



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

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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.

Malady-remedy analysis play a paramount role in understanding the management problems at all stages irrespective of the type of organization, programme and project. The coconut farmers in the state were facing many problems in marketing, storage-processing and cultural dimension where it is very urgent need to apply malady, remedy analysis. Therefore, the present study was undertaken with the specific objectives of analyzing maladies and to unearth the remedies in coconut cultivation which in turn help the planners, extension administrators, scientists and coconut farmers to take strategic decisions to overcome the maladies in cultivation of coconut.

MATERIAL AND METHODS

Diagnostic research design was followed. Five mandals in East Godavari district of Andhra Pradesh were selected randomly for drawing the 120 sample of the study. From each mandal one village was selected randomly. Data was collected by personal interview with the help of structured interview schedule. The collected data was coded, tabulated and analysed by using various statistical measures such as Rank Based Quotient (RBQ) (Sabaratnam, 1988), Kendall's co-efficient of concordance (k_c) and Chi-square test of significance (χ^2).

RESULTS AND DISCUSSION

Table 1, revealed that no market federation or organization and any other support system to buy coconut which contributes 1st rank to the malady of no minimum support price. Thamban *et al.*, (2004) confirmed that it was a major malady. Then 2nd malady rank given to middle man exploitation of

farmers due to shortage of licensed middle men and no control over the middle men (Ajeyakallam, 1996) followed by lack of sufficient government institution to purchase coconut as 3rd rank malady. But the remedies obtained for those maladies were in the table 2, shows that establish full pledged government institution to purchase coconut, minimum support price recommended well in advance every year for a particular season by collecting information in association with coconut farmers, state government and other related organizations (Markose and Thomas, 2000) and establishing a special marketing information system to provide day to day marketing situation and price level of coconut were occupied 1st, 2nd and 3rd remedial ranks respectively.

Table 3, depicts that lack of processing industries in the adjacent areas, where no one was interested to incur high investments and low awareness on processing and product diversification was the prime most malady then 2nd preference gained by inadequate storage facilities at the market yard due to incompatible construction of godowns with their traditional methods pushes it to malady position. In table 4, the remedies contributed were construct or design storage godowns according to needs and interest of the farmers and inspire them to keep their produce in those godowns and boost the persons who were very interested in processing industries by providing tax relaxation along with furnishing loans placed in respective 1st and 2nd ranks.

Table 5, presented that affection towards traditional seed though improved seed is available was fore most malady because of low confidence on the improved seed, non availability of quality seed and high yielding varieties as required by the

Table 1. Marketing maladies as perceived by coconut farmers

N : 120

S. No.	MARKETING	Ranks						RBQ	RANK
		1	2	3	4	5	6		
1	Lack of remunerative prices (Minimum Support Price)	38	36	29	15	2	0	79.58	I
2	Middle men exploitation of farmers	36	24	19	36	5	0	73.61	II
3	Lack of sufficient government institution to purchase coconut	17	28	34	32	9	0	68.33	III
4	In accessible markets leading to high transport cost	6	2	5	12	81	14	38.61	V
5	In adequate transport facilities	0	8	0	3	13	96	23.75	VI
6	No awareness about market intelligence to the farmer	23	22	33	22	10	10	66.11	IV

Significant at 0.01 level of probability $K_c = 0.4829$ $\chi^2 = 289.77^{}$

Table 2. Marketing remedies as perceived by coconut farmers

N : 120

S. No.	MARKETING	Ranks						RBQ	RANK
		1	2	3	4	5	6		
1	Fix minimum support price in advance	22	45	41	11	1	0	75.56	II
2	Keep strict license system and avoid the middle men activities	17	15	40	43	5	0	43.89	IV
3	Establish full pledged government institution to purchase coconut	44	42	19	10	5	0	81.94	I
4	Establish a market point for every 4-5 villages	0	4	4	12	94	6	36.94	V
5	Providing more transport facilities	0	0	0	17	7	96	22.36	VI
6	Require special marketing information system	37	14	16	27	8	18	65.42	III

Significant at 0.01 level of probability $K_c = 0.5560$ $\chi^2 = 333.62^{}$

Table 3. Storage and Processing maladies as perceived by coconut farmers

N : 120

S. No.	Storage and Processing	Ranks		RBQ	RANK
		1	2		
1	In adequate storage facilities at the market yard	42	78	67.50	II
2	Lack of processing industries in the adjacent areas	78	42	82.50	I

Significant at 0.01 level of probability $K_c = 0.0756$ $\chi^2 = 9.07^{}$

Table 4. Storage and Processing remedies as perceived by coconut farmers

N : 120

S. No.	Storage and Processing	Ranks				RBQ	RANK
		1	2				
1	Construct storage godowns according to the need and interests of the farmers	68	52	75.83		I	
2	Boost the persons who were very interesting in processing industries	52	68	71.65		II	

NS = Non Significant $K_c = 0.0156$ $\chi^2 = 1.87$ NS

Table 5. Cultural maladies as perceived by coconut farmers

N : 120

S. No.	Cultural	Ranks				RBQ	RANK
		1	2	3	4		
1	Lack of new cultivation knowledge in coconut crop	45	27	40	8	72.71	II
2	Floods, drought, cyclones are due to my fate or goods will	2	2	10	106	29.17	IV
3	Coconut cultivation is superior than any other cultivation	34	37	45	4	71.04	III
4	Affection towards traditional seed through improved seed is available	39	54	25	2	77.08	I

Significant at 0.01 level of probability $K_c = 0.3595$ $\chi^2 = 129.45^{}$

Table 6. Cultural remedies as perceived by coconut farmers

N : 120

S. No.	Cultural	Ranks				RBQ	RANK
		1	2	3	4		
1	Timely using of appropriate information sources	50	33	26	11	75.42	II
2	Bringing attitudinal changes in farmers perception	2	6	11	101	31.04	IV
3	Bringing attitudinal changes on diversification of alternatives in addition to the coconut crop	26	33	55	6	56.46	III
4	Building up of confidence and credibility on the improved seed	42	48	28	2	77.08	I

Significant at 0.01 level of probability $K_c = 0.3628$ $\chi^2 = 130.62^{}$

farmers. Stumpy information sources coupled with irregular training camps, seminars (Jnanadevan and Prakash, 1993) drags the malady of lack of new cultivation knowledge in coconut crop to 2nd rank. Coconut cultivation is superior than any other cultivation which was strongly fixed in the minds of farmers and prevents them to divert any other alternative in addition to coconut crop was the 3rd choice malady.

The farmers ascertain the remedies to the cultural maladies as in the order of preference in table 6. Building up of confidence and credibility on the improved seed by conducting seminars, effective demonstrations together with making availability of good quality seed. Timely using of appropriate information sources, conducting field trips to the best coconut farmer's field and bringing attitudinal changes in the farmer's perception on the diversification of alternative crops in addition to the coconut crop. All the above were confirmed by Foster (1953).

Conclusion

The study concluded different maladies faced by the East Godavari district coconut farmers in marketing, storage-processing and cultural dimensions and elicited the various remedies with a prioritization and categorization as perceived by them. Thus a concerted effort is needed by both research and extension functionaries to integrate the said strategies to boost up the coconut development in East Godavari district of Andhra Pradesh.

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