

## 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

growers were selected from ten selected revenue villages for the study. The respondents were asked to indicate the factors responsible for coleus cultivation and marketing behaviour of coleus produce like mode of sale, market intelligence, time of contract, type of price fixation, mode of payment and post harvest.

**ANALYSIS AND DISCUSSION**

The findings of the present study as well as relevant discussion have been summarized under following heads:

**Factors responsible for coleus cultivation:**

It could be observed from the Table 1 that earn more profit and less cost of cultivation are the main factors responsible for cultivation of coleus crop as perceived by the cent per cent of the coleus growers followed by labour scarcity problem (68.33%), nothing is waste in coleus plants (98.33%), contract farming (90.00%) make the cultivation easy and easy management of coleus cultivation were perceived by the farmers as other factors responsible for coleus cultivation.

Sr. No.	Topics	No.	Per cent
1.	To earn more profit	120	100.00
2.	Because it is a commercial crop	110	91.67
3.	Less yield of other crops	48	40.00
4.	Export scope	69	57.50
5.	Poor marketing of other crops	60	50.00
6.	Less work is involved	95	79.17
7.	To overcome labour scarcity problem	82	68.33
8.	As because neighbor farmers shifted to coleus plants	85	70.83
9.	To overcome land degradation	52	43.33
10.	Intercropping is possible	24	20.00
11.	Value addition potentiality	52	43.33
12.	Nothing is waste in coleus plants	118	98.83
13.	Easy management of coleus cultivation	104	86.67
14.	Contract farming makes the cultivation easy	108	90.00
15.	Less cost of cultivation	120	100.00

**Marketing behaviors of coleus cultivation:**

It is evident from Table 2 that cent per cent of them sold their produce through local market. Ninety per cent of them sold through contract agency and the remaining 10 per cent of them through private agency. Majority of coleus growers (90.00%) cultivated the coleus by contract farming. The contract agreement was done before sowing and the price of

Sr. No.	Particulars	No.	Per cent
1.	Quantity being sold to local market	120	100
	25-50%		
	50-75%		
	75-100%		
2.	Quantity being used to self	-	-
3.	Quantity being sold within Tamil Nadu	120	100.00
4.	Quantity sold through private agencies	12	10.00
5.	Quantity sold contract agencies	108	90.00
6.	Time of contract	-	-
	Before sowing	108	90.00
	Immediately after sowing	-	-
	Immediately after harvest	-	-
	After		
7.	Mode of sale		
	Volume	120	100
	Weight		
8.	Market intelligence		
	Contractor	108	90.00
	Private	12	10.00
	Others	-	-
9.	Type of price fixation		
	Price fixed before sowing	108	9
	Price fixed at the time of harvest	---	--
	Fully fixed based on quality of produce	12	10
10.	Mode of payment		
	Full payment after the harvest of the produce	12	10
	Pay input by input and cash	108	90
11.	Mode of transport		
	Lorry	6	5
	Tractor	6	5
	On the spot by contractor	108	90
12.	Post harvest facilities used	-----	-----

the produce also fixed by the contractor before sowing. In the contract farming, mode of payment was by support of input during cultivation and cash at the end of the harvest by deducting the cost of supplied inputs with respects to market intelligence. They were depending only on contractor and private local agent. None of them used any post harvest technologies .Mode of transport also rests with contractor and they used to sold the produce at the field itself. Deepa Bharthi (2003) has also made some contributions on adoption of marketing behaviour of senna growers.

**Conclusion:**

The study revealed that ninety per cent of the coleus growers sold their produce through contract agency. Market perception of the respondents need to be improved in a way so as to tap the vast export market. This can be achieved by setting up co-operative societies so that the farmers can pool their produce and meet the export demand quantitatively and qualitatively. Further, strengthening up the market infrastructure and Govt intervention in price matters etc. are much needed.

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