



A Study on Farmers Attitude towards Coconut Cultivation and Marketing in Coimbatore District

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Abstract: In India Tamil Nadu stands in third place in coconut production according to the report by the Coconut Development Board of India. Tamil Nadu plays a main role in GDP contribution of the nation. The Coconut Development Board of India plays a main role in the increase in coconut production in Tamil Nadu by providing beneficiary subsidy to the coconut cultivators. The aim of the study is to find out the farmers awareness about the cultivation and their satisfaction level of the farmers in coconut cultivation. For the purpose for the study percentage analysis, rank analysis, weighted average score analysis have been prepared and discussions were made. The study suggested that the farmers involved in coconut cultivation has to use different source of labour for cultivating coconut in order to decrease their cost of cultivation, has to focus on water availability during the cultivation period of the coconut. The study concluded that the coconut cultivators sell their coconuts to the brokers in locality and to the oil mill industry and coir industry.

Keywords: Coconut, Tamil Nadu, GDP, Satisfaction, Cultivation, Labour

1. Introduction

Coconut production plays an important role in the national economy of India. According to figures published by the Food and Agriculture Organization of the United Nations, India is one of the world's largest producers of coconut. The coconut palm is referred to as 'Kalpavriksha' - the 'tree of heaven' as each and every part of the palm is useful to mankind in one way or other. It provides food, drink, fuel and timber. Millions of families in India depend on coconut for their livelihood either directly or indirectly India ranks third in area and production of coconut in the world. The four southern states viz. Kerala, Tamil Nadu, Karnataka and Andhra Pradesh are the major coconut producing states in India accounting for more than 90 percent of area and production. There is a great scope for

enhancing the productivity of coconut through adoption of scientific cultivation technologies, which are described here under. From Food, Medicine, Farming and gardening industries to some industrial purposes, Coconut and or its by products are important. The leaves of coconuts are used as roofing material; the tree itself is used as fuel and in construction. The husk is used to make ropes, Mats, brushes, Mattresses and more. The shell is used for incense sticks and mosquito coils apart from plywood manufacturing. As food, its consumed naturally, in powdered or desiccated form, coconut flour, coconut milk and oil. The sap from the tree is used to make sugar, jaggery and also consumed as a local drink in many parts of the country.



2. Statement of the Problem

There has been an increase in demand for the coconut in the international market and domestic market. India stands in third place in world coconut production. It plays a main role in export of coconut to other countries. Tamil Nadu plays a main role in coconut cultivation in India. In Tamil Nadu all districts involve in coconut cultivation except the Nilgiris. Coimbatore district stands in first place in coconut cultivation in Tamil Nadu. The farmers of Coimbatore district yield coconut in larger number and sell their coconuts to different industries for value addition. There is an increase in trend in consumption of coconut for its nutrition benefits. Hence, an attempt is made to “A study on farmers attitude towards coconut cultivation and marketing in Coimbatore district”.

3. Objectives of the Study

- To identify the mechanism of coconut marketing in selected area.
- To know the awareness of the farmer regarding the subsidies provided by the government.
- To know the satisfactory level of the farmers in coconut cultivation.

4. Scope of Study

The scope of study is to identify and study the cultivation process, problems and the marketing strategies used by the farmers in Coimbatore district. The research will be helpful in understanding the current position of cultivation and marketing of coconut production in Coimbatore district with other segments. It can be further used to improve the production based on season wise demand and product wise demand.

5. Methodology

- **Area of study:** The study is conducted within Coimbatore district as it has vast population and enormous number of coconut cultivators as Coimbatore district is the number one district in production of coconut in the state of Tamil Nadu.
- **Source of data:** There are two types of data used which are:
- **Primary data:** The primary data are collected

from the coconut cultivators in the study area through the form of personal interview.

- **Secondary data:** The secondary data are collected through various online sources, reports and journals.
- **Tools for analysis:** The data are collected according to the objectives of the study and percentage analysis and average score analysis, rank analysis are the tool used for analysis.

6. Limitations of the study

- The study is conducted in Coimbatore district only
- The study is limited to only 200 coconut cultivators

7. Review of Literature

J.J.Parthiban¹et al., (2021) conducted a study on economic analysis of organic coconut cultivation in Salem district. The study examines to find out profitability of the coconut farming in the study area also to estimate the resource use efficiency of coconut farms in the study area and to identify the constraints in adoption of organic farming under Participatory Guarantee Scheme (PGS) at farm level. The study shows that total cost of production of organic coconut farms was Rs.82,216/ha. The results of the linear regression indicate that the coconut yield responded significantly to inputs such as farmyard manure, bio-fertilizer and coconut cake.

Janani Shri E B²et al., (2021) focused a study on cultivation and marketing of coconut farming in Erode district with special reference with Palipalayam Taluk .the study examines the awareness of respondents about the coconut farming business and marketing. The study examine the significant relationship between dependent and independent variables in coconut marketing business. And to identify the satisfaction level regarding risk involved in coconut cultivation and marketing by the coconut growers and to suggest suitable solutions to solve them. The study concluded that Pallipalayam Taluk plays a vital role in coconut production, at Coimbatore district. But in mean time the coconut growers had meet unexpected losses in farming their business. So its productivity is reduced. In this situation, the landowners and other stakeholders are urging to take necessary steps to boostup coconut cultivation in the Pallipalayam Taluk.



8. Result and Discussion

Table shows that demographic profile of the farmers, from the total out of 200 respondents, most (72.5%) of the farmers are male as their gender, (55%) of the farmers are from 20-40 years, 37.5% of the farmers are having no formal education, 56% of the respondents are in urban

areas as their place of residence, 49% of the respondents are doing agriculture as their occupation, 87.5% of the respondents are married, 35% of the respondents are 4 members as the family members, 35% of the respondents are earning Rs.25000-Rs.50000 as their monthly income, and 31.5% of the respondents are residing in Annur.

Table 1

Demographic Profile		Farmers	
		Number	Percentage (%)
Gender	Male	145	72.5
	Female	55	27.5
Age	20-40years	80	40
	40-60years	110	55
	Above60 years	10	5
Educational Qualification	Noformal education	75	37.5
	Schoollevel	40	20
	Undergraduation	35	17.5
	Postgraduation	18	9
Residence Status	Urban	112	56
	Rural	88	44
Occupation	Agriculture	98	49
	Business	20	10
	Professional	32	16
	Homemaker	50	25
Marital Status	Married	175	87.5
	Unmarried	25	12.5
Family Size	2 Members	45	22.5
	3 Members	55	27.5
	4 Members	70	35
	More than 4 Members	40	20
Monthly Income	BelowRs. 25000	50	25
	Rs.25000– Rs.50000	70	35
	Rs.50000– Rs.75000	60	30
	Above Rs.75000	20	10
Area of Residence	Pollachi	42	26
	Annur	63	31.5
	Mettupalayam	53	26.5
	Siruvani	32	16

Table 2 describes the type of government subsidy used by the farmers. The table shows that out of 200coconut cultivators taken for the study, 57.5 percent of the farmers use free electricity, 15 percent of the farmers use free manure, 17.5 percent of the farmers use monetary benefits and 10 percent of the farmers use free saplings. It is concluded that most (57.5%) of the farmers use free electricity as the government subsidy.

Table 2: Type of government subsidy used by the farmers while cultivating coconut

Type of Government subsidy used by the farmers	Farmers	
	Number	Percentage (%)
Free electricity	115	57.5
Free manures	30	15
Monetary benefits	35	17.5
Free saplings	20	10
TOTAL	200	100



Table3 Problems faced by the farmers while cultivating coconut

Problems faced by the farmers	Rank
Lack of adequate finance	5
Water shortage	4
Irregular power supply	3
Delay in Government subsidies	6
High Cost of cultivation	2
Labour shortage	1

Source: Primary data.

Table 3 describes the problems faced by the farmers while cultivating coconut. The table shows that out of 200 coconut cultivators taken for the study, they given first priority to labour shortage, and followed by high cost of cultivation, irregular power supply, water shortage, lack of adequate finance, and they give last priority to delay in government subsidies.

It is concluded that the farmers given first priority to labour shortage.

Table 4 Satisfactory level of the coconut cultivators

S.No	Factors	Level	HS	S	N	DS	HDS	Total	Average score	Rank
		Score	5	4	3	2	1			
1	Price	Level	36	138	50	19	0	243	3.79	4
		Score	180	552	150	38	0	920		
2	Labour	Level	45	66	88	44	0	243	3.46	6
		Score	225	264	264	88	0	841		
3	Government subsidy	Level	80	50	40	53	2	243	3.48	5
		Score	400	200	120	106	2	846		
4	Cost of cultivation	Level	101	99	10	20	1	243	4.04	2
		Score	505	396	30	40	1	984		
5	Electricity supply	Level	40	90	50	60	3	243	3.42	7
		Score	200	360	150	120	3	833		
6	Availability of water	Level	120	40	83	0	0	243	4.15	1
		Score	600	160	249	0	0	1009		
7	Fertility of land	Level	88	55	100	0	0	243	3.95	3
		Score	440	220	300	0	0	960		

Source: Primary data

Table 4 shows the satisfaction level of coconut cultivators, they given top priority to availability of water, and followed by cost of cultivation, fertility of land, price government subsidy, labour, and given last priority to electric city. The study concluded that the level of farmers involved in coconut cultivation, majority of the farmers given top priority to availability of water.

9. Findings of the Study

- Most (72.5%) of the farmers are male as their gender, (55%) of the farmers are from 20-40 years, 37.5% of the farmers are having no formal education, 56% of the respondents are in urban areas as their place of residence, 49% of the respondents are doing agriculture as their

occupation, 87.5% of the respondents are married, 35% of the respondents are 4 members as the family members, 35% of the respondents are earning Rs.25000-Rs.50000 as their monthly income, and 31.5% of the respondents are residing in Annur.

- Most 57.5% of the farmers use free electricity as the government subsidy as the type of government subsidy used by the farmers while cultivating coconut.
- Most of the farmers given first priority to labor shortage as their problem faced while cultivating coconut.
- Based on Average score analysis, it is inferred that the farmers level of satisfaction given top priority to availability of water.



10. Suggestions

On the basis of the findings obtained through the analysis and interpretation of the study, the following suggestions are given.

- The farmers involved in coconut cultivation has to use different source of labour for cultivating coconut in order to decrease their cost of cultivation.
- The farmers has to focus on water availability during the cultivation period of the coconut.
- The farmers can use different government subsidy and make use of the subsidies provided by the government.
- The farmers can also sell other available by products from the coconut farm in order generate additional income.
- The farmers can use both type of coconut trees in the coconut farm to get yield in regular time period.
- In order to increase the income level of the farmers, government may take steps to start designated coconut industries for value addition in Coimbatore district.

11. Conclusion

Coconut is the widely cultivated crop in Coimbatore district when compared to other crops. This happens because of the fertility of the land in Coimbatore. The study states the method of cultivation and various marketing strategies used to sell coconut. The farmers involved in coconut cultivation are more from Pollachitaluk when compared to other taluks. The coconut cultivators sell their coconuts to the brokers in locality and to the oil mill industry and coir industry. The price of the coconut keeps fluctuating every day. The suggestions are given to the coconut cultivators to improve their production and sales techniques.

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