

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

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agent, cheating and traders/ companies. The data were collected with the help of structured interview schedule and tabulated to interpret the results.

RESULTS AND DISCUSSION

The findings obtained from the present study are presented in Table 1, 2 and 3.

Production constraints:

Moisture stress in summer was the major production constraint which was expressed by 28 per cent of the respondents, followed by excess rain in monsoon (17.00%) and high wind speed (6.00%). A negligible portion of the farmers expressed non-availability of labour and pest and disease problem (1.0%). Totally 53 per cent of the farmers expressed production constraints and remaining 47 per cent did not express any production constraint (Table 1). The results of the study is in line with the findings of the Prasad and Mahipal (1991) and Ghosh and Ram Chand (2001).

Table 1: Production constraints

Sr. No.	Particulars	Numbers	Rank
1.	Excess rain in monsoon	17	II
2.	Moisture stress in summer	28	I
3.	High wind speed/ lodging	06	III
4.	Non availability of labour	01	IV
5.	Pest and disease problem	01	IV

Multiple response

Marketing constraints:

Table 2 reveals that fluctuation in market price was the major constraint as felt by 47 per cent of the farmers followed by interference of middle men (22.0%), the problem of commission agents (3.0%), transportation problem (1.0%) and cheating (1.0%) were the marketing constraints expressed by the respondents. Totally 78 per

Table 2: Marketing constraints

Sr. No.	Particulars	Numbers	Rank
1.	Fluctuation in market price	47	I
2.	Interference of middlemen	22	II
3.	Transportation	01	V
4.	Commission agent	03	IV
5.	Cheating	01	V
6.	Traders/ companies	04	III

Multiple responses

cent of the farmers expressed one or the other marketing constraints and remaining 22 per cent did not have any marketing constraint. Similar results were reported by Hanumanaikar *et al.* (2006) and Patil and Kulkarni (1992).

Suggestion for further improvement:

The farmers gave different suggestions for further improvement of banana production (Table 3). Different suggestions were conducting training (12.0%), establishment of processing unit (10.0%), developing high yielding variety, developing short duration variety, improvement in marketing infrastructure (9.0% each), improvement in transportation (8.0%) and subsidy on drip irrigation (5.0%). Only negligible portion of the farmers suggested that providing information about tissue culture banana (2.0%) and fixation of minimum price (1.0%). Totally 65 per cent of the farmers suggested for further improvement of banana crop and remaining 35 per cent did not give any suggestion. The results of the study are corroborated with the findings of Hanumanaikar *et al.* (2006).

Table 3: Suggestions for further improvement

Sr. No.	Particulars	Numbers	Rank
1.	Development of high yielding variety	09	III
2.	Information about tissue culture banana	02	VI
3.	Development of short duration variety	09	III
4.	Fixation of minimum price	01	VII
5.	Establishment of processing unit	10	II
6.	Subsidy and drip irrigation	05	V
7.	Training	12	I
8.	Improvement of transportation	08	IV
9.	Improvement in marketing infrastructure	09	III

Multiple responses

Conclusion:

From the findings of the study it could be conducted that major portion of the banana growers expressed moisture stress in summer and excess rain in monsoon and high wind speed were the production constraints. Fluctuation in market price, interference of middle men were the major marketing constraints expressed by majority of the banana growers. They suggested to conduct training on developing high yielding and short duration varieties, developing processing unit and marketing infrastructure. It was necessary on the part of the development workers to concentrate more on transfer

of technology with related to water harvesting process in rainy season in turn and the same may be used in the summer to irrigate the banana garden and to create awareness about the sell their produce in APMC to avoid middle men interference. Extension agency may conduct the training based on the areas as expressed by banana growers in order to increase their knowledge level about the improved banana cultivation practices, on the other hand, research Institutes may formulate the research agenda based on the suggestions expressed by the banana growers in order to fulfill their needs.

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