

Research
Paper

Coconut production and marketing in India : A case of Chitradurga district

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ABSTRACT

Investigation was carried out in Chitradurga district of Karnataka during the year 2007-08 on coconut production. The production can be marketed near places as well as sold at distant places. The four hundred sample size of each wholesaler, trader and retailer was selected. Cross sectional data were collected from the sampled coconut growers and market intermediaries by personal interview method with the help of pre-tested schedule. There were different channels of coconut marketing like, channel-I (farmers (individual)-consumer), channel-II (farmers (individuals)-pooling agent-consumer), and channel-III (farmers (individuals)-pooling agents-merchant broker-consumer). The paper would concentrate the coconut production and marketing of in India and Karnataka, with special reference to Chitradurga district in Karnataka.

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INTRODUCTION

The coconut palm (*Cocos nucifera* L.) is known as the "tree of life" due to its multitude of uses. The coconut palm is endearingly called "Kalpavriksha" meaning the tree of heaven. Coconut is unique among horticulture crops grown in India as a source of food, drink, shelter, fibre, fuel, timber, animal food and variety of raw materials for industrial exploitation.

India is comfortably placed in respect of coconut production. Coconut farming provides employment to nearly ten million people and makes contribution nearly Rs. 70 billion to gross domestic product (GDP). Coconut is a popular plantation and is grown in more than 97 countries in the worldwide. The major producer of coconut in the world like Indonesia, Philippines, India, Srinlanka Papua New Guinea and Vietnam are accounting for 80 per cent of world share.

India is one of the leading coconut producers in the world, producing 13 billion nuts per annum. Coconut is mostly cultivated in the coastal regions of the country. The states that have abundant coconut growth are Andhra Pradesh, Assam, Goa, Karnataka, Kerala, Maharashtra,

Orissa, Tamil Nadu, Tripura, West Bengal, Andaman and Nicobar Islands, Lakshdweep and Pondicherry.

The coconut is not only significant in socio-cultural needs of our society, but also has gained considerable importance in the national economy as potential source of employment and income generation among the plantation crops. The country wide demand for coconuts both for edible and non-edible purpose, the adaptability of coconut palm to grow under varying soil and climatic conditions has generated keen interest among the people of even non-traditional zones in the country to plant a few saplings in their homestead gardens. The coconut palm requires a warm climate without greater diurnal variation of temperature. The ideal mean temperature is usually at 27°C and the average diurnal variation between 5°C and 7°C. The palm grows best under a well distributed rainfall between 1,300 mm and 2,300 mm throughout the year.

Objectives of the study:

- To work out the coconut production in India and Karnataka
- To work out the marketing costs, marketing channels of coconut in the study area.