



**Research Paper**

## Constraints in banana cultivation and supply chain management in Raipur district of Chhattisgarh

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**ABSTRACT :** India ranks fruits in area, production of banana in the world. Chhattisgarh state also contributed the status of being increasing trend in the cultivation for banana production and marketing. Study aims to examine constraints in Banana production and supply chain management of Banana in Raipur district of Chhattisgarh. Study on the based on the response collected personally from 30 Banana growers, selected purposely from four villages of Raipur district of Chhattisgarh state. It was found that, most of the respondent belonged to other backward caste, school educated and were having large size of land holding. They were mostly performed irrigated agriculture with an average area of 2.17 ha. under Banana cultivation, overall on an average cropping intensity was observed to be 259.89 per cent. Consumption of Banana was found very low and farmers prefer to sold-out more than 99.08 per cent of their total produce in mostly through channel-I involving wholesaler. Charges were having highest share of marketing cost in both the channels of marketing. The producer receives same amount by selling of producer through both the channels of marketing. High temperature and problem of electricity, lack of improved varieties for Banana cultivation was found as most important constraint faced by the Banana growers. Similarly, lack of processing industry, storage, fluctuation of price and regulated marketing system was reported as most important constraint faced by the farmers during supply chain management of Banana. During summer season due to high temperature the leaves of Banana is badly damaged due to sunstroke. Varieties which are capable to resist high temperature is to be evolved. An extensive survey is done to study the problem and suggestion are given here to improve the supply chain management of banana in Raipur district of Chhattisgarh.

**KEY WORDS :** Constraint in Banana production, Supply chain management

**Paper History :**

**Received :** 01.08.2015;

**Revised :** 08.08.2015;

**Accepted :** 15.08.2015

**HOW TO CITE THIS PAPER :** Chandrakar, Khushboo, Choudhary, V.K. and Koshta, A.K. (2015). Constraints in banana cultivation and supply chain management in Raipur district of Chhattisgarh. *Internat. Res. J. Agric. Eco. & Stat.*, **6** (2) : 410-413.