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A STUDY ON PROBLEMS AND PROSPECTS OF COCONUT PRODUCTS PRODUCTION IN AND AROUND COIMBATORE CITY

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Abstract: In India, the marketing of coconut products is one of the oldest, widely accepted and sophisticated valuable cultivation. This article has tried to explain the problems for marketing of coconut products in Coimbatore area. There were 200 respondents in the sample deliberately selected from Coimbatore region. The results were analysed in a simple way percentage analysis and cross tabulation. The results show that male respondents who have more than 5 acres have a major marketing problem with the coconut product

Keywords - **coconut, product, important, uses, problems, varieties, marketing, agriculture.**

Introduction

Coconut cultivation and its associated products have played a significant role in the socio-economic development of India for centuries. The southern state of Tamil Nadu, known for its abundant coconut plantations, has been a major contributor to the country's coconut industry. Among the cities in Tamil Nadu, Coimbatore stands out as a key hub for coconut cultivation and the production of various coconut-based products. This study aims to explore the problems and prospects associated with coconut products production in and around Coimbatore city.

Coimbatore, often referred to as the "Manchester of South India," is a major industrial center and one of the fastest-growing cities in Tamil Nadu. The city's proximity to the Western Ghats and favorable agro-climatic conditions make it an ideal region for coconut cultivation. The abundant availability of coconuts has led to the development of a thriving coconut-based industry, encompassing products such as copra, coconut oil, desiccated coconut, coconut water, and coconut-based handicrafts.

However, despite the promising prospects, the coconut products industry in and around Coimbatore also faces several challenges that hinder its growth and potential. One of the primary issues is the declining trend in coconut cultivation due to urbanization and the conversion of agricultural land for other purposes. The encroachment of residential and commercial spaces has resulted in the shrinking of coconut plantations, leading to a reduced supply of coconuts for production.

SCOPE OF THE STUDY

It was noted that the reviewed studies were based on large macro-level samples with a limited study area and were seriously flawed. The evaluation found that these studies did not address the effective aspects of coir marketing, the real problems faced by some coir distributors (sellers) and domestic marketers and exporters. Therefore, the purpose of this work is to assess the marketing problems of coconut products.

The researcher interviewed some producers of coconut products in the city of Coimbatore. They presented many problems related to finance, manpower, lack of raw materials, inadequate technology and training, poor marketing, etc. So it was concluded that a solution to their problems was needed.

OBJECTIVES OF THE STUDY

The Objective of examine about are as follows

•To analyse the demographic, commercial enterprise related information of entrepreneurs and producers.

•To analyse the range of issues confronted by means of way of the entrepreneurs even as advertising and advertising the coconut products.

•To consider the issues confronted thru the manufacturer while producing coconut products.

•To take a look at the relationship between the demographic, commercial employer records with admire to production and marketing.

•To provide guidelines for higher manufacturing and marketing.

STATEMENT OF THE PROBLEM

The coconut merchandise retailers are dealing with innumerable troubles and some found by using the researcher as follows:

Huge protection fees are incurred by using the sellers. The coconut products dealers are going through troubles in getting correct exceptional of coconut products in more cost effective value in all through the year. Central and state governments are now not providing imperative help to all coconut products manufacturers and seller regularly coconut products fees are fluctuating except any reasons. Perishable and unsold coconut products are now not taken with the aid of distributor/ manufacturers.

These troubles want to be identified and addressed for suitable answer.

RESEARCH MEHODOLOGY

Research Design:

Descriptive research was conducted in this study to make the lookup high-quality and beneficial to the needy.

Collection of Data:

Both the important and secondary facts have been collected in this lookup work

Primary Data:

Primary statistics was once amassed from the pattern respondents from the populace via way making ready a questionnaire. The questionnaire was once prepared with the preparation of the experts in the applicable field. Necessary corrections had been made in the questionnaire to complete the research work successfully.

Secondary Data:

Secondary facts was gathered from the journals and magazine published in the associated topics.

Sample Selection:

The popular for the study is framers cultivating coconut in the learn about area. As the popular for the study is several in the study area, 200 the respondents have been selected at random by means of the use of handy sampling approach from farmers involved in coconut cultivation

Study Period:

The find out about duration for the research work will cover 4 month duration beginning from January 2023 to April-2023.

Study Area:

Coimbatore district is being one of the districts which are having extra acres of cultivable land in particular for coconut cultivation. Further the Coimbatore district is very famous for extraordinary types of coconut cultivation where the Tamilnadu agricultural college is located. Further Pollachi is very famous from coconut cultivation in Tamilnadu and additionally has viable market for coconut which is coming beneath Coimbatore district. Hence the researcher selected Coimbatore district for her lookup work.

Statistical Tools:

The collected information had been analysed and interpreted proper to locate the end result of the research work. Further to understand the association between two variables in determining the unique issues statistical equipment like Simple Percentage, Chi-Square, Rank Analysis, Correlation, Reliability Statistics had been applied

REVIEW OF LITREATURE

S. Raj Kumar and R. Tamil Selvan (2022) in their study entitled "Importance of Coconut Cultivation" pointed out the significance of coconut as a source of edible oil and as an agro-based raw material for many industries such as manufacture of shell powder, and handicrafts. Fermented coconut toddy is an intoxicant used widely in the west coast of India. Vinegar and jaggery are important by – products of coconut toddy. The tree trunk is used as a building material and for making furniture. Fifty percent of the total coconut production is converted into copra. Coconut crop is raised in India under varying soil and climatic conditions in 17 states and 3 Union Territories. As the coconut tree is versatile in its adaptability to wide range of soil conditions, coconut cultivation has begun to spread from the west coast of India to interior regions of Tamil Nadu especially to Erode District and Thanjavur District. In an in depth study of coconut development in India, Sugata Ghose traces the different stages of coconut development. Expansion of European soap and edible oil companies offered great opportunity to India to export copra in the latter half of the 19th century. Steady increase in export trade enhanced the pace of coconut development. On the eve of the First World War, India was one of the leading exporters of copra, the annual quantum of export being 30 tonnes of copra and 10,000 tonnes of coconut oil.

S.S. Nagarajan (2021) has found from a study of coconut productivity in the Rangasamudram Village of the Coimbatore District of Tamilnadu, that 75 West- Coast Tall variety palms per acre receiving regularly both organic and inorganic manures at the rate of 30 kgs of farm yard manure, 1 Kg of urea, 2 Kgs each of super phosphate and muriate of potash, 1 kg of micro-nutrient mixture and 2kgs of powdered neem cake per palm per year has resulted in a yield of 100 nuts per tree per year. The nuts are sold locally at an average price of Rs. 4/- per nut. The annual cultivation cost per acre is Rs. 12,000/- Gross revenue is around Rs. 30,000/- and the net income is Rs. 18,000/-. But after application of silt over the entire extent of the garden prior to the non-set of the monsoon every year, productivity per tree increased to 120 nuts/ yr., raising the total revenue per acre to Rs. 36,000/- at an additional cost of Rs. 3,000/-. Net income per acre rose from Rs. 18,000/- to Rs. 21,000/-. Nagarajan concludes that regular application of silt containing organic matter stimulates soil life, helps multiplication of earth-worms and improvement of physical properties of soil. Ultimately use of synthetic fertilizers can be minimized or even dispensed with as this system depends on the primary production capacity of the soil and positive biotic interactions. It is also suggested that raising intercrops like banana and turmeric will fetch more income for the coconut farmer

Sugata Ghose (2020) gives a brief sketch of the different stages in the progress of coconut production in India since independence and points out the encouraging trend after the formation of the Coconut Development Board in 1981. The efforts of the Board resulted in increase in production and productivity and by 1996 total production was 13.9 billion nuts with the index reaching the all-time high of 425.6 points. Productivity increased to 7779 nuts per hectare. Even though a slight decrease occurred during 1996 to 98 total production was maintained at the level of 13 billion nuts and India became the highest producer of coconut in the world.

Jose Mathew (2019) advocates the advantages of Drip Fertigation as a successful technology for integrating irrigation and fertilization. According to him irrigation and fertilization are the two most critical management factors that influence growth, yield and quality of agricultural crops. The use efficiency of these inputs is very low in India i.e. 30 to 40 percent. This leads to low crop productivity, degradation of soil health, and increased environmental pollution apart from the wastage of substantial quantity of these costly and scarce inputs. Adoption of Drip Fertigation technology has opened up new possibilities to optimize and integrate the use of water and fertilizer enabling to harness high crop yield and ensuring a healthy soil environment

R. Veeraputhiran (2018) suggests the following strategies to implement drip irrigation which will improve irrigation efficiency to 80 to 90 percent (1) Allocation of government subsidy for drip irrigation (2) simplified procedure for the disbursement of subsidy (3) reduction of gestation period to avail subsidy. Veeraputhiran recommends fertilization for applying fertilizers under drip irrigation and habitation as a new method of weed management. He concludes that drip irrigation system is highly suitable for adoption in growing trees and fruit trees, wide-spaced and commercial crops and that there is great prospect for rapid expansion of area under drip irrigation in the 21st century. Outlining the water saving irrigation methods followed to supplement the age old surface irrigation method such as Sprinkler/Overhead Irrigation Method and Micro or Drip Irrigation

DATA ANALYSIS AND INTERPRETATION

TABLE 1-AGE

INTERPRETATION

From the above table we found that 73% of the respondents age is 18 – 25 Years, 19% of the respondents age is 26 – 35 Years, 8% of the respondents age is 36 – 45 Years and 2% of the respondents age is Above 45 Years.

S.No	Age	Number of Respondents	Percentage (%)
1	18 – 25 Years	145	73
2	26 – 35 Years	37	19
3	36 – 45 Years	15	8
4	Above 45 Years	3	2
	Total	**200**	**100**

Majority 73% of the respondents' age is 18 – 25 Years

TABLE 2 - DEMANDING COCONUT PRODUCTS TYPES

S.No	Demanding Coconut Products types	Number of Respondents	Percentage (%)
1	Eatable Coconut Products	22	11
2	Coconut Wood based Products	67	34
3	Coconut leaf based Products	33	17
4	Coconut shell based Products	78	39
	Total	**200**	**100**

INTERPRETATION

From the above table we found that 11% of the respondents demanding product is Eatable Coconut Products, 34% of the respondents demanding product is Coconut Wood based Products, 17% of the respondents demanding product is Coconut leaf based Products and 39% of the respondents demanding product is Coconut shell based Products.

Mostly 39% of the respondents demanding product is coconut shell based product.

TABLE 3

CHI-SQUARE TEST TO FIND THE SIGNIFICANT RELATIONSHIP BETWEEN NATURE OF UNIT AND COCONUT PRODUCTS PRODUCING

Null Hypothesis (Ho)

There is no significant relationship between nature of unit and coconut products producing.

Alternative Hypothesis (Ha)

There is significant relationship between nature of unit and coconut products producing.

Coconut Products Producing Nature of unit	**Coconut based Products**	**Coconut Wood based Products**	**Coconut Leaf based Products**	**Coconut Coir based Products**	**Others**	**Total**
Cottage Industry	18	2	2	0	0	22
Tiny Unit	29	13	11	12	0	65
Small Scale Unit	11	6	21	6	0	44
SIDCO UNITS	11	12	22	1	3	49
Company	4	10	6	0	0	20
Total	73	43	62	19	3	200

The table value showing chi-square analysis

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	191.513[a]	9	.000
Likelihood Ratio	9.016	9	.000
Linear-by-Linear Association	.012	1	.112
N of Valid Cases	200		

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .14.

INTERPRETATION

Since the calculated value is higher than the table value and our hypothesis is proved, null hypothesis is rejected. Hence alternate hypothesis is accepted. So there is significant relationship between nature of unit and coconut products producing

TABLE 4

MARKETING PROBLEMS FACED LEVEL OF APPRECIABILITIES

HA – HIGHLY APPLICABLE; A – APPLICABLE; N – NEUTRAL; DA – DIS APPLICABLE; HDA – HIGHLY DIS APPLICABLE

Marketing Problems	HA	A	N	DA	HDA	Total
Lack of Awareness on Trade	66	88	14	21	11	200
Lack of infrastructural facilities	55	16	31	77	21	200
Paucity of Funds for Expansion	16	32	99	43	10	200
Lack of Coordinating agency to give market support	44	3	22	35	96	200
Lack of Procuring Agency	44	33	11	23	89	200
Inadequate market information	33	48	44	31	44	200
Erratic Fluctuation in Price	52	15	18	98	17	200
Lack of propaganda from the government	44	62	41	21	32	200
High Cost of Packing	16	81	44	44	15	200
High rate of damage in transit	66	22	61	27	24	200
Frequent changes of in taste and preference of consumers	30	21	49	34	66	200
Frequent emergence of hybrid varieties	23	44	78	11	44	200
Short Supply to fulfil bulk orders	77	21	46	33	23	200
Improper grading and packing Procedures	14	67	21	66	32	200
Lack of Storage Facilities	27	44	74	27	28	200

Marketing Problems	HA	A	N	DA	HDA	Mean score	Mean	Rank
Lack of Awareness on Trade	330	352	42	42	11	777	51.80	1
Lack of infrastructural facilities	275	64	93	154	21	607	40.47	7
Paucity of Funds for Expansion	80	128	297	86	10	601	40.07	8
Lack of Coordinating agency to give market support	220	12	66	70	96	464	30.93	15
Lack of Procuring Agency	220	132	33	46	89	520	34.67	13
Inadequate market information	165	192	132	62	44	595	39.67	9
Erratic Fluctuation in Price	260	60	54	196	17	587	39.13	11
Lack of propaganda from the government	220	248	123	42	32	665	44.33	4
High Cost of Packing	80	324	132	88	15	639	42.60	5
High rate of damage in transit	330	88	183	54	24	679	45.27	3
Frequent changes of in taste and preference of consumers	150	84	147	68	66	515	34.33	14
Frequent emergence of hybrid varieties	115	176	234	22	44	591	39.40	10
Short Supply to fulfil bulk orders	385	84	138	66	23	696	46.40	2
Improper grading and packing Procedures	70	268	63	132	32	565	37.67	12
Lack of Storage Facilities	135	176	222	54	28	615	41.00	6

INTERPRETATION

The above table result it is found that Lack of Awareness on Trade ranks 1, Short Supply to fulfil bulk orders ranks 2, High rate of damage in transit ranks 3, Lack of propaganda from the government ranks 4, High Cost of Packing ranks 5, Lack of Storage Facilities ranks 6, Lack of infrastructural facilities ranks 7, Paucity of Funds for Expansion ranks 8, Inadequate market information ranks 9, Frequent emergence of hybrid varieties ranks 10, Erratic Fluctuation in Price ranks 11, Improper grading and packing Procedures ranks 12, Lack of Procuring Agency ranks 13, Frequent changes of in taste and preference of consumers ranks 14 and Lack of Coordinating agency to give market support ranks 15

CORRELATION COEFFECIENT

To find relation between raw materials required and place of purchasing required raw materials

TABLE 5

Correlations

			Raw materials required	Place of Purchasing required raw materials
Spearman's rho	Raw materials required	Correlation Coefficient	1.000	-.155
		Sig. (2-tailed)	.	.092
		N	200	200
	Place of Purchasing required raw materials	Correlation Coefficient	-.155	1.000
		Sig. (2-tailed)	.092	.
		N	200	200

INTERPRETATION

Positive correlation exists, hence there is significant relationship between raw materials required and place of purchasing required raw materials.

TABLE 6

RELIABILITY

This test can be used to find out the questionnaire that are taken are relatively strong.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Basedon Standardized Items	No of Items
.800	**.777**	**19**

Source Primary data

INTERPRETATION

From the above table it is clear that, the questionnaire that are taken are relatively strong.

FINDINGS OF THE STUDY

- Majority 73% of the respondents age is 18 – 25 Years.
- Majority 61% of the respondents were Female.
- Majority 58% of the respondents family size is 2 Members.
- Majority 52% of the respondent's education qualification is PG Level.
- Mostly 41% of the respondents company unit is Cottage Industry.
- Mostly 43% of the respondents producing Coconut Wood based Products.
- Mostly 30% of the respondents required raw material is Coconut.
- Mostly 33% of the respondents purchase raw material from open Market.
- Mostly 39% of the respondents demanding product is coconut shell based products.
- Mostly 44% of the respondents source is family members.
- Majority 55% of the respondents implementing shift system.
- Mostly 44% of the respondents working for 12 Hours.
- Mostly 41% of the respondents producing because it is family business.
- Mostly 36% of the respondents Source of coconut product are Coconut board.
- Mostly 33% of the respondents producing coconut product through special trainer board.
- Mostly 48% of the respondents new product source is through technological institution.
- Mostly 45% of the respondents source capital is own money.
- Mostly 29% of the respondents sell their products in interstate market.
- Mostly 37% of the respondent's goods strategy sold through special offer.
- Mostly 36% of the respondents selling whole sales.
- Mostly 35% of the respondent's profitable sales is weekly market sales.
- Mostly 45% of the respondents purchase by cash.
- Majority 57% of the respondents credit payment through part payment.
- Majority 51% of the respondents less standard producing workers payment is Actual Piece rate only.
- Mostly 35% of the respondents required worker type is unskilled workers.
- Majority 56% of the respondents sell through credit sales.
- Majority 51% of the respondents feeling rate of interest is nominal rate.
- Result shows that there is significant relationship between nature of unit and coconut products producing.
- Result shows that there is significant relationship between main sources of capital and sources of marketing products.
- From the result it is found that Lack of Awareness on Trade ranks 1.
- From the result it is found that high cost of plants ranks 1.
- Positive correlation exists, hence there is significant relationship between raw materials required and place of purchasing required raw materials.
- Positive correlation exists, hence there is significant relationship between strategy adopted for goods and profitable sales place.
- From the result it is clear that, the questionnaire that are taken are relatively strong.

SUGGESTIONS

- In this study, production and marketing of coconut in four blocks and trends and growth in area, production, productivity and export of coconut from India have been measured with the help of 'Farmers Satisfaction Scale and Compound Growth Rates', taking into consideration a sample of 200.
- Researches can be made on the following lines to contribute further for the improvement in production, marketing and export of coconut and other vegetables.
- A comparative study on profitability of coconut with other crops can be made at State level.
- Seasonality Index Analysis can be made for price and arrivals of coconut on various markets, and month-wise production and export of coconut for a particular periods comparing with other States.
- The productivity of coconut in Tamil Nadu has been in decreasing trend. Hence, a research can be made to find the reasons for the reduction in productivity of coconut.
- The integrated pest and disease management approach allows pest and disease management without any adverse impact on ecological sustainability of the Agro ecosystem. A massive programme should be launched to weed out the old unproductive and diseased coconut palms and replanting seedling of improved hybrid varieties of coconut palms as a measure of rehabilitation.
- The Government may play an active role in promoting the diversification of usage of
  Coconuts and its value added products like coconut cream, spray dried coconut cream powder, coconut vinegar etc., by providing:
- Institutional support system which will offer knowledge base as i) quality concepts ii) Technology linkage iii) National and International Production and Processing Standards.
- By providing adequate funds at liberal terms for processing and storage facilities for copra.
- Close interaction among coconut processors, traders, research organization and Government by way of organizing workshops, trade fairs, exhibitions for the all- round growth of processing industry is necessary.

CONCLUSION

Agriculture is still an unorganized sector consisting mainly of small and marginal farmers and agricultural labourers. The benefit of technological advancement in agriculture in respect of increased productivity and profitability has not been evenly distributed among various categories of farmers. s

In Tamil Nadu, Pollachi, is the major horticultural belt. The farmers are doing traditional methods of farming and marketing. The farmers' should become aware about the availability of input materials and market information should be provided for the betterment of coconut production. This will in turn improve the farmers' satisfaction about the production and marketing of coconut.

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