

## Factors responsible for the coleus cultivation and marketing behaviour of farmers

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### ABSTRACT

This study was conducted at Salem district of Tamil Nadu. Ten villages were selected by using simple random sampling procedure. One hundred twenty coleus growers were selected from ten selected revenue villages for the study. From the study it was revealed that majority of coleus growers (90.00%) cultivated the coleus by contract farming. The context agreement was done before sowing and the price of the produce also fixed by the contractor before sowing. None of them used any post harvest technologies. Earn more profit and less cost of cultivation were the main factors responsible for cultivation of coleus crop as perceived by the cent per cent of the coleus growers followed by, nothing is waste in coleus plants (98.33%), contract farming (90.00%), labour scarcity problem (68.33%) make the cultivation easy and easy management of coleus cultivation were perceived by the farmers as other factors responsible for coleus cultivation.

**Key words :** Coleus cultivation, Marketing behaviour, Indigenous technical knowledge

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**M**edicinal and aromatic plants (MAPs) are an essential part of traditional health care systems. Among the local and indigenous people, medicinal plants or MAPs evoke spontaneous and enthused values and importance for their health, cultural and spiritual needs.

In recent years medicinal and aromatic plants are increasingly recognized as source of significant livelihood opportunities for the rural poor and revenue for the government. The gathering and cultivation of MAPs provide critical sources of cash income to many rural communities, especially, primitive forest-dependent tribes, landless poor and marginalized farmers (Farroqui and Sreeramu, 2001). Forest produce also contribute to land productivity through the use of leaves as biodegradable agricultural material for manuring

and animal excreta especially cow dung as manure. A large portion of the grazed fodder goes into the productivity of land. The cultivation of medicinal plants is ecologically safe. In China, India and many other countries in South and East Asia, traditional systems of medicine use thousands of plant species to treat malaria, stomach ulcers, and various other disorders (Beulah, 2004). Moreover, they have huge export value in the recent times due to globalization. A recent survey in India found that more than 1200 medicinal plants are in use in the manufacturing and processing sectors and 162 plants were predominantly traded. Some facts about medicinal farming were some of the crops with the use of minimum water usage gives maximum yield and also need nominal attention as compared to traditional farming. Full consent of state as well as central Govt. with regards to technological assistance and subsidy. Less fertilized land can be used for cultivation of coleus. It boosts employment and small scale industries at village level.

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### METHODOLOGY

The study was conducted at Salem district of Tamil Nadu. Ten villages from Attur Taluk were selected by using simple random sampling procedure. One twenty coleus