

Research Note

Constraints faced by banana growers in marketing of banana in Wardha district of Maharashtra

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SUMMARY : The study aimed at understanding the constraints of banana growers regarding production. The study was conducted in Wardha district in Vidarbha region of Maharashtra state being more concentration of banana cultivation in this in this district (230 ha). From this district, two tahasil, were purposively selected on the basis of large area under banana production. From these tahasil six villages of banana growers and from each village 15 banana growers were selected for this study. The frequency and percentage of each constraint were worked out to measure the constraint encountered by the respondents. Constraints faced by majority of the respondents were non- availability of electricity in time, losses due to high temperature, fertilizer cost, labour efficiency and other constraints faced by banana growers like lacunae in government policies, subsidies for the banana suckers.

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Banana (*Musa paradisiaca* L.) fruits have a prominent place among popular extensively grown tropical and sub-tropical fruits. Banana is second most important fruit crop followed by mango in the world. India can safely refer to as the fruit basket of the world being the second largest producer of fruit next to Brazil. It occupies 20 per cent of the total fruit area of country. The total area under banana in India was 770 thousand ha. and the average yield in the country was about 34.4 tonnes per ha. and it was very good by world standard with annual production 26740 thousand tonnes in 2009-10. In Maharashtra area under banana was 82 thousand ha. and production 4303 thousand tonnes with 52.5 tonnes per ha. productivity. It was one of the major crop in Wardha district. Area under banana in Wardha district was 230 ha. with production of 9000 metric tonnes while productivity 39.13 tonnes per ha. during 2010-11. The present investigation was an attempt to study the constraints faced by banana growers in

production.

Objectives:

To study the constraints encountered by banana growers in marketing.

This study was conducted in Wardha district in Vidarbha region of Maharashtra state being more concentration of banana cultivation.

The purposive selection of Wardha district was made on the criteria of larger area under banana. Out of eight tahsils, two tahsils were selected on the basis of highest area under cultivation namely Sello and Wardha. From each tahsil three villages were selected purposively, namely Sello, Vadgaon, Reki, Pwnar, Barbada, Chitoda. From each village 15 farmers were selected randomly. Overall 90 farmers were selected.

Constraints found during pre-testing structured. Relevant information was collected through a survey method with the help of pre-tested questionnaire. The frequency and

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Table 1: Distribution of the growers according to constraints encountered in production of banana

Sr.No.	Constraints	Respondents (n=90)	
		Frequency	Percentage
1.	Transportation of fruits from field to road it is difficult in rainy season	38	42.22
2.	Delayed in payment	57	63.33
3.	Non-availability of any viable storage or preservation methods	22	24.44
4.	Absence of banana based agro processing industries	20	22.22
5.	High commission of market intermediaries	61	67.77
6.	Absence of grading	29	32.22
7.	Non-availability of standard weighing instruments	39	43.33

percentage of each constraint were worked out to measure the constraints encountered by the respondents.

Based on various types of difficulties faced by the growers, the constraints are presented in Table 1. It is depicted from Table 1 that 67.77 per cent of grower faced with constraint like high commission of market intermediaries. Further, considerable number of respondents (63.33%) faced constraint like, delayed in payment by the commission agent. Followed by 43.33 per cent who faced constraint mal practices in weighing of banana due to unavailability of standard weighing instruments in market. In rainy season transportation was difficult from field to road (42.22 %) non- availability of any viable storage or preservation methods (24.44%). 22.22 per cent recorded constraint like non-availability of banana based agro processing industries. Similarly economies of banana cultivation and marketing was studied by Guledgudaa *et al.* (2002).

Conclusion:

The frequency and percentage of each constraint were worked out to measure the constraints encountered by the respondents. Constraints faced by majority of respondents were high commission of market intermediaries, delayed in payment, non - availability of standard weighing instruments, transportation of fruits from field to road, absence of grading, non - availability of any viable storage or preservation methods, Absence of banana based agro processing industries.

The analysis of these constraints would call for the attention of the administrator of Government, Department of Horticulture and other concerned departments for

planning systematic efforts to encountered these constraints which will go long way for the development of agriculture in general and horticulture in particular.

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