

## Economic Performance and Marketing Channels of Coconut Growers in Central Dry Zone of Karnataka

COCONUT is a unique crop as a source of food, drink, shelter and a variety of raw materials for industrial exploitation. Coconut plays an important and vital role on the socio-economic life of large number of small and marginal farmers in the peninsular India. Though, it is a commercial crop, the cultivators are unable to get potential yield due to low adoption rates of recommended technology.

The study was conducted in Tiptur and Arsikere taluks of Tumkur and Hassan districts. These areas were selected purposively based on the majority area under coconut cultivation. Samples of 120 respondents were selected randomly proportionate to the population in each selected village. Data were collected with the help of structured interview schedule and personal observation.

In the present study, economic performance was calculated by the ratio of output to total expenditure incurred expressed in index value. To estimate total expenses on the total cultivation, the expenditure on coconut production, labour, fertilizers, plant protection chemicals, manures, transportation, marketing and miscellaneous were considered. To estimate the total value of output, the amount realized from the sale of coconut, tender coconut, coconut husk and coconut byproducts were

considered for a period of one year. Marketing channels were identified by asking the respondents where and to whom they sell their produce of coconut.

From a close look at Table I, one could observe that majority of the big farmers (50%) were in high economic performance category, 30 per cent in medium and 20 per cent in low categories. In case of small farmers, 37 per cent of the growers were in high economic performance followed by medium (33%) and low (30%) economic performance categories. In case of marginal farmers, nearly one fifth of them belong to high (16%) economic performance category followed by medium (50%) and low (34%) categories. This difference could be due to several significant factors. First of all, the big growers with their higher income and land holding had better investment capabilities which lead to better adoption of high cost technologies, secondly, big growers were innovative in nature which resulted in better adoption of risk involved technologies. Adoption of practices leads to higher yields. Thirdly, big growers had better technical knowledge on post harvest practices and possessed better storage facilities which guarded them against higher fluctuation in prices. This in turn resulted in the big growers getting maximum price for their produce as they were in a position to sell the produce at any time of the year when the



For tender coconut, only 10 per cent of the total respondents disposed the tender coconut through the pre harvest contractors followed by commission agents (2%).

In case of copra, the coconut growers marketed their copra through regulated market followed by village merchants. A very few per cent of them were dependent on retailers, wholesalers and commission agents for selling of copra.

The channels identified for copra is almost similar to the channels identified for nuts. For coconut byproducts, a low percentage of the respondents sold their coconut by products to village merchants (27%).

Exactly half of the big (50%) and over one third of small farmers (37%) had high overall economic performance. Whereas a good percentage of marginal farmers (50%) were in medium overall economic performance category. Majority of the total respondents disposed their produce to the regulated

market, whereas considerable percentage of farmers dependent on the village merchants. Further, a limited percentage of farmers marketed their produce to pre-harvest contractors, commission agents and weekly shandies. The respondents preferred these channels because of immediate cash payment, cash advance and previous agreement with intermediaries and social ties with the intermediaries.

*Department of* K. B. LATHA  
*Agril. Extension* N. S. SHIVALINGE GOWDA  
*UAS, Hebbal* K. N. RAMANNA  
*Bangalore-24*

#### REFERENCES

- VASANTHAKUMAR, M. P., 2000, A study on knowledge, adoption and economic performance of coffee growers in Virajpet taluk of Coorg district. *M.Sc. thesis* Univ. Agril. Sci., Bangalore.
- THIMMARAJU, G., 1989, A study on economic performance of coconut growers in Tumkur district, Karnataka State, *M.Sc. thesis*, Univ. Agril. Sci., Bangalore.