Chapter-7
Summary, Recommendation and Conclusion
CHAPTER 7

MAJOR FINDINGS OF THE STUDY

Tumkur district is one of the major commercial district in southern part of Karnataka and it has been covered some traditional and historical places as well as attracted many tourists. Majority of the farmers engaged in coconut cultivation. Especially the coconut is important valuable crop and also it generates more income for the coconut producers.

According to survey there are 94 percent of the respondents opinion that coconut tree live for more than 90 years and some trees live depend up on climatic condition.

- Supply Chain Management improves the efficiency and productivity and also Animal husbandry as a subsidiary profession.

- During the coconut seedling 61 percent of the respondents are opined that 20-25 feet of distance to be maintained between any two coconut trees/plants and only 39 percent of respondents they are 15 to 25 feet. In some villages of Tumkur District the mixed crops that were grown along with Coconut plantation are Banana 62 percent and 34.7 percent of the respondents grows all crops and remaining 2 percent of them grow ginger beans and others crops in the area.

- In market 45.3 percent of the growers opinion that after transport the Coconut to APMC takes time 7 to 8 months to get converted into copra. Mainly 53 percent of the respondents use black soil for growing coconut and 46 percent of the respondents use red soil finally 1 percent of the respondents use forest hill soil for coconut cultivation.

- There is significant association between the subsidiary occupation of the respondent and opinion related Industry process by products along with coconut oil. The coconut industries process by products along with coconut oil 63.4 percent animal husbandry followed by fisheries 36.6 percent as the subsidiary profession.
In Tumkur they transport to nearby Taluk APMCs and remaining only 9.3 percent of the respondents transport to the local industries in the area and 60.7 percent of the growers transport to APMC because sometimes they offer more price.

There are 64 percent of the respondents are the Subsidiary occupation of Animal Husbandry and 36 percent are Fisheries most of the respondents predominantly on Animal Husbandry.

The respondents of the primary education dominates the survey 36 percent followed by PUC qualified 19 percent degree qualified 17 percent SSLC 18 percent and remaining only 8 percent are illiterates finally only 2 percent of the respondents are post graduates for conducted on the survey.

The spread of the coconut farming community in the study area is constituted largely by the young to middle age (25-45 years) farmers with moderately good education (PUC to Degree Qualification) background.

The Chikkanayakanahally registered with 18 percent stood third place and Tumkur with 9 percent and the remaining 5 taluks such as Sira, Kunigal, Madhugiri, Kortagere, and Pavagada accounts less than 5 percent in terms of area under coconut production in Tumkur District.

The area under coconut production in Tumkur District Gubbi taluk has been registered 21 percent of area under coconut production with first position followed by Turvekere and Tiptur stood second place with 20 percent each.

Coconut is the second largest and important horticultural crop of the Karnataka state, occupying 31 per cent of the total area under horticultural crops. Total area under coconut in the state is around 3.33 lakh hectares and the annual production of coconut is 1754 million nuts.
Major coconut growing states in India are Kerala, Tamilnadu, Karnataka, Andhra Pradesh, West Bengal, Maharashtra, Orissa, Assam, Goa, Daman and Diu, Lakshadweep, Gujarat. Kerala tops in production accounting 39 percent of total production in the country.

Annual production is about 7562 million nuts with an average of 5295 nuts per hectare.

Philippines are the first and the second largest coconut producing country in the world.

India is the 3rd largest coconut producing country having an area of about 1.78 million hectares under the crop.

The study area largely constitutes the respondents from the Horticulture 84 percent as the major profession followed by self-employees 8 percent and floriculture 4 percent private employee 3 percent and only 1 percent government employees in the area.

Gradually the coconut takes time converted into copra is generally 7 to 8 months 64 percent followed by 6 months and 35 percent in the study area.

The Tumkur district famous for coconut because it is a major crop 55.7 percent of the respondents give more importance for growing coconut followed by high yield 30.7 percent and remaining 13.7 percent of the respondents are expressed the opinion it is attractive crop in the area.

In Tumkur only 44.7 percent of the coconut growers sell the coconut to village traders after picked from the tree and remaining 55 percent of the respondents do not sale the coconut to village traders directly they sale to APMC for good price.
Major Findings of The Study

- The 38.3 percent of the coconut growers sell the coconut to commission agents and another 62 percent of them do not sale to commission agents in the study area due to some low price in the market.

- In Tumkur they transport to nearby Taluk APMCs and remaining only 9.3 percent of the respondents transport to the local industries in the area and 60.7 percent of the growers transport to APMC because in APMCs sometimes they offer more price.

- In market 45.3 percent of the growers opinion that Coconut in APMC takes time 7 to 8 months to get converted into copra. Mainly 53 percent of the respondents used black soil for growing coconut and 46 percent of the respondents used red soil finally 1 percent of the respondents used forest hill soil for coconut cultivation.

- 61 percent of the respondents are opined that 20-25 feet of distance to be maintained between any two coconut trees/plants and only 39 percent of respondents they are 15 to 25 feet. In some villages of Tumkur district the mixed crops that were grown along with Coconut plantation Banana 62 percent and 34.7 percent of the respondents grows all crops, and remaining 2 percent of them grow ginger beans and others crops in the area.

- Marketing channels very benefit for sale of Coconut and Marketing Channels Information providers equally shared in the market. The sale of the coconut products happens through direct sale 76.3 percent online 11 percent Advertisements 7.3 percent and only 5.3 percent of the respondents sale through the bid in APMC.

- Major problems are found in coconut plantation such as scarcity of water, Unsuitable soil, Lack of Fertilizers, Lack of climatic condition and Lack of price.

- Coconut is an attractive crop and gives more yield. Many farmers directly sale the coconut to commission agents. The supply chain of coconut trade is found
Major Findings of The Study

to be through Coconut Farmers → Wholesalers → Commission agents → finally ultimate consumers.

Coconut Farmers

Strengthen the Supply chain link to produce more Varieties’ of Coconut by products along with the sale coconuts to the intermediaries.

ENCOURAGE PUBLIC PRIVATE PARTNERSHIP TO EMPOWER THE

Retailers

Commission Agents

Consumers < End Users.
RECOMMENDATION AND SUGGESTIONS

1. The existing marketing scenario formed to be not strong between coconut forming community and the end-users. Because of the problems of price fluctuation by wholesalers, commission agents and retailers.

2. The trade and the commercial transaction and its by products since to be haunted by the price instability the vulnerability of coconut stock etc. As remedial measures just that the supply chain link from coconut producers to the end-users to be transformed by adopting well developed public private participation model to encourage the coconut by products industry as well as the sale of coconut through consumer societies, women self help groups. Majority of the coconut growers used chemical fertilizers for coconut plants so it is better and also gives good yield.

3. Thus of is necessary to promote for adoption of organic coconut forming for better yield in the study area.

4. It is necessary to provide Institutional financial support to coconut growers in the study area.

5. It is recommended to adopt Hi-Tech coconut plantation cultivation practices for better returns for coconut growers in the study area.

6. As an alternative marketing channel the street vender would have the direct contact with the producer and they sell at streets in small quantities. Many are playing important role in marketing of coconuts in Tumkur district. Intermediaries are playing a major role in marketing of coconut in the study area. Instead of that the coconut board/government should think to establish their own collection and marketing centres in the study area.
7. There is no organised coconut market in the study area except APMC. However there is a need to establish organised market in all the taluks of Tumkur District and in Karnataka.

8. The value addition of coconut production still needs modern processing and cost effective and less time consuming in the study area.

9. There is no online market or E- Market for coconut in Karnataka, thus the tradition of market and future trade in coconut industry is essential.

10. There is no scientific storage facility for coconut in the study area. In view of this the scientific and cold storage is required for coconut.

11. There has been fluctuation in coconut prices in the study area in the Karnataka. It is urged the coconut industry requires MSP as similar to copra in the state of Karnataka.

12. There is no mapping of Supply Chain in the study area for coconut. Hence the mapping of Supply Chain is utmost required for coconut industry.

13. More and more coconut processing industries should be encouraged by central and state government to enhance the self life of the coconut in the study area.
CONCLUSION

Coconut industry is one of the most important for agricultural activities. Because industry will be processing all coconut products and converted into coconut by products. After manufactured products sales to out of states. Maharastra and Andrapradesh are very popular for import of copra. Many employees are depending up on coconut industries and gives more chance to employees working together in an industries. Coconut is an important commercial crop presently the traditional way of production, processing and for marketing has been adopted in the study area. It is necessary to adopt the Hi-Tech production practices, cultivation method and organic forming for better yield and to get good price. There is a need to enhance the processing of coconut and scientific methods of storage to get more price and effect SCM is needed strengthen the SCM in coconut industry in Karnataka as well as the study area. In Tumkur Gubbi, Turuvekere, Tiptur Chikkanayakanahally, and Tumkur are mainly coconut growing taluks have been adopted modern Technology for coconut cultivation to obtain good yield. Coconut growers should get proper information through horticultural department near the taluk level and sub centers. Coconut not only as a food, beverage and oil seed crop but also a renewable source of raw material for multipurpose uses. The small and marginal farmers should be linked through SCM for production and marketing of coconut. Moreover, the backward and forward linkage for coconut industry has to strengthen in the study area. There is a need to strengthen more and more processing industries in the area to strengthen the economic condition of the coconut growers. There is a need to establish organized markets in per with super markets which are already operating in the study area.