ANEMPIRICAL ANALYSIS ON THE PROBLEMS FACED BY BANANA CULTIVATORS IN RADHAPURAM TALUK

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ABSTRACT

Banana is a very important staple food corp in Tamil Nādu. It is grown is every part of the country with the largest cultivating and marketing recorded is south Tamil Nādu especially Tirunelveli District, in Radhapuram thaluk Village. However, Banana Marketing process very big challenges to formers and small-scale cultivators. In this review different methods of natural controlled methods. Media technologies the commonly used research approaches involved collecting data from people through interview, face group and survey methodology content analysis was the second most commonly in approach whereby researches use Facebook post, twitter post, YouTube videos and other social media content as a data source and many of the studies involving combinations. The study uses well prepared interview schedule collect will be analysis sampling methods, analysis statistical tool using Chi-Square analysis. Find the suggestion will be highlighted to overcome the problems faced by the banana farmers in the study area.

KEY WORDS

Banana, Cultivator, Marketing, Harvesting, Horticultural.

INTRODUCTION

Agriculture development was the core area and the key to success for our national agenda of promoting prosperity and achieving inclusive growth which was economically, socially and culturally very important for our nation.

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The horticultural sub-sector, comprising of fruits, vegetables, flowers, medicinal and aromatic crops, plantations crops, spices, coconut and cashew had emerged as a key prime mover of growth for the Agricultural Sector and for the Indian economy over the last two decades.

The sector's potential for enhancing agriculture production, employment generation and value addition had been well recognized. Horticultural crops had been the important sources for earning foreign exchange for the country. These crops provide the nations nutritional requirements and also meet the demand for the protective foods due to the changing preferences of the consumers due to their changing lifestyles.

We need a second green revolution that would maximize productivity and generate income and employment opportunities for the rural population. Agricultural scientist and Agricultural Universities had been working towards agricultural Renaissance. Diversifying diets with locally available nutrient-rich fruits and vegetables had become an important component of food-based strategies for sustainable dietary improvements. The increased availability and the consumption of cereal products in the developing countries had decreased the dietary diversity, leading o poor nutritional standards. A greater attention and much emphasis on horticulture as an engine of growth and as a means to enhance diets could bring about long- lasting economic benefits to the poorer sections of the people and provide nutritional security for the world's malnourished.

STATEMENT OF THE PROBLEM

Banana was popularly known as the high nutritive value, in addition to its availability almost throughout the year at moderate levels of prices.

The study area namely the RadhapuramTaluk had been very famous for the banana cultivation. More especially the Radhapuram had been contributing the maximum quantity of banana to the Radhapurammarket. Radhapuram taluk had been famous for the banana production. Previous, the entire production of banana had been sent to the RadhapuramTaluk market, which involved a high amount of working cost. But at present, the banana growers themselves had organized a well- developed local marketing system. The prices were fixed by middlemen and not by the growers as in the case of many other agricultural products, with the result, that there had been much dissatisfaction among the banana growers of the area. Therefore, there was the necessity to study the production and marketing problems of the banana cultivators in the RadhapuramTaluk. Hence the present study had been undertaken by the researcher.

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OBJECTIVES OF THE STUDY

1. To find out the socio- economic characteristics to banana cultivators.

2. To know the problems of banana cultivator

SCOPE OF THE STUDY

A study of the different aspects of the production and marketing of banana would be useful to identify the resource use efficiencies use in banana production, and the costs and returns and the functioning of the market system. The results of the study would be of much help to arrive at decisions on the allocation of the inputs and to overcome the limitations in the production of banana.

The findings of the study might give us first-hand knowledge on the costs incurred by the farmers and the intermediaries in the marketing of banana, thereby influencing the final prices that had to be paid by the consumers which might affect the efficiency of marketing banana. Similarly, an analysis of the spatial and temporal variations of the prices in the RadhapuramTaluk.

METHODOLOGY

The present study, had been based on both primary as well as the secondary data. The primary data were collected from the banana growers of the Radhapuram thaluk Area with the help of a questions. The secondary data were collected from various journals, books, and the banana statistics, published by the national horticultural board and various websites.

TOOLS FOR THE STUDY

Chi-square test

The term "chi square test", also written as X^2 test, refers to certain types of statistical the chi-square the statistic is commonly used for relationship between categorical variables. The null hypothesis of the chi-square test is that no relationship exists on the categorical variables in the populations.

$$\sum = (O-E)^2/E$$

SAMPLING DESIGN

The minimum sample size required would be the 50 respondents.

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COLLECTION AND PROCESSING OF DATA

After the completion of data collection, the filled-up interview schedule was edited properly to make it ready for coding. A master table had been prepared to sum up all the information obtained in the questions.

AREA OF THE STUDY

The area of the study is confined RadhapuramTaluk.

REVIEW OF LITERATURE

INTRODUCTION

To develop clarity and comprehension in any study, it is necessary to review the various concepts, research methodologies and analytical tools used by researchers earlier in their studies.

Nagarajan (2002), the study of Nendran banana in Trichy District in the context of prevailing drought, compared to other varieties, Nendran variety appears to be safe bet, as it is not affected by serious pests and disease, which calls for plant protection involving a huge expenditure.

Mohamed Jaffar and Namasivayam (2004)remarked that the average net profit per acre on banana cultivation was high in the case of medium size and medium to large side growers and low in the case of small size growers. Country capitalizes the opportunity in increasing the production of banana and productivity of banana can also be enhanced with scientific production technique.

Ranga Prabhu (2011) earned about 3,00,000 from banana (G-9 variety) from cultivation in three acres in 9-10 months using only natural manures. A lawyer turned organic farmer, he claims that natural inputs work best and can result in a good yield.

ANALYSIS AND INTERPRETATION

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

In the study researcher analyze educational qualification of the research under three heads namely illiterate, school level and college level. From the analysis a notable portion of 11 respondents 22 % are in the educational qualification category of illiterate 18 respondents 36% are in education qualification category of school level and remaining 21 (42) respondent are in the education qualification category of college level.

Table:1. Educational Qualification of the respondents

S. No	Educational Qualification	No. of Respondents	Percentage
1.	Illiterate	11	22
2.	School level	18	36
3.	College level	21	42
Total		**50**	**100**

Source: Primary data

The analysis disclosed that majority 42% of the respondents from the respondents from the educational qualification category of college level.

MONTHLY INCOME OF RESPONDENTS

In the study researcher analyze monthly income of the research under three heads namely below Rs. 10,000, Rs. 10,001 to 15,000 and above 15,001. From the analysis a notable portion of 13 respondents 26% are in the category of below Rs. 10,000. 22 respondents represent 44% are in the monthly income category of Rs. 10,001 to 15,000 and remaining 15 (30 %) respondent are in monthly income category of above Rs. 15,001.

Table:2. Monthly Income of respondents

S. No	Monthly income	No. of Respondents	Percentage
1.	Below Rs. 10,000	13	26
2.	Rs. 10,001 to 15,000	22	44
3.	Above Rs. 15,000	15	30
Total		**50**	**100**

Source: Primary data

The analysis disclosed that majority 44% of the respondents from the monthly income category of Rs. 10,001 to 15,000.

SOIL NATURE

In the study analyses soil of the research under three heads namely red soil, clay soil, and soil.

Table:3. Soil Nature

S. No	Soil Nature	No. of Respondents	Percentage
1.	Red Soil	15	30
2.	Clay soil	25	50
3.	Ordinary Soil	10	20
Total		**50**	**100**

Source: Primary data

The analysis disclosed that majority 50% of the soil is clay soil, 30 % is Red Soil and 20 % is Ordinary Soil.

Table:4. Gender and Soil suitable for business

O	E	(O-E)	(O-E)^2	(O-E)^2/E
13	9.88	3.17	10.0489	0.9831
18	13.68	4.32	18.6624	1.3642
7	5.32	1.68	2.8224	0.5305
3	0.72	2.28	5.1984	7.22
7	1.68	5.32	28.3024	16.8466
2	0.48	1.52	2.3104	4.8133
				31.7577

Source: Primary data

Degree of freedom

=(R-1) (C-1)

= (2-1) (3-1)

=1 × 2

=2

The Degree of freedom 2

Table value: 5.99

Calculated value 31.7577

From the above table the calculated value is 31.7577. it is more than table value. So, that the null hypothesis rejected the alternative hypothesis is accepted. It means there is a relationship between gender and soil suitable for banana.

Table:5. Monthly Income and Soil Suitable for Banana

O	E	(O-E)	(O-E)2	(O-E)2/E
4	1.12	2.88	8.2944	7.4057
8	2.24	5.76	33.1776	14.814
2	0.56	1.44	2.0736	3.7028
5	2.1	2.9	8.41	4.0047
10	4.2	5.8	33.64	8.0095
6	2.52	3.48	12.1104	4.8057
7	2.1	4.9	24.01	11.4333
7	2.1	4.9	24.01	11.4333
1	0.3	0.7	0.49	1.6333
				97.2391

Source: Primary Data

Degree of freedom

=   (R-1) (C-1)

=   (3-1) (3-1)

=   2x2

=   4

Degree of Freedom 4

Table Value 9.49

Calculated Value 97.2391

From the above table the calculate value is 97.2391. It is more than table value. So, that the null hypothesis is Rejected the alternative hypothesis is accepted. It means there is a relationship between monthly income and soil suitable for banana.

FINDINGS

Banana is an important energy producing food as well as good source of mineral salts and vitamins. Banana is cultivated in wetlands, dry lands garden lands of Tamil Nadu. Wet land cultivation is popular in Radhapuram thaluk area, because of the availability of both irrigation and drainage facility. It is inferred that the experience in banana cultivation is higher in the case of growers of the river area than that of other area growers. Chi- square test that experience in banana cultivation of sample growers does not significantly differ with regard to their type of cultivation.

SUGGESTIONS

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India has very fertile land Abd growing banana can be a profitable cultivation to the growers, if other aspects exist. The Government can think in terms of promoting separate organizations such as banana cultivation research Centre in many areas and develop banana cultivation.

Middlemen play a vital in the marketing of banana products. There is pre-harvest and post-harvest agents. The cultivators lose heavily in their hands.Agric- related educational qualification may be provided to suitable growers to increase the production and improve the quality of banana. May young people have entered into marketing of banana.Land reforms may be done by inducing growers to pool their lands get the advantage of economies of scale in farming also.The growers may be advised periodically to change the type of banana and the quality of banana with modem techniques so that the consumers get better fruits continuously throughout the year.

CONCLUSION

Banana is one of the most important major fruit crops grown in India. It is a nutritious food used by both the rich and the poor. The manufactures and markets have to utilize this opportunity to provide better quality fruits to the consumers so that there is consistent and increasing demand for this fruit product in future years.

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