



Marketing problems encountered by coconut growers in Thanjavur district of Tamil Nadu

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ABSTRACT

The study was conducted in two taluks of Thanjavur districts in Tamil Nadu to elucidate the constraints of coconut growers in marketing of their produce. A sample of 120 coconut were selected randomly from selected taluks of the districts and the information was collected through structured interview schedule. The study found that the Lack of exclusive market for coconut, lack of co-operative marketing system, scarcity of labour for transportation and marketing and lack of market information were the problems in marketing of coconut. Fluctuation in market price was the major trading constraints whereas, it was lack of availability of long term credit in financial aspects and lack of village level co-ordination was the major physical constraints.

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