

## **A Study on Marketing of Banana in Kanyakumari District**

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**Abstract :** *Banana (Musa Sapientum) is a very perishable fruit and hence its marketing faces many problems such as chain of Middlemen, transport etc. In local or short distance marketing number of intermediaries is limited (one or two) but in long distance marketing commission agents and wholesalers are involved in addition to cooperative societies in India. Banana is grown in more than 150 countries and producing 105 million tonnes of fruit per year, India contributes 29.19% of the total production and first rank in Banana production. The Main banana producing states in India is Tamil Nadu, Maharashtra, Gujarat, Andrapradesh and Karnataka. Banana is a third major crop production and marketing in Kanyakumari district.*

**Keywords :** Banana, agriculture, marketing

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### **Introduction**

Banana is the most popular fresh fruit all over the world and its name comes from the Arabic word 'banan' which mean finger. The scientific name of Banana is *musa acuminta* and *musa balbisiana*. But old scientific name of banana are *musa sapientum* and *mura paradisacal*. Bananas are rich source carbohydrate and potassium. These are the first choice athletes owing to its high energy potential. Banana is large potential herb with leaf sheaths that form the turnt like pseudo stem. Banana was first domesticated in the tropical regions of South East Asia. Banana is nutritious gold mine. Its high vitamin-B6 content helps fight infection and is essential for the synthesis of "Heme" the iron containing pigment of hemoglobin. The fruit is also rich in potassium and great source of fibre too. In recent years considering the adverse impact of indiscriminate use of chemicals, new trend of organic banana production has been adopted worldwide. Banana is one of the world's most important food crops. In India banana crop accounts for 2.8 percent of agricultural G.D.P subsistence farmers, and ensures year round security for food or income.

Agriculture production and productivity have increased manifold. The realization of the advantages of increased production by the farmers ultimately depends on marketing because marketing is the only means through which producers are able to derive the benefits of their farming operations.

### **Importance of Banana**

1. Banana is very popular fruit due to its low price and high nutritive value.
2. It is consumed both in fresh and cooked form both as ripe and raw fruit.
3. Banana is a rich source of carbohydrate and is rich in vitamins particularly vitamin B.
4. It is also a good source of potassium, phosphorous, calcium and magnesium.
5. The fruit is easy to digest free from fat and cholesterol.
6. It helps in reducing risk of heart diseases when used regularly and is recommended for patients suffering from high blood pressure, arthritis, ulcer, gastroenteritis and kidney disorder.
7. Banana processing(ed) products such as chips, banana puree, Jam Jelly, Juice wine and halva can be made for the fruit.
8. Banana fibre is used to make items like bags, pots and well hangers.
9. Robe and good quality paper can be prepared from banana waste.
10. Banana leaves are used as healthy and hygienic eating plates.

### **Banana Market Places In Kanyakumari District**

Kanyakumari district is predominately an agricultural district noted for the cultivation of Banana thanks to the soil and climatic conditions. The farmers both small and big cultivate Bananas to cater to the domestic needs and the surplus if any is sold to the consumers. The surplus Bananas are disposed of by selling in the evening markets located in big villages farmers also bring their produce to the weekend markets at Aralvaimozhi, Kundal, Mylaudi, Vadasery, Friday market, Monday market, Karungal, Kaliakkavilai, Marthandam and Padanthalumoodu.

### **Regulated Markets**

Regulated markets have been developed to improve the competitive conditions and give a strong bargaining power of farmers. The main objects of these regulated markets is regulating the sale and purchase of agricultural products and creating conditions for a fair competition with a view to ensuring a fair deal to the farmers in marketing their produce. The regulated market aims at the elimination of the unhealthy and unscrupulous practices, reducing marketing changes and providing facilities to the producers-sellers in the market.

### **Objectives of the Present Study**

1. To study the arrival and selling of Banana in Kanyakumari District
2. To find the grading of Banana by the sample farmer
3. To find out the determinant of price
4. To analyse the Mode of transport

### **Sampling Design**

Keeping the objectives of the study in mind the researcher constructed the questionnaire to elicit information from the marketers. The questionnaire was administered to a sample of 200 respondents selected at convince sampling method given in time frame within which the researcher was meant to be completed.

### **Analysis of the Present Study**

#### **1. Arrival of Banana**

Regulated Markets provide for bulk disposal of Banana by the farmers. The small and big farmers bring their Banana to the regulated markets situated in various places in the district. The regulated markets provide for interaction between the farmers and the traders. Table 1 shows the arrival of Banana in various regulated markets during the period from 2012-2016.

#### **Table 1**

S. No	Regulated markets	In Lack Bananas				
		2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
1	Vadasery	34.86	61.26	52.80	14.80	40.53
2	Eathamozhi	29.73	42.40	52.73	36.13	43.23
3	Monday Market	23.13	53.87	39.07	24.00	44.00
4	Marthandam	24.80	34.20	45.07	22.93	27.13
5	Kaliyakavilai	12.53	21.60	30.00	24.40	27.00
6	Kulasekharam	7.53	9.73	12.47	8.13	9.33
<b>Total</b>		<b>132.58</b>	<b>223.36</b>	<b>232.14</b>	<b>130.39</b>	<b>191.26</b>

Source: Annual report of Kanyakumari market committee, Nagercoil.

## 2. Time of selling of Banana

The farmers sell their Banana immediately after harvest them for some period before sale. The size of the Income from other sources the availability and the stability of price decide the choice of time for selling the Bananas. Table 2 shows the time of selling the Bananas.

**Table 2**

**Choice of the Time and Selling the Bananas by the sample farmers**

Sl.No	Time	A	K	T	V	Total
1	Immediately 32(64%)	32 (64%)	35(70%)	30(60%)	29(58%)	126(63%)
2	After Storing	18(36%)	15(30%)	20(40%)	21(42%)	74(37%)
<b>Total</b>		<b>50(100%)</b>	<b>50(100%)</b>	<b>50(100%)</b>	<b>50(100%)</b>	<b>200(100%)</b>

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Table 2 shows that 120(63 percent) Banana farmers sell their Banana immediately after harvest. only 74(37 percent) farmers sell their bananas after storing them for period.

## 3. Grading

The quality of the Banana is based on the size of Bananas contents and maturity. Grading is done for the purpose of getting better price .The Bananas are graded only on the basis of the visible size as small, medium and big .Grading is done by the Banana farmers or the buyers depending upon the type of sale. The small farmers grade their Bananas on the basis of the size of the bananas. The big farmers do not grade them. Table 3 shows the grading of Bananas by the sample farmers.

**Table 3**

**Grading of Bananas by the sample farmer**

Sl.NO	Category	A	K	T	V	Total
1	Grading	15(30%)	14(28%)	16(32%)	18(36%)	63(31.5%)
2	Not Grading	35(70%)	36(72%)	34(68%)	32(64%)	137(68.5%)
<b>Total</b>		<b>50(100%)</b>	<b>50(100%)</b>	<b>50(100%)</b>	<b>50(100%)</b>	<b>200(100%)</b>

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Table 3 shows that 137 (68.5 percent) Banana farmers do not grade their Bananas before sale only 63 (31.5 percent) farmer out of 200 graded their coconuts .It shows that most of the Banana farmers were not willing to take the risk of grading.

#### 4. Determinants of price:

There are ten determinates which decide the price of Bananas sold by the Banana farmers in kanyakumari district. They are season, demand, supply, export, festivals, market trend, import, use of by-product, sales tax and price of Banana chips. The respondents were asked to rank them.

**Table 5**

Overall ranks regarding the determinants of price

Sl.No	Determinats	K.K. Dist	A	K	T	V
1	Season	IV	I	IV	IV	VI
2	Demand	V	IV	V	V	IV
3	Supply	VI	VII	VII	VIII	V
4	Export	VIII	IX	IX	VII	VIII
5	Festival	III	III	III	III	II
6	Market trend	I	II	II	I	I
7	Import	VII	VIII	VIII	VI	VII
8	Use of by product	IX	VI	VI	IX	X
9	Sales tax	X	X	X	X	IX
10	Price of banana chips	II	V	I	II	III

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The table represents kanyakumari district, the determinants of price are highly influenced by the market demand, due to the fluctuations in the price of Banana chips, festivals and seasons. The usage of by products and sales tax are the least factors in the determination of price.

#### 5. Mode of transport used by the Coconut Farmers

Most of the farmers use labourers to collect the Bananas and sell them within the Banana farm itself. some farmers collect the bananas from the farm with the help of labourers and afterwards the Bananas are sole to the retailers or wholesalers. If the farm is located at a distant place, the farmers employ a tempo to

collect the Bananas and sell them to the retailers or wholesaler. Table 6 shows the mode of transport used by the sample farmer.

**Table 6**

**Mode of Transport used by the sample farmers**

Sl. No	Mode	A	K	T	V	TOTAL
1	Person	37(74%)	37(74%)	33(66%)	34(68%)	141(70.5%)
2	Tempo	13(26%)	13(26%)	17(34%)	16(32%)	59(29.5%)
	<b>Total</b>	<b>50(100%)</b>	<b>50(100%)</b>	<b>50(100%)</b>	<b>50(100%)</b>	<b>200(100%)</b>

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Out of 200 Banana farmers 141(70.5 percent) farmers use persons and only 59(29.5 percent) farmers use tempo to carry the Bananas from their farm to storage or the market.

**6. Mode of Banana sale:**

It represents the channel through which the farmers sell their Bananas. It gives details of direct sales and through wholesaler and retailer. Table 7 shows the mode of Banana sale of the sample farmers.

**Table 7**

Sl.No	Mode	A	K	T	V	TOTAL
1	Direct sale	9(18%)	8(16%)	9(18%)	9(18%)	35(17.5%)
2	Whole sale	35(70%)	36(72%)	34(68%)	36(72%)	141(70.5%)
3	Retail	6(12%)	6(12%)	7(14%)	5(10%)	24(12%)
	<b>Total</b>	<b>50(100%)</b>	<b>50(100%)</b>	<b>50(100%)</b>	<b>50(100%)</b>	<b>200(100%)</b>

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Out of 200 Banana farmers 141(70.5 per cent) farmers prefer wholesalers to sell their Bananas. It helps them to avoid the costs in transportation and storing and risk in price fluctuations. The farmers who want to sell their Bananas to the retailers are 24(12 percents) and the farmers who prefer direct sale are 35(17.5 percent)

**Findings, Suggestions and Conclusion:**

**Findings:**

1. In the analysis of study shows that majority quantum of arrival of Banana in the regulated markets. The majority regulated markets in the year 2013-2014.
2. Most of the farmers sell their Banana immediately after harvest.
3. Grading is followed by some farmers in order to get better price. Banana are graded on the basis of the visible size as small , medium and big in Kanyakumari district Banana farmers do not grade their Bananas because that want to avoid risk

in marketing.

4. The price of Banana is decided on the basis of the determinants. The price of Bananas is fixed through the bargain between the buyer and the grower.

5. The Bananas in far off places then he uses a tempo (or) lorry for transporting the charges are borne by the growers.

6. Many type of marketing channels are available to sell the Bananas. In kanyakumari district most of the farmers prefer wholesale and marketing. In order to avoid the risks in transportation, storing and price fluctuations.

### **Suggestions**

Banana farming has received sample research and development attention and the impact of these efforts is well exhibited in terms of increased production and productivity of Bananas. The adaptability of Banana to a wide range of marketing conditions, research and development support from the government and the availability of rained manpower are the opportunities in Banana farming. At the same time there are many problems confronting Bananana farming which require to be addressed in the right perspective to make Banana farming more dynamic and competitive.

### **Conclusion**

The present study has provided sample opportunity to the researcher to exhibit all for research all her research skills. Banana farming in Kanyakumari district has increased considerably over the years. By the establishment of Banana markets, value addition to Banana farming has been immense. Banana farming occupies a unique position in the socio- economic structure of the district and it is intimately related to the prosperity of a vast multitude of small and marginal farmers. The banana based farming system satisfies the day-to-day needs of banana cultivators and satisfy the fuel requirement of a large number of families in Kanyakumari district. The suggestion of the findings is enable to the policy makers to take appropriate decisions to make the banana production and marketing in Kanyakumari district.

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