

# **Marketing, Storage-Processing and Cultural Maladies, Remedies as Perceived by the Coconut Farmers**

**V Malleswara Rao, Ch Ramesh Babu and V Srinivasa Rao**

Department of Extension Education, Agricultural College, Bapatla - 522 101, (A.P), India.

## **ABSTRACT**

Lack of remunerative prices, middle men exploitation, lack of processing and inadequate storage facilities, affection towards traditional seed were the major maladies, establishing government institution to purchase coconut, construction of storage godowns and building credibility on the improved seed were the highest ranked remedies obtained in the study conducted with a diagnostic design in East Godavari district over a proportionately drawn sample of 120 coconut farmers. The chi-square test of maladies and remedies were significant at 0.01 level of probability.

**Key words** : Coconut cultivation, Malady, Remedy.