



Research Paper

Production and marketing of banana in Tiruchirapalli district of Tamil Nadu: An economic analysis

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ABSTRACT : This study is on the production and marketing of banana crop in the Tiruchirappalli district of Tamil Nadu. It is based on the data collected from 120 banana- producers in the blocks of Andanallur and Musiri during 2010-2011. The study has revealed that banana cultivation in Tamil Nadu is profitable enterprise as the net returns have been found to be Rs. 32793.96 and Rs. 37339.70 for Karpooravalli and Poovan banana, respectively. The total cost of cultivation was Rs. 140691.04 for Karpooravalli and Rs. 123220.30 for Poovan banana farms. Cost of production per bunch for Karpooravalli farms was higher (Rs. 61.23) when compared to Poovan (Rs. 51.73) farms. Gross income per hectare was the highest for Karpooravalli farms (Rs. 173485) when compared to Poovan farms (Rs. 160560). The banana – producers have been found to be follow three channels for the marketing of banana; channel I: Producer → Pre harvest contractor → Commission agent → Retailer → Consumer; channel II: Producer → Wholesaler → Retailer → Consumer; channel III: Producer → Commission agent → Retailer → Consumer. The marketing cost has been found to be higher channel II when banana was sold through channel I due to commission charges, transport charges and loading and unloading charges were contributed major proportion. The producer share has been computed as 59.06 per cent in the channel II. The study has suggested that measures need to be adopted to increase access of farmers to market information and they should be educated to sell their produce in the regulated markets which fetch higher returns as compared to village level marketing.

KEY WORDS : Production, Marketing, Banana

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