

IMPACT OF INFRASTRUCTURE ON MARKETING KNOWLEDGE OF COCONUT FARMERS OF TUMKUR DISTRICT

SMT.VIJAYALAKSHMI.N*

Dr. YOGANARASIMHACHARI. K**

ABSTRACT

Agricultural marketing and external trade in agricultural commodities are assuming increasing importance in the wake of ushering in second green revolution, improving the living standards of farm families, making India hunger free and turning poverty into history in the shortest possible time. The challenges facing the marketing system are quite different than what these used to be about two decades before. It reviewed the present status of marketing infrastructure at village heats, assembly centres and terminal markets and projected the infrastructure requirements based on the increases expected in marketed surplus of agricultural commodities. The Working Group also looked at the emerging alternative marketing channels and vertical linkages of marketing groups of farmers with retail and terminal markets and processors.

Producers or farmers organizations should be promoted by providing them financial support for professional managerial services and for creation of some critical post-harvest handling/processing infrastructure. With the increasing tendency of organized retailing (like supermarkets), farmers organizations should be provided support in the form of necessary infrastructure of grading, sorting and packaging that will help in increasing farmer to fork linkages.

*** Assistant Professor of Sociology & Research Scholar ,Govt. First Grade College, Madhugiri, Tumkur Dist – 572132, Karnataka state,**

**** Assistant Professor of Sociology, Govt .College,(Autonomous),Mandya - 571401 Karnataka state**

The coconut utilized for commercial product preparation is only to the extent of 35-40 per cent, while 55-60 per cent is consumed for food and beverage purposes. The main coconut growing districts in Karnataka are Tumkur, Hassan, Dakshina Kannada, Chikkmagalur, Chitradurga Karnataka, etc.

This paper focus on I. Introduction II. Objectives III. Methodology IV. Review of literature V. Godown and other facilities VI. Quality of transportation mode to ensure the progress of coconut farmers VII. Need and requirement of online mechanism in coconut farming VIII. Best quality irrigation methods to adopt in coconut farmers IX. Short comings and challenges faced by farmers in recent years X. Findings and suggestions XI. Conclusions

Development of agriculture marketing systems, over years has developed its present dimension by adding new infrastructure, integration and specialisation in the respective area. In the context of subsistence farming, the scope of supply chain management was relatively negligible. The farming practices adopted was just to feed and whatever surplus was there to open for trade. It is highly imperative to have foolproof marketing infrastructure facilities coupled with market information systems to back up any agriculture marketing domain. Marketing infrastructure is required to ensure free flow of the farm produce and its efficient marketing. Since the technologies on the production front has changed the supply scenario,

adequate marketing infrastructure is needed to handle the huge quantity of farm produce and make the same available to all the consumers both inside and outside the country in an acceptable form.

Key words : Agricultural, Production, Marketing infrastructure, Terminal markets, Vertical linkages, Commercial product, Consumers.

I. Introduction

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Tumkur is the largest coconut producing district in Karnataka. Nearly one third of area under coconut cultivation and production in Karnataka is contributed by this district alone. Estimated per palm yield for the district is the second lowest in the state, which is just above Chikmagalur.. Production of coconuts in Tumkur in 2012-13 is estimated to be 6608 lakh nuts, the highest in all districts due to large coconut area.

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II. Objectives

1. To know the applicability of marketing skills of the farmers
2. To understand the impact of infrastructure for the betterment of the farmers
3. To identify the significant tools and techniques adopted in the coconut farming

III. Methodology

The data is drawn by adopting the Primary data, is collected through the simple random sampling method. Is collected through the simple random sampling method. In the universe of 50 sample size. Observation techniques and also from various different news papers, research reports, journals, and websites and research papers and also through informal Interview method.

IV. Review of literature

Raja Gopal (1995) analysed the organizational and managerial perspectives of all women coir co-operatives. For the purpose of the study, 60 women from all coir fibre society of East Godavari District of Andra Pradesh were selected. The study revealed that improper accounting system, low wage structure and lack of infrastructure were some of the reasons for the failure of the societies. The study suggested that there were need for training to both members and workers to provide quality of goods.

Commission for Agricultural Costs and Price, 2014 Inadequate to complete absence of infrastructure for procurement of matured coconuts and their conversion into copra hobbles the copra -processing exercise To safeguard the interests of a majority of farmers who do not undertake such copra conversion and thus sell their produce as raw nuts to middle men, the government of India has designated nodal agencies to procure raw coconuts since 2010. The raw coconuts are procured at a price which is computed on the basis of the MSP of milling copra announced by the government of India. However, in 2014 and 2015, such procurement became

redundant, owing to the unusually high prices coconut, copra and coconut oil fetched in the market.

The National Horticulture Board was launched with the sole objective of promoting post harvest infrastructure of horticultural crops in the country. However, in due course of period the Board's programme somehow got diluted resulting in deviation from its identified objectives. It is felt that the National Horticulture Board should confine itself to implementing and only over viewing infrastructure development with regards to post harvest management, marketing, database and market information.

George and Joseph in their study, estimated the cost of production of coconut by including all the capital as well as current expenditure with the rental value of land to represent the opportunity cost of land in raising some annual crop.

V. Quality of transportation mode to ensure the progress of coconut farmers

In gubbi taluk, especially in tumkur district. The overall success of coconut farming also depends upon road transportation mode and better quality transportation accessibilities. As it has been witnessed that there are many number on coconut processing unit or industries set up in the gubbi and nearby taluks which has routine huge access to coconut transportation.

For instance, coconut by products processing units like rope making, matt making, coco-charcoal produce, coconut virgin oil, coconut powder etc. Have been exported to various districts within the purview of national level with the facilities includes all India permit.

Which had not only created employment opportunities for many of the small skilled labourers including men and women. But also improved the market economy of the coconut farming in general. For example husk and coconut charcoal processing unit in is successfully loading the products to transport to Gujarat, Mumbai, and Haryana etc.

The inter-state and labour relationship have also been strengthened to create better working environment in the marketing scenario. These workers in these field of transportation are from

tamilnadu, andrapradesh and Bihar etc. Who had also benefited from this process. One of the reputed units in mallasandra is also providing better quality life insurance coverage and other risk coverage elements to safeguard the workers.

More over more number of male are involved in loading and unloading process. Who are assisted by few of the female workers who are also trained up comes from nearby villages and earns their livelihood etc.

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VI. Need and requirement of online mechanism in coconut farming

Gubbi and others taluks of coconut farming though have been engaged in coconut marketing and farming since many years ago. The traditional method of cultivation and marketing provide in these coconut growing taluks of tumkur district past from many years have now been mechanism to uplift the coconut marketing standards. According to the authorities and farmers associated engaged with APMC yards have opined that this you will a new innovative method to save time and energy for to concentrate on any other projects related to coconut as concerned.

By introducing to e- trading awareness which had huge impact on marketing activates. More over tiptur merchants and branded tiptur coconut products have already been well established in the national and international level of marketing standards by now. The risk of accessibilities towards the marketing would also been reduced to e-filing and computerised functioning of trading process.

Say for example the online shopping sites have also been recognised with better link to marketing and offering wide variedly of benefits to owners and coconut farmers. For example virgin coconut oil, coconut shell powder, skin and baby care soaps and hair oil has the huge promotional value in these shopping sites some of which is identified with Amazon etc.

But due to lack of awareness it is still under progress yet to be strengthened upon according to the needs and the demands oriented necessities of farmers and consumers. Whatever it may be

e-trading process would really benefit the farmers and trading activities so as to encourage the technological developments in coconut farming.

VII. Best quality irrigation methods to adopt in coconut farmers

Sl. No	Quality irrigation methods	Respondents	Percentage
1	Drip Irrigation	24	48.00
2	Main channels	7	14.00
3	Sub channels	9	18.00
4	Bore well	10	20.00
Total		50	100.00

Source: Primary Data

The above table no-01 shows that out of the total 50 respondents, respondents 48.00 Percentage adopting Drip irrigation methods, respondents 14.00 Percentage of main channels adopting in coconut forming, 18.00 respondents Percentage adopting sub channels, respondents 20.00 Percentage adopting bore well irrigation methods. More respondents 48.00 Percentage adopting Drip irrigation methods in coconut forming.

VIII. Short comings and challenges faced by farmers in recent years

However, the major increases in costs of production occur in the change from the traditional systems to the intensive systems. The traditional monoculture coconut farming systems were by far the most profitable coconut systems in tumkur district. were significantly lower for the intensified systems than for the traditional systems. Intensification would increase coconut production in the region, but it would have a significant negative impact on coconut farmers' and provincial income.

The most critical problem challenges was lack of seedlings, followed by pest damage, farm gate nut price and access to technology. Amongst the identified problems, the "access to technology" has become a problem only to part-time growers, which implies that there is a necessarily of an extension approach that can cater to the part time growers who do not find sufficient time to spend on coconut cultivation.

The challenges and the shortcomings as discussed in this paper is very crucial to know the impact of infrastructure on marketing knowledge of coconut farmers in much more wider sense. Infrastructure doesn't mean only the equipment or materials provided or any other facilities given to the farmers.

But above all the knowledge or awareness the farmers gain to the better maintenance of their crop, the knowledge of seasonal based cultivation, proper management of manure fertilizers, keen interest in marketing relationship etc is very relevant. But according to some of the major observation from the case studies and interaction with farmers and related associations it is very clear to understand the practical challenges the farmers face in their fields.

In gubbi taluk itself in most of the villages and hoblis etc the farmers though they have traditional awareness about coconut cultivation and marketing. But still not aware of modern mechanism and skill implementation methods in the farming.

They still use the rope tied iron axe (roti) to the long coconut from the tress. Though they might have specialised in doing so. But it is still very risky and lots of stress faced by tree climbers as expressed by the labourers Mr. Gangadhar (tender coconut seller).

He say it pulls out the whole lots of energy from the body whenever they climbs the trees to pluck the nuts. The lack of training and infrastructure base is also one of the shortcomings. With regard to APMC yard or marketing venue's are concerned. The hygiene and support factors of infrastructural facilities are like very basic necessities that is to say good drinking water, toilet facilities, parking and moreover resting place is very essential. When the space is very limited and not able to manage the customers at the marketing place become very uncomfortable for the seller.

This may hinder their marketing interest to move on. But in tumkur district Tiptur is one such place which is well known for the spatial marketing venue and better interacting marketing conversations and communications. And that the by-products in dataries which had set up in the

various villages nowadays is also very significant. Since e-tendering is also been introduced it takes some times for the farmers in this occupation to successfully adopt it.

Another challenge is the management of equipments, use of pesticides, manure level etc. The government had recently coming up with the several policies to train up the field farmers to use the pesticides quality and methods. But the challenge lies in how much extend it had reached the small land holding and small labourers oriented activities.

Another aspect of challenge is the irrigation mode of installation of bore wells to the fields. Because they are not only expensive in lakhs together but it does not fetch longterm profits to the farmers. Some of the farmers are of the opinion that they had lost lakhs to crores together due to expensive irrigation infrastructure. The improper road mode transportation leads to delay in reaching the delivery targets and many hired labourers from far of the places find it difficult to reach on time/ the apathy of the government and not responding nature is also another minus point in this direction.

IX. Findings and suggestions

86% of respondents agree that the promotion of coconut farmers depends on, the establishments of technology which in turn improve the life style of the coconut farmers

The technology used as the advancement in this field is one such like e-trading aspect above then that grading purpose for testing and processing.

The study recommends that the technologies that were created and prescribed amid the NCDP time frames which are waiting for propagation ought to be acquainted with coconut producers. In addition, the administration ought to reinforce the limit of the augmentation benefits in the coconut developing regions. Additionally, the government should fortify the linkage between input suppliers and coconut farmers in order to guarantee the accessibility, availability and affordability of information sources, for example, manures and seedlings. For future research, the complete coconut inventory and stock with age dispersion ought to be done as such as to create appropriate plans for coconut subsector advancement in Tumkur region.

X. Conclusions

Basically farmers traders and commission agent are mutually co-related in all this marketing and trading activities. In the past few years e-trading awareness is also introduced so as to influence upon marketing activities and for the betterment of farmers. But due to marketing place and extension limitation farmers and traders face transportation cost over here.

Coconut products must be made available in the existing markets in order to have a steady market for the value added coconut products produced by the Coconut Producers Societies. CPS themselves can establish tie up with existing outlets in and around major cities and pilgrim centres. Establishing retail outlets would not be a feasible idea as it requires a huge investment, while many of our farmers won't be able to meet the investment cost. Board would also try to market products through the public distribution system of state governments. Board is making awareness creation on the goodness of coconut through both the print and electronic media. Regular reports are appearing in the print media and social networking sites on the goodness of coconut. This it is creating consumer demand for the products.

The profit and the marketing status have been quiet improved from past 2 to 3 years. Women labourers are paid according to the piece rate basis method. The status of coconut by-products like husk, coconut shell used for making of activated carbon coconut, charcoal and making of fabric buttons using the coconut quality shells. This actively works from many years. But due to the increase in the demand for coconut By products. Which is widely used for multipurpose activities etc.

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