to village trader would sell at shandy or in regulated markets to commission agents and then to whole saler to retailer and consumer.

As an altranative marketing channel the street vender would have the direct contact with the producer and they sell at streets in small quantities. As perusal observation many intermediaries are playing important role in marketing of cocconut in Tumkur district. Intermediaries are playing a major role in marketing of coconut in the study area. Instead of that the coconut board /government should think to establish their own collection and marketing centers in the study area.

Table.1 Major Countries producing coconut in world-2010

Country	Production (tons)	Percentage share of coconut production	Area (ha)	Yield/ha (tons)
Indonesia	21,565,700	34.9	3,231,710	6.67
Philippines	15,667,600	25.4	3,401,500	4.61
India	10,148,000	16.4	1,903,000	5.33
Sri Lanka	2,099,000	3.4	394,840	5.32
Brazil	1,973,370	3.2	284,058	6.95
Thailand	1,380,980	2.2	237,882	5.80
Vietnam	1,128,500	1.8	121,500	9.29
Mexico	1,004,710	1.6	155,713	6.45
PapuaNew Guinea	930,000	1.5	216,000	4.30
Malaysia	459,640	0.7	166,400	2.76
WORLD	61,708,358		11,864,344	5.20

Source: FAO Statistics- 2010.

Figure.1 Major countries producing coconut in world production (tons) 2010

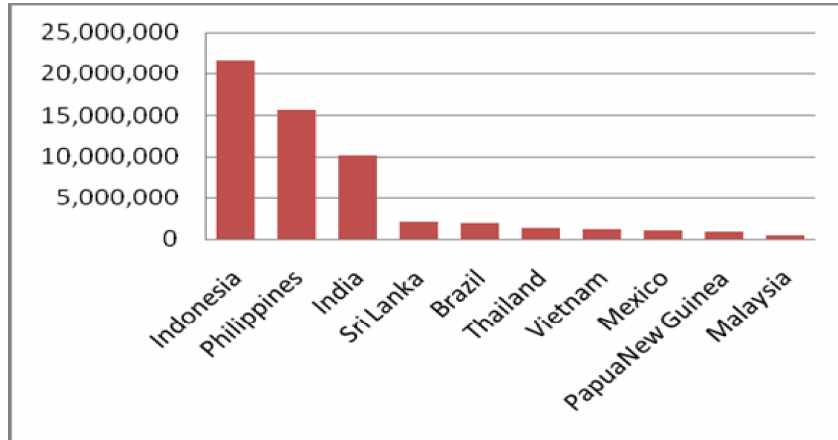


Figure.2 Acreage under Production (ha)

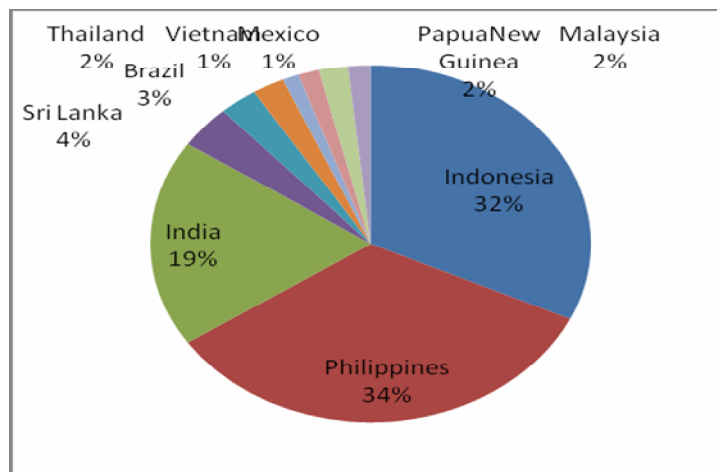


Figure.3 Area production and productivity of coconut during 2007–2008

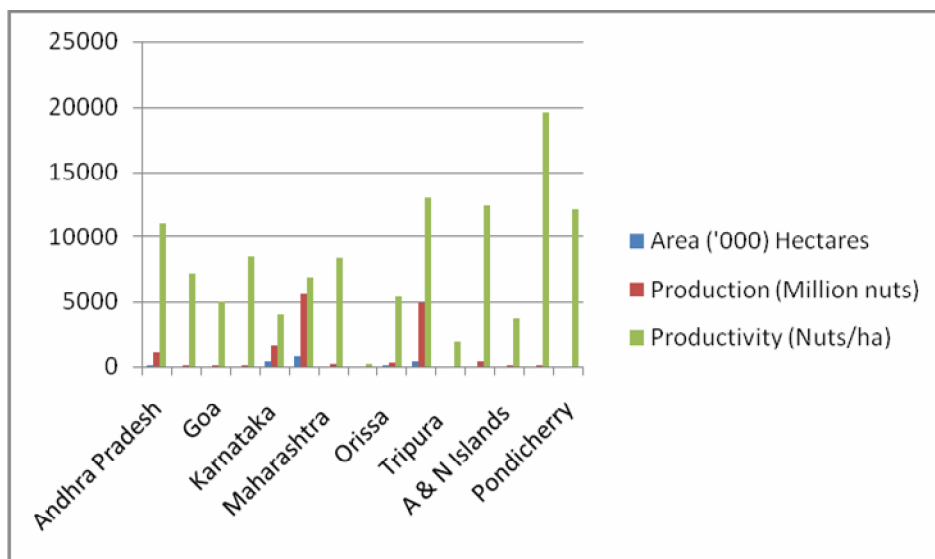


Table.2 State wise area, production and productivity of coconut in India

States	2007–2008			2008–2009		
	Area ('000 Hectares)	Production (Million nuts)	Productivity (Nuts/ha)	Area ('000 Hectares)	Production (Million nuts)	Productivity (Nuts/ha)
Andhra Pradesh	101.32	1119.26	11047	104.00	970.00	9327
Assam	19.00	136.00	7158	18.80	147.10	7824
Goa	25.50	127.60	5004	25.61	128.18	5005
Gujarat	16.40	138.30	8433	15.98	157.42	9851
Karnataka	405.00	1635.00	4037	419.00	2176.00	5193
Kerala	818.80	5641.00	6889	787.77	5802.00	7365
Maharashtra	21.00	175.10	8338	21.00	175.10	8338
Nagaland	0.90	0.20	222	0.92	0.55	598
Orissa	51.00	275.80	5408	51.00	275.80	5408
Tamil Nadu	383.37	4968.20	12959	389.60	5365.00	13771
Tripura	5.80	11.40	1966	5.80	11.40	1966
West Bengal	28.60	355.50	12430	28.60	355.50	12430
A & N Islands	21.60	80.60	3731	21.69	82.00	3781
Lakshadweep	2.70	53.00	19630	2.70	53.00	19630
Pondicherry	2.20	26.60	12091	2.10	30.70	14619
All India	1903.19	14743.56	7747	1894.57	15729.75	8303

Source: Directorate of Economics and Statistics, Ministry of Agriculture, Govt. of India- 2009.

Figure.4 Area production and productivity of coconut in 2008–2009

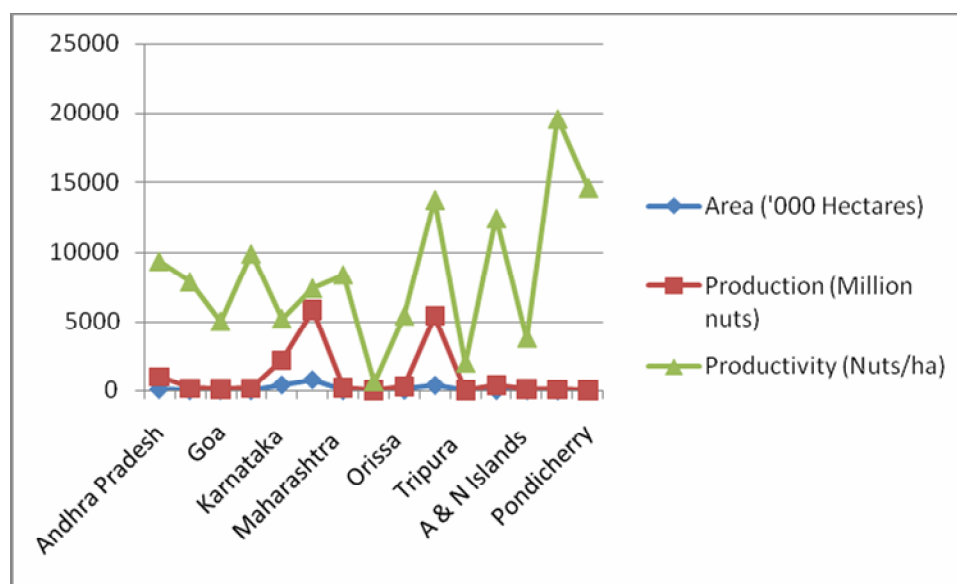


Table.3 Area, production and productivity of coconut in Tumkur district-2000-01 to 2009-10

Sl. No.	Year	Area (Ha)	Production (Lakh nuts)	Productivity (Nuts/ha)
1	2000–2001	100810.00	6632.83	6580
2	2001–2002	110993.00	5477.67	4936
3	2002–2003	111248.00	5490.26	4936
4	2003–2004	109443.00	5401.18	4936
5	2004–2005	110937.00	5474.91	4936
6	2005–2006	122690.00	6054.94	4936
7	2006–2007	125511.00	6194.16	4936
8	2007–2008	124110.00	6837.65	5510
9	2008–2009	132587.00	9945.66	7502
10	2009–2010	4021140.00	285910.42	7111
	Total	506946.90	34341.97	6774

Source: Department of Horticulture, Bangalore.

Figure.5 Area, production and productivity of coconut in Tumkur district-2000-01 to 2009-10

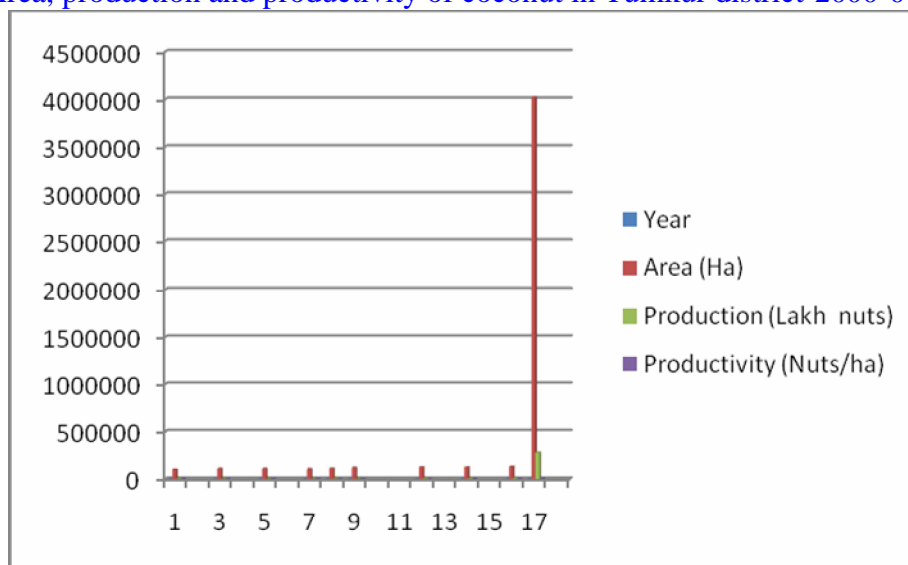
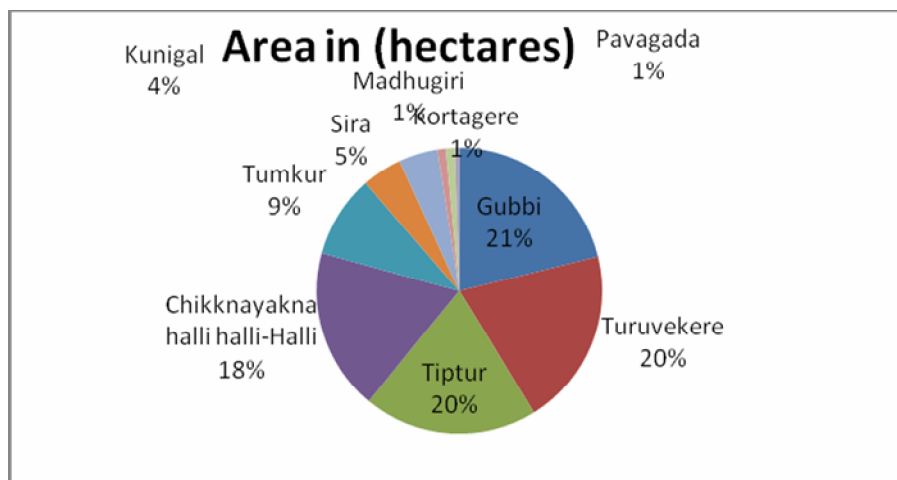


Table.4 Taluk wise area under coconut production in Tumkur district -2008–2009

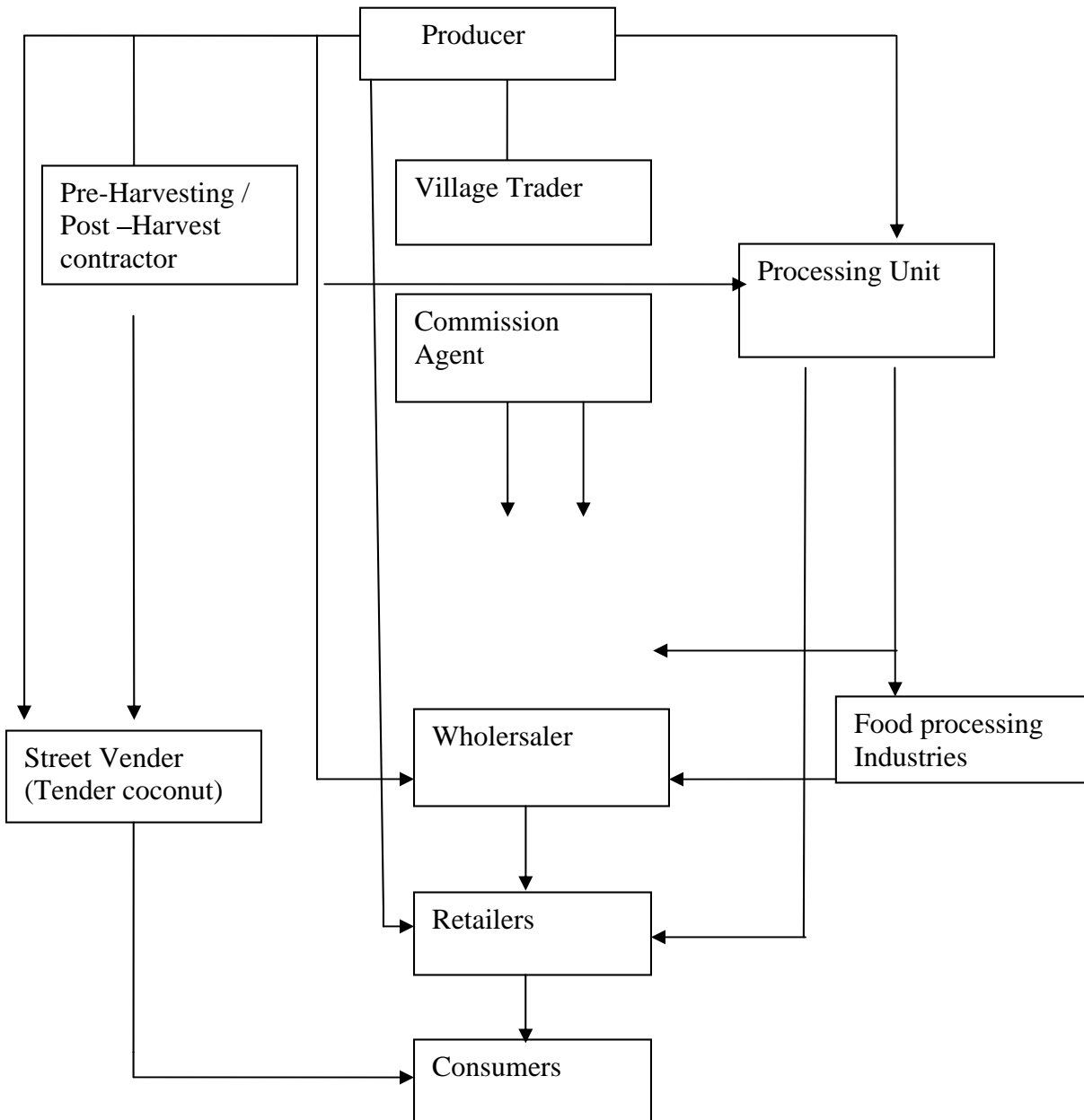
SL. No.	Taluks	Area in (hectares)	Percentage
1	Gubbi	27856	21
2	Turuvekere	26545	20
3	Tiptur	25936	20
4	Chikknayaknahalli halli-Halli	24214	18
5	Tumkur	12266	9
6	Sira	5976	5
7	Kunigal	5821	4
8	Madhugiri	1255	1
9	Kortagere	1372	1
10	Pavagada	629	1

Source: District Statistics Office, Tumkur-2008.

Figure.6 Taluk wise area under coconut production in Tumkur district-2008–2009



Coconut marketing channels In Tumkur district



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