

Analysis of production and marketing constraints and suggestions for further improvement of banana growers

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ABSTRACT

A study was conducted to know the production, marketing constraints and suggestions for further improvement by one hundred banana growers in Mudigere and NR Pura Taluks of Chikmagalur district during the year 2007. Majority of the growers expressed moisture stress in summer, excess of rain in monsoon and high wind speed were the major production constraints where as major marketing constraints expressed were fluctuation in market price and interference of middle men. Conducting training, establishment of processing unit, developing high yielding and short duration varieties and improvement of the marketing infrastructure were the important suggestions expressed for further improvement of banana by the banana growers.

INTRODUCTION

Banana is basically a tropical crop, grows well in temperature range of 13°C – 38°C with RH regime of 75-85%. In India, this crop is being cultivated in climate ranging from humid tropical to dry mild subtropics through selection of appropriate varieties. It is one of the important fruits grown in Karnataka. The main constraints in banana cultivation in the state were: low plant population, local preference for low yielding varieties like Elakki, poor crop management and prevalence of complex diseases. Karnataka has a good potential for improving the productivity with the adoption of improved varieties and technologies. Bananas are a valuable source of Vitamin B₆, Vitamin C, and potassium. Banana usually refers to soft, sweet “dessert” bananas. Bananas may also be cut and dried and eaten as a type of chip. Dried bananas are also ground into banana flour. Almost all export bananas are of the dessert types; however, only about 10-15% of all production is for export, with the United States and European Union being the dominant buyers.

Transfer of technology plays a vital role in adoption of improved banana cultivation practices in order to enhance the production in other hand marketing their produce is also

an important part in order to get reasonable price. In this regard, there is a need to identify the constraints faced by the banana growers. Research and extension institutes may formulate their developmental works with respect to banana cultivation based on the constraints and suggestions expressed by the banana growers. Keeping in this view, the present study was taken up with the following specific objectives : to know the production and marketing constraints of banana growers and to elicit the suggestions for further improvement of banana cultivation.

METHODOLOGY

The study was conducted during the year 2007 in Mudigere and NR Pura Taluks of Chikmagalur district with a sample size of 100 farmers. In this study information regarding production constraints, marketing constraints, suggestions for further improvement collected by considering the production constraints as excess rain in monsoon, moisture stress in summer, high wind speed/lodging, non-availability of labour and pest and disease problem, where as marketing constraints taken in to consideration as fluctuation in market price, interference of middlemen, transportation, commission

Key words :

Marketing constraints,
Suggestions,
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