

Marketing Of Banana In Pudhukkottai District-A Current Scenario

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Introduction

Banana being a highly perishable fruit is to be marketed within a short span of time. Therefore, a systematic package of practices in banana production will greatly improve productivity and enable the growers to reap maximum benefit. Similarly a well-organised marketing system for banana will give a suitable reward to people actually participating in the system. Marketing cost is the cost incurred in cleaning, packing, transporting and other incidental charges paid in marketing the produce. It is the actual expenses incurred in bringing goods and services from the producer to the consumer. The marketing cost is a vital factor in determining the profitability of the banana growers and middlemen. The first of banana exports to Europe will start in a couple of months through separate private initiatives in Tamil Nadu. This will eventually open the doors to markets in the West for the local varieties.

One, the Trieste Port Authority in Italy is funding a project by the Tamil Nadu Banana Growers Federation, which is working with the Tamil Nadu Agriculture University, to standardise harvesting and post-harvest facilities for banana exports.

Austrian interest

Through another project, a buyer based in Vienna, Austria, keen on Indian varieties for the local markets there, is supporting Tirupur-based fruits exporter Ka Ve Ezhilan of Greeneers Agro Products India. The exporter is partnering with the National Research Centre for Banana (NRCB) and a consultant in IIT-Madras for a cable conveyor for moving harvested bananas to the pack house. This equipment has been demonstrated to the buyer who has approved the idea, he said.

Ezhilan, who is, on his own initiative, investing over ₹10 crore in a pack house for fruits exports in Pollachi, says the first consignment of about 100 kg of Grand Naine variety of banana will be airlifted by the month-end. Then, exports will be stepped up and by September a 20-tonne consignment of the fruit will be shipped out. The objective is to move about 150 such containers a year.

Ezhilan says farmers can benefit from a 20-25 per cent increase in prices as compared with the ₹15-20 a kg they get now.

Tapping the West

Theni in Tamil Nadu is a major banana cultivation centre but exports are primarily restricted to Gulf countries and South East Asia.

Cultivation And Marketing Of Banana In Pudhukkottai District-A Study

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Introduction

The banana fruit is either seeded or vegetatively parthenocarpic; the latter may or may not be seed fertile, depending on a complex of cytogenetically factors. Edible pulp (a starchy parenchyma), which fills the fruit in parthenocarpic types and surrounds the seeds in seeded bananas, mostly originates from the outer lining of the loculus (the innermost layer of the pericarp). The graphs of growth in volume of seeded banana fruits are sigmoid in shape. Those of parthenocarpic fruits are variable but are not sigmoid and the shapes are related to specific origins. Growth rates are related to certain ovule behaviors, to seed content of the fruit, and to ploidy.

India is a developing country. A country's development is depending on its agriculture and education. India is an agriculturist country, many people's life were to be depend on agriculture. Without agriculture no one can grow. The markets are growing day by day because of all the agricultural products are sold and purchased through the market. Market is a place where we can purchase or sell all the varieties of food products.

Banana is one of the oldest, most important fruit crops cultivated in tropical countries. Its original home is believed to be India, but it is now a widespread, highly commercial crop in many countries. In India bananas occupy an area of about 2lakh hectares, mostly in the southern states. Banana is more cultivated in TamilNadu state. In India, banana is very popular fruit so all the people both the rich and the poor were consumed banana. The banana is exported from India to other countries. The banana plant is the largest herbaceous flowering plant. Banana has its origin in tropical region of south East Asia.

Banana is a nutritious gold mine. They are high in vitamin B6, which helps fight infection and is essential for the synthesis of heme, the iron containing part of hemoglobin. They are also rich in potassium and are a great source of fibre. The banana fruits developing from the heart of banana and having a large hanging cluster which is made up of tiers (called hands), with up to 20 fruits to a tier. The hanging cluster is known as a bunch. Bananas the most important fruit crops more cultivated in the state of Tamilnadu.

Objectives of the Study

- ✓ To study the varieties of banana
- ✓ To identify the problems faced by the banana cultivators in production of banana
- ✓ To identify the problems in marketing of banana

Statement of the Problem

India is an agricultural country. Nearly 60 percent of the people were engaged in agriculture. Each and every country should give more importance to agriculture but now most of the educated people were depends upon a government job. But if they concentrated with the agriculture they can earn more income than any other job, which will help to increases

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