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

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

ABSTRACT
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 nineth 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 karanataka are Tumkur, Hassan, Dakshina Kannada, Chikkmagalur, 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 registered 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 wholesaler to retailer and consumer.

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

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

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

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

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

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


Figure 6: Taluk wise area under coconut production in Tumkur district-2008–2009
Coconut marketing channels in Tumkur district

Producer

Village Trader

Commission Agent

Processing Unit

Wholesaler

Retailers

Consumers

Street Vender (Tender coconut)

Pre-Harvesting / Post-Harvest contractor

Food processing Industries
References


