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Problems of Eathamozhy Tall Coconut - An Geographical Indication in Kanyakumari District

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ABSTRACT

This paper is attempted to study the problems of Eathamolzhi tall coconut which is one of the G.I. in Kanyakumari district of Tamilnadu. There are mainly two varieties of coconut tall and dwarf. The coconut trees are generally grow in coastal areas. Coconuts are used for direct consumption. Coconut is unique among all horticultural crops as a source of food, drink, shelter, fibre, medicine and a variety of raw materials for industrial exploitation. The present study covers the objectives to analyse the problems in marketing of coconut and the reason for low production of coconut.

Keywords: coconut, marketing, coastal, tall, dwarf.

INTRODUCTION:

India is one of the leading coconut producers in the world. Coconut palm is one of the valuable gifts of nature to mankind. Coconut is mostly cultivated in the coastal regions of the country. Coconuts are used for direct consumption. Coconut is unique among all horticultural crops as a source of food, drink, shelter, fibre, medicine and a variety of raw materials for industrial exploitation. The crop assumes considerable significance in the national economy in view of its contribution to the rural employment and employment generation. Coconut crop has the advantage that it is suitable for small holdings as well as for large holdings. Coconut plays an important role in poverty alleviation as well as employment generation. The coconut industry in India sustains roughly 10 million people in cultivation, processing, trade, transportation and other related activities. Various by-product industries help the country to earn a lot of foreign exchange.

Coconut is an important source of food and vegetable oil. Coconut is the most popular palm grown in about 90 countries of the world occupying about 10 million hectares of land and producing nearly 42 billion of nuts per year. In India there is 1.514 million hectares of land under coconut from where 9.7 billion nuts are produced annually. The coconut trees generally grow in coastal areas. Coconuts are used for direct consumption. Coconut powder is used for making excellent dishes for domestic purpose. Coconut is important as the major source of fatty acids in the world markets for oil seeds, oil and fats. Coconut oil contributes nearly 7 per cent of the total suppliers of oil in the world.

A particularly striking example of an escaped is that of the GI Eathamozhi tall coconut which designates a variety of tall coconut trees initially cultivated in the Eathamozhi region. The GI application indicates that this variety (cultivar) manifests its genetic potential when it is grown not only in the Kanyakumari district of Tamilnadu (which corresponds to the region delimited by the Geographical Indication) but also in other regions of Tamilnadu

REVIEW OF LITERATURE:

R. Sivanesan & S. Prabin (2013) has attempted to study the problem and prospect of coconut industry in Kanyakumari district of TamilNadu. The major part is converted into copra from which oil is extracted with the advancement of science and technology. It has been possible for mankind to produce coconut powder also. Coconut powder is used for making excellent dishes for domestic purpose. It covers the objective of socio-economic back-ground of the coconut cultivators in Kanyakumari District. Most of the coconut industry workers in Kanyakumari district of TamilNandu are living under the verge of extreme poverty. Their socio-economic conditions are pathetic, Hence they are degraded among the other societies.

George V. Thomas (2006) has pointed out the fact that the low production of coconut in India around 40 nuts/palm/year is due to lack of adoption of scientific cultivation practices that can enhance productivity, integrated approach in nutrient management by way of recycling crop biomass, raising green manure legumes and green leaf manure plants and their incorporation and the use of bio fertilizer are some of the efficient low cost production technologies. Biological management of soil fertility in coconut plantation is cost effective, environment friendly, easily adoptable and makes efficient utilization of local resources soil and water conservation structures are vital to conserve natural resources for enhanced productivity.

Yamuna & Ramya (2016) has analyzed about the problem of the coconut cultivation and marketing. India is an agricultural country and one third of population depends on the agricultural sector directly or indirectly. The coconut crop has a significant impact on social and cultural impact on the coconut cultivator's marketability and price established for coconut and it by products determines the economic condition of farmers. Tamilnadu holds foremost share in coconut area and production after the state of kerala coconut cultivation is considered to be one of the major livelihoods which support 60% farmers in the state. The increasing trend of coconut production has brought new challenges and opportunities, in terms of finding market for the surplus. During past two decades the coconut plantation crop has receiced sample research and development attention in the country and as a result of these consorted efforts is well exhibited in terms of increase in area of production and productivity of coconut in the country. The present study has brought out the profitability involved in the cultivation and economic aspects of coconut.

Padma, D. and Kothai Andal , C.(2016) has studied about the awareness of coconut cultivators on value added products in Coimbatore District. In Tamil Nadu, Coimbatore district is known for agricultural products especially coconut. Even though, they are cultivating plenty of coconut, they are not well aware of coconut value added products and its potentiality in market. The major part of the coconut produced in our country is utilized for making copra and oil. Only less quantity of coconut is used for producing valued added products.. This study attempts to know the awareness level of coconut cultivators on value added products. The farmers who cultivate the coconut in the district have to sell the produces either directly in the market or to the merchant in the locality. Some of the farmers have their own industry where the coconut dried in the field and after that, it is sold for coconut oil manufacturers. Few of the farmers have their own industry for making coconut oil. They never go for value addition and never try to reap the benefit of the market. This study helps the farmers to concentrate on value addition also and creates awareness among the cultivators.

Aloh Godwin Sunday, Obeagu Emmanuel Heanyl and Eze Obioma Benedict (2014) has grouped coconuts into two main categories the dwarf and tall varieties based on following and fruiting habit and tree height. The aim of this study was to compare the fatty acid and acylglycerol content of local and hybrid coconuts. Since coconut is one of the edible foods consumed in the whole world for its fatty acid and acylglycerol content. Generally monacyglycerol levels were found to be low in both local and hybrid coconuts. This finding is consistent with what is known of plant oils. They concluded that the local and hybrid coconuts contain the same types of fatty acids but not in equal amounts since the local species contain more triacylglyceroper endosperm and it is more desirable to use

STATEMENT OF THE PROBLEM:

The Eathamozhi tall coconut is in Eathamozhi near Rajakamangalam in Kanayakumari district. This district offers good scope for agricultural as well as for handicraft industries. India is primarily an agricultural country. About 70 percent of its population depends on agriculture. Agriculture is the backbone of all the plans of economic development. The study focus the marketing problem of Eathamozhi tall coconut and reason for low production.

OBJECTIVES OF THE STUDY:

1. To study about the problem in marketing of coconut in Kanyakumari district.
2. To analyse the reason for low production of coconut

METHODOLOGY:

This section describes the methodology which includes collection of data construction of interview schedule field work and data collection and framework of analysis.

Collection of data:

The study is based on both primary and secondary data. The primary data are collected directly from the beneficiaries with the help of a structured interview schedule. Secondary data was collected from various magazines, periodicals, bulletins, books reports and journals.

Sampling design:

Since the objective of the study is to find out the problem in marketing of coconut, the researcher has adopted random sampling technique for data collection. The researcher has collected data from 120 coconut cultivators in Eathamozhy.

Factor loading for problem in marketing of coconut:

In this study fifteen variables relating to the problems in marketing of coconut namely poor demand, seasonal variation in price, problems in exports, low price, inadequate storage facilities, high transportation cost, less storage facility, irregular and insufficient payment, high commission and brokerage, cheating by intermediaries, multiple channels of distribution, increased cost of marketing, poor quality and instability of coconut price have been analysed with the help of factor analysis and the result is shown below.

Table 1: Rotated components matrix for problems in marketing of coconut

Sl. No	Variables	Finance problem	Storage problem	Middlemen problem	Marketing problem	Selling problem
1	Poor demand	.788				
2	Seasonal variations in price	.667				
3	Problems in exports	.631				
4	Low price	.568				
5	Inadequate storage facilities		.839			
6	High transportation cost		.803			
7	Less storage facility		.597			
8	Irregular and insufficient payment		.529			
9	High commission and brokerage			.807		
10	Cheating by intermediaries			.776		
11	Limited market information			.674		
12	Multiple channels of distribution				.846	
13	Increased cost of marketing				.594	
14	Poor quality					.824
15	Instability of coconut price					.607
	Eigen value	3.177	2.608	1.710	1.232	1.195
	Percent of variation explained	21.181	17.387	11.402	8.214	7.967
	KMO measure of sampling Adequacy : 0.618	Barlett's test of sphericity:, Chi-square value: 583.133 Df : 105, Significance value : .000				

Extraction method: Principal component analysis
Rotation method: Varimax with kaisernormalization

The KMO value is very high (.618) similarly, the Barlett's test of sphericity has been conducted to test the validity of data,. And the chi-square value is 583.133 at 105 degrees of freedom which is significant at five percent level. The above table indicates the rotated factor loading for the fifteen variables. It is clear from the table that all the fifteen variables have been extracted into five factors

The number of variables in each factor Eigen value and the percent of variance explained by the factor are presented in the Table:2

Table 2: Factor loading for marketing problem

Sl no	Main Reasons	Number of variables	Eigen value	Percent of variation explained	Cumulative percent of variation explained
1	Finance problem	4	3.177	21.181	21.181
2	Storage problem	4	2.608	17.387	38.568
3	Middlemen problem	3	1.710	11.402	49.970
4	Marketing problem	2	1.232	8.214	58.184
5	Selling problem	2	1.195	7.967	66.151

The most important problem is Finance problem since its Eigen value is 3.177 and Finance problem has the percentage of variance of 21.181. In this factor the variation, Poor demand, Seasonal variations in price, Problems in export and Low price are included with high loading of .788, .667, .631 and .568 respectively. The next factor is storage problem which has the percentage of variation of 17.387 and its Eigen value is 2.608 Inadequate storage facilities(.839), High transportation cost(.803), Less storage facility(.597), and Irregular and insufficient payment(.529). The next factor is middlemen problem which has the percentage of variation 11.402 and its Eigen value is 1.710, it includes High commission and brokerage (.807), Cheating by intermediaries (.776) and Limited market information (.674). The fourth factor is marketing problem which has the percentage of variation of 8.214 and its Eigen value is 1.232, it includes Multiple channels of distribution(.846) and Increased cost of marketing (.594). The last factor is selling problem which has the percentage of variation of 7.967 and its Eigen value is 1.195 ,it includes Poor demand (.824) and Instability of coconut price (.607).

Reason for low production:

Garret ranking technique is used to rank the reason given by the respondents on different factors. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted in to score value and the result is given below.

Table 3: Reason for low production

Factors	Mean Score	Rank
a) quality of seeds	62.15	I
b) failure of monsoon	60.88	II
c) shortage of manure	58.10	III
d) soil fertility	57.30	IV
e) shortage of labour	50.01	V
f) shortage of pesticides	45.20	VI

Source: Primary data

The above table shows “quality of seeds” gets the first rank as it is the main problem faced by respondents (62.15). The second rank is given to “failure of monsoon” (60.88), the third rank is given to “shortage of manure”(58.10), the fourth rank is given to “soil fertility”(57.30), the fifth rank is given to “shortage of labour” (50,01) and the sixth rank is given to “shortage of pesticides” (45.20). This shows the main reason for low production of coconut is quality seeds and failure of monsoon.

FINDINGS OF THE STUDY:

The Eathamolzhi tall coconut is at present essentially an item for consumption in the internal market. Eathamozhy tall coconut found in the southern most belt of the peninsular India with its superior Morpho. Genetic traits are registered under Geographical Indication in the year 2007. This article clearly explains that the problem in marketing of coconut and the reason for low production. By applying Henry’s Garrett Ranking technique it is found that the main reason for low production is “quality seeds” and “failure of monsoon” as these variables got the highest mean scores. Shortage of pesticides is the least reason for low production. Factor analysis is used to find out the problem in marketing of coconut. The analysis indicates that 5 factor are extracted of total 15 variables..

SUGGESTION:

1. The government can encourage the coconut growers to cultivate the coconut trees by explaining clearly about the production and marketing activities of coconut
2. The coconut farmers in rural areas should be given a better exposure to the properties of certain fertilizers by conducting periodic agriculture camps.
3. The Government can provide fertilizers, pesticides which is suitable to crop at reasonable cost with proper guidelines

CONCLUSION:

The study about the problems of Ezthamolzhi tall coconut in Kanyakumari district of Tamilnadu shows that there is a remarkable growth in area, production of coconut. To conclude that the major problem in marketing of coconut is poor demand and the major reason for low production of coconut is quality seed.

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