Chapter - II
Several research studies have been conducted here and there in India during the past few decades related to coconut growing area, production, productivity, market functionaries, markets of coconut based products and byproducts, state and central government support and coconut based non-farm sector activities. But only a very few research studies have taken in assessing the role of institutional and non-institutional agencies in coconut marketing. Some of the important studies relevant to the present research are reviewed here.

Geoffery.Bastin (1986) conducted a study on “Coconut marketing: issues for a threatened industry”. He reviewed market conditions in the laurie sub-sector, describes the marketing channels for copra and coconut oil and sets out detail of significant issues for the future. It concluded that the industry must take urgent steps to improve the flow of market information, develop cost saving means of production which lead to a range of items and investigate new markets for non-traditional products.

Raveendran .P (1987) in his study on “Demand, consumption pattern and consumer acceptability of desiccated coconut” in Karnataka viewed that though the first desiccated coconut unit was established in the year 1952, the industry is still in its infancy. There are at present 26 such units in the country, Karnataka is the leading producer of desiccated coconut with about 18 units accounting for more than 75 percent of the total production in the country. The present total annual production is estimated at about 10,000 to 12,000 tonnes. This industry provides employment to more than 1500 people on a regular basis.

Raveendran. P (1989) conducted a study on Marketing of coconuts and its products in Andaman and Nichobar Islands with the main objectives of trends in coconut production, to educate the farmers for adopting modern agricultural practices, and developing a good market for coconuts. The study
came to the conclusion that the cooperative marketing societies at all levels need to be further strengthened. The state and central governments may extend all financial and other helps such as provision for soft loan to apex societies for outright purchase and provision for providing transport facilities at concessional rates.

Ratha Krishnan .L (1989) made an investigation to analyze the "Price spread in coconut marketing" in the village M. Vadipatty, Anna District, Tamil Nadu. The prime objective was to study the price spread of coconut among small coconut growers. He analyzed the present position of marketing, market functionaries and price spread of coconuts among the existing channels. He found that coconut is transferred from the producer to the final consumer through four channels they are i) primary producer to final consumer, ii) Primary producer to wholesaler to retailer to final consumer iii) primary producer to retailer to final consumer iv) Primary producer to middlemen to wholesaler to retailer to final consumer. No price spread is found in channel one. Gross and net prices spread are greater in channel three. Price spread could be reduced either through farmers cooperative marketing pattern or through the government intervention.

Hameed Khan. H and others (1990) in their study on "Improving the coconut production" in Kerala expressed that 4500 to 5000 nuts are required to produce one tonne of copra at the international scenario, corresponding figure for India would be 6800 nuts. The per capita availability of coconut in the country is as low as 10 nuts/ year where as it is high as 53 nuts in Indonesia and 124 nuts in Sri Lanka.

Punchihewa .P.G (1990) conducted a study on, "Coconut industry-current situation and prospects" in Jakarta, Indonesia. He found that coconut is the most extensively grown nut in the world and the most important of palms. It is also found that in nearly ninety countries the annual production ranging of 12 billion nuts in Philippines to 2.5 million nuts in Nauru. On the basis of the average production for the period 1984-1988 the present acreage is estimated to nearly 41 billion nuts a year.
Anitha Sharma (1990) found her study on “Villagers can do well with better marketing” that the green revolution has made the village marketing boom. The consequence has been that producers are being subjected to exploitation. Further the cooperatives too have not been able to deliver the goods and the middlemen rule supreme in village markets. The old marketing system has been going out of use. This has created a gap, which needs to be filled.

George M.V., and others (1991) conducted a study on “Trend in area production and productivity of coconut in India” with prime objective of understanding trend in area, production and productivity of coconut. The main findings of this study were the area under coconut in Kerala and Karnataka recorded a steady growth. In Tamil Nadu though there was a reduction in the area under coconut during fifties whereas steep increase in the area was seen especially during earlier sixties and during the second half of eighties. The total production of coconut during 1950-51 was only 3582 million nuts which rose to 9283 million nuts during 1989-90 recorded an increase of 157 percent over a period of 40 years. The average productivity in 1950-51 was 5259 million nuts that rose to 6150 million nuts in 1989-90. India ranks third among the coconut growing countries. The state of Kerala which accounts for about one percent of the total land area of India, contributes to about 56.4 percent of the area and 47 percent of the production of coconut. The other states viz., Tamil Nadu, Karnataka and Andhra Pradesh together account for 34 percent of area but contribute 44 percent of the production. All the other states together, account for 9 percent of area and production of coconut in India.

Thomas Mathew (1991) conducted a study on, “The Consumption of tender coconut in Tamil Nadu” with the objective to assess the actual consumption and contribution of this trade to the state’s economy. The result of the study indicated that the consumption of tender coconuts in the state is increasing unprecedently. The average consumption of tender coconuts in a city in Tamil Nadu was estimated at 23,063 lakhs and that of the state was 122,223 million nuts per annum. The demand for the tender nuts are high in summer months and the average price was Rs. 2000/- per thousand nuts. The
total sales added to the state's economy by way of sales of tender coconuts were worked out at Rs. 24.45 crores. The trade of tender coconuts provided employment opportunities to agricultural labourers, during the off-season. The trend in the consumption of tender coconut indicated that bottled coconut water could be introduced as a soft drink in important cities in the state.

Jaganathan .N (1991) made an attempt in this study on “An Economic Analysis of Coconut Farming in Anaimalai Block of Coimbatore District of Tamil Nadu” to examine cost structure, resource use efficiency in terms of coconut productivity and productivity of capital investment of coconut farming. The preliminary survey schedule was tested and the primary data were collected based on the revised schedule. He used appropriate statistical tools to select 109 coconut farmers. The study reveals that farmers shifted their cropping pattern towards coconut farming since coconut farming with intercrops gives more benefit-cost ratio through more resource use efficiency. The functional analysis indicates that number of bearing trees, organic manures and irrigation contributed more for yield. The coconut complexes can be organized in the producing centers with a net work of small scale industrial units like copra milling, manufacture of coir and coir products, mat making and other related industries which could generate additional employment and make use of the increased availability of coconuts and by-products.

Ron Harris (1991) in his paper “The coconut industry utilization and marketing” concentrates on examination of the international market for desiccated coconut. He reveals that Philippines stands out as the major supplying nation, and accounts for well over half of total world exports. The second largest producer is Sri Lanka, which currently supplies approximately one third of the world export market. Large-scale production in the Philippines has lent itself to easy bulk handling, via containerization. The channel of desiccated coconut trade is further simplified by historical links between manufacturers in Philippines and importing companies in USA.

Jos.C.A. (1992) conducted a study on Cooperativisation of marketing and processing of coconuts, problems and prospects in Kerala. The main objectives of the study were to identify the malpractices involved in the existing
marketing system and to organise the small farmers for selling their produce at a profitable bargain. The findings of the study reveal that the education at the gross root level will be the primary task of organizing the coconut producers for group action. This may be done by trained specialists called spearhead team as in the case of dairy projects of National Dairy Development Board. The role of spearhead team falls into four categories a) Entrepreneurial b) Rural communication c) Managerial and d) Training.

Prafulla K. Das (1992) conducted a study on Coconut marketing problems, prospects and challenges in Kerala with the objectives to identify specific problems in coconut marketing and processing sectors, to find out various issues in connection with those problems and to suggest appropriate measures for solving those problems. The study revealed that 81 percent of marketed surplus nuts in Kerala are sold to the middlemen by the farmers at their farm gates, only 17.5 percent of marketed surplus find through market outlets and remaining 1.5 percent are disposed of through the cooperative network. He lists out the problem like middlemen abuse, lack of facilities for copra making, lack of proper copra processing facilities, price instability etc.,

Ramakrishna Pillai.K. (1992) conducted a study on role of cooperatives in processing and marketing of coconuts in Kerala with special reference to Kerala State Cooperative Marketing Federation. The main objective of the study deals with the role of Kerala State Cooperative Marketing Federation in processing and marketing of coconuts. The study concluded that the cooperative marketing is the only way to provide an institutional arrangement to solve the marketing problems of the farmers. The cooperative sector has to compete with the private sector and public sector. The effectiveness of the cooperatives in marketing will depend upon their efficiency productivity and services.

Markose . V.T and others (1993) in their paper on “Coconut based rural industries – an overall perspective” stated that the coconut industry in India sustains roughly 10 million people in cultivation, processing, trade, transportation and other related activities. The total value of production of the crop is around Rs. 4000 crores and foreign exchange is around Rs. 100 crores.
through export of coconut-based products. Coconut processing sector in India
is currently confined to copra production, oil extraction, cair manufacture,
desiccated coconut manufacture and toddy tapping. The study reveals that in
India as much as 60 percent of the coconut production estimated to be used for
edible and religious purposes, 3.5 percent as tender coconut, 35 percent as
milling copra for oil extraction and the balance is processed into products like
desiccated coconut and coconut milk.

Chengappa.P.G and others (1993) conducted a study on, "Methods of
disposal of coconut and economics of processing coconut at farm level" with
the aim to understand the pattern of disposal of coconut at the farm level and
economics of copra making in the main coconut growing regions of Karnataka.
The study reveals that preparation of copra and then selling it is more profitable
than selling coconut as fresh nuts. However, while deciding copra
manufacturing, the risk in terms of price fluctuations during storage period and
availability of storage facility also needs careful consideration.

Markose.V.T (1994) expressed in his study on, "Coconut development in
the last decade" that more than 10 million people depend directly or indirectly
on the coconut crop for their livelihood by its cultivation, processing trade and
industrial activities. The coir industry, which provides direct employment to
more than 4 lakh workers, derives it raw material from coconut. Export of coir
and coir products earns foreign exchange to the tune of Rs. 100 crores every
year. The area under and production of coconut as per the latest estimate
available is 1.518 million hectares and 10 billion nuts respectively.

Marapandiyan. P (1994) stated in his study on, "Role of KERAFED
(Kerala Coconut Growers' Federation) in coconut processing and marketing" that
KERAFED has a built-in system to procure copra on a regular basis
through the member Primary Agricultural Cooperative Society. In addition,
whenever there were crisis times it had responded by intervening in the market.
In 1989 and 1990, under the support price operations for copra declared by the
Government of India, KERAFED was authorized as the representatives of
NAFED to procure copra in the state.
Narasimhappa (1995) conducted a study on "Processing and marketing of coconut and its products" in Kerala with the aim of studying present arrangements in processing of coconuts, present system of marketing and problems encountered. The study revealed that although coconut is one of the most priced and essential commodities in India, its marketing is jeopardized by many artificial reasons and faulty Governmental policies and efforts are also needed to revamp the present unscientific marketing system in favour of a grower-consumer linked system. By involving growers in processing —marketing activities vertical integration could be achieved.

Haridas.R and Chandran.C (1995) conducted a study on Marketing systems, costs, margin, price spread and marketing problems of coconut — A case study of coconut growers and traders in Tamil Nadu. In this study they made an attempt to study the marketing system in terms of marketing practices such as harvesting grading, packing, marketing channels and to study the marketing costs, margins, price spread, and effects of the variations in the consumer price on the shares of the producer —seller and the retailer and the efficiency of marketing. The important findings of the study were a) The share of producer in the net retail price of Rs. 3,015.18 per 1000 coconuts b) The marketing margin to the wholesalers per 1000 coconuts is found to be Rs.170 and the retailers share is 265.28. c) Among the problems in coconut marketing lack of finance comes first in ranking followed by lack of transport facilities and storage facilities.

Aravindakshan.M (1995) in his paper on "Challenges to the coconut industry in India and strategy for making it competitive" felt that India is producing 12,355 million nuts from an area of 1.63 million ha. The corresponding figure a decade back was 5807 million nuts and 1.16 million ha. The productivity level at present recorded in 7572 nuts per ha which was as low as 4982 nuts per ha in 1983-84. Increase in production of coconut has posed serious challenges to the coconut industry. At present coconut industry in the country is mainly centered around coconut oil alone. The large quantity of raw nut consumption to the extent of 60 percent of the total production leaves very little for marketable surplus or exportable surplus. Intensive efforts on product
diversification and byproduct utilization are the immediate necessity to make the Indian industry remunerative and globally competitive.

Thampan.P.K (1996) stated in his study on, “Coconut diversification, a must” that coconut production in India has been increasing over the years. From the third place on the world coconut map India has emerged second relegating the Philippines to the third position. In 1994 its share in global production was 24.1 percent and in area 14.7 percent. He said that the stability of coconut industry still hovers around a single product, coconut oil, which has already become vulnerable to substitution in all the end uses where it was once considered indispensable. Even with a viable market promotion programme for coconut oil, the stability of the industry cannot be sustained unless concerned attempts are made to utilize the multiple products offered by the coconut palm. This approach is essential to free the coconut based economy of the producing states from dependence on the fortunes of coconut oil alone. In product diversification and by-product utilization, facilities should be created for technological research pilot testing and entrepreneurial development. Effective marketing strategies have to be evolved for sustaining consumer demand for the new products. Greater attention had to be devoted in developing such products that can be competitively marketed in export markets.

Thampan.P.K and others (1996) expressed in their study on, “Global coconut situation and strategy for development” that the coconut production the world over from small and marginal holdings. These holdings range in size from 0.2 to 4 ha and account for over 95 percent of the total output. The annual production of coconut oil from these holdings accounts for less than four percent of the global output of major vegetable oils. For the period 1985 to 1994 Thailand recorded the maximum growth rate of 8.1 percent. The corresponding growth rates were 6.7 percent in India, 3.6 percent in Indonesia and 1.2 percent in the Philippines.

Thomas.P.T and others (1997) stated in their study on, “Investment opportunities in coconut in Tamil Nadu” that among the major coconut growing states in India, Tamil Nadu occupies the second position after Kerala, sharing 33 percent of the country’s coconut production. Tamil Nadu has made a
spectacular increase from 15 percent to 33 percent to all India production of coconut during the last ten years. The state has recorded significant growth rate of 7.8 percent in area and 11 percent in production during the last decade. The productivity of coconut during the same period has increased from 10,988 nuts/ha to 14,554 nut/ha. Production of coconut would in all probability double in the next five years to 8700 million nuts resulting in a marketable surplus of about 3000 million nuts.

Venkattakumar. R (1997) conducted a study on Socio-economic analysis of commercial coconut growers with the aim to find out the motivational factors influencing coconut cultivation, the knowledge level and extent of adoption of commercial coconut growers and the relationship of their characteristics with the knowledge level and extent of adoption, the socio-economic changes as a result of coconut cultivation, constraints in coconut cultivation and suggestion to overcome these constraints. The study revealed that most of the commercial coconut growers were motivated by the influencing factors viz., coconut is perennial crop, no need for intensive supervision, easy to do intercultural operation, less labour intensiveness, less cost of cultivation, more price for the produce in the market.

Subburaj.B (2000) conducted a Research study on marketing of coconuts with a view to know the strategies employed for disposal of coconuts by farmers and the channel functionaries, seasonal variations in sale practices, mode of disposal of coconuts, indirect channel functionaries and their procurement and sale practices. This study is empirical analysis. It employed participatory appraisal technique. The study concludes that non-availability of organized credit for production, marketing and consumption purposes, absence of organized marketing institutions and difficulties in the adoption of off-farm value addition, processing and marketing technologies on coconuts are the major reasons for the ‘forced sale’ either through lease practices or on-farm sale of coconuts to marketing intermediaries.

Rethinam. P. (2001) conducted a study on problems and prospects of coconut industry in Andaman Nicobar Islands with a aim of studying coconut situation in Andaman & Nicobar Islands, trend in area, production and
productivity of coconut, processing industry, prevailing marketing system and consumption pattern of coconut. The study reveals that Andaman & Nicobar Islands contribute an area of 24796 ha under coconut cultivation. The total palm population is 44.584 lakh and the annual production is 87.5 million nuts. Per ha productivity is as low as 3536 nuts per ha against the national average productivity of 7821 nuts per ha. This island recorded the lowest productivity rate in the country. Of the total production of coconut 40 percent is processed and the rest is consumed for household edible uses and tender nut purpose. The marketing system in this island was in vogue till recently wherein the tribes exchanged coconut for their daily requirements. The prevailing market price of copra in this island is only around Rs. 12-15 per kg. The Central Tribal Cooperative Society Ltd does the procurement under the price support scheme. The marketing structure of coconut in this island is a two-tier system i.e., primary society and central society under cooperatives.

Nair M.K. (2001) conducted a study on coconut production and productivity with the objective to study the present status of coconut production in the world, production and productivity in different states of India and factors responsible for increasing production and productivity. The study reveals that the world coconut production (1999) is estimated at 54.129 million nuts from an area of about 12 million hectares. Nearly three-fourth of the production (73%) is contributed by India, Indonesia and Philippines. Sri Lanka with about 5.22 percent of the production occupies fourth position. Kerala, Tamil Nadu, Andhra Pradesh and Karnataka are the major coconut producing states in India and together accounts for more than 80 percent of area and production in the country. Among the four states, Kerala accounts for largest area and production sharing 56.50 percent of area and 44.70 percent of production followed by Karnataka with 15.08 percent area and Tamil Nadu with 20.75 percent of production. Among the four states, Andhra Pradesh tops in productivity with 19.571 nuts per ha followed by Tamil Nadu with 11620 nuts per ha. Karnataka has the lowest productivity of 5195 nuts per ha. Kerala, which contributes to maximum production, has a productivity of 6188 nuts per ha. The maximum productivity of 15020 nuts per ha has been reported from Maharashtra though it shares to overall production in the country is only 1.5 percent.
Rethinam P. and Thampan P.K. (2001) conducted a study on Reviving coconut based economy of Kerala state with the objective to create opportunities for enhanced on-farm income and employment, to promote efficient product and bye-product utilization both at the on-farm and community levels, to strengthen marketing infrastructure for domestic and export marketing and to direct research on varietal improvement for higher output of primary products from coconut and technology development. He suggested the following recommendation for the improvement of coconut based economy of Kerala. Coconut farmers in the state should be encouraged to organise themselves into self help groups or cooperatives for practicing intensive integrated farming to create multiple sources of income, food and employment. Support should be extended to farmers groups for efficient marketing of the multiple products obtained from integrated farming units both in the fresh and processed forms. Women groups should be organised for efficient product utilization both at the farm-household and community levels. Coconut based handicrafts should be encouraged by providing training support in design and techno-economic support in establishing production units and creating marketing infrastructure to the local artisans including women groups.

NABARD (2002) conducted a study on, "Coconut development in Tamil Nadu – An ex-post evaluation study in Coimbatore District" with the objective of studying the socio-economic profile of borrowers, to examine the scheme formulation and their implementation, financial viability of coconut farmers. The study revealed that the average price of nut during the reference year was Rs.2.25. Income received from the coconut sale was Rs.3.035 per acre and Rs.20,124 per farm during fifth year of investment. Repayment performance by the sample during the first two years after investment registered more than 95 percent.

Thomas Mathew. M (2002) conducted a study on Trade in Tender coconut – A future vista of Indian coconut industry. He attempted to know the market behaviour of tender markets in the Maddur market in Karnataka state and he analyses its impact in inducing competitiveness and marketing abilities among the farmers.
The study revealed that the trend in the arrivals of tender coconut in the market during the last decade is increasing at a compound growth rate of 19 percent per annum. The seasonal indices for prices and arrivals indicated intra-year seasonal variations. The tender coconut price showed buoyancy during the summer months. Similarly the study showed an inverse relationship between the price and arrivals of tender coconut. Further the price of tender coconut in Karnataka moves in chose sympathy with the lagged price of the ball copra and coconut. The study draws an inference that the promotion of tender coconut in the country is helpful in price stabilization of coconut in the country.

Singh R.K. and Subburaj B. (2002) conducted a study on Pricing the coconut in Tamil Nadu – An Analysis with an attempt to address a few issues: What is the gross farm price for coconuts and what are the factors affecting net farm price for coconuts in Tamil Nadu? What is the trend in coconut prices in different market centres in Tamil Nadu and how do market price for coconuts determined? What are the factors influencing fixing of prices for coconuts at micro and macro level? The study revealed that the price realization through direct channel is higher than that through indirect channel. The absolute gross price spread is low in direct channel. However, the net price realized through local traders / commission agents / traders is the least due to high cost of marketing. Yet the price realized through the regulated market is the highest. The coconut price records a fluctuating trend throughout the year. The lowest price prevailed in March and September. Thereafter the price tends to increase till December, the highest being in December. He concluded that neither farmers nor traders have say in fixing the coconut price in Tamil Nadu.

He concludes that indirect mode of disposal of coconuts as a strategy is more popular and widely adopted by coconut farmers. He indicates that channel intermediaries play a major role in both assembling and equalization functions in marketing of coconuts.

Subburaj B. and Singh R.K. (2003) conducted a study on Marketing Mix for Coconut Products – Consumers’ Perception. This study concluded that majority of consumers do not have high perception on coconut products. High income category finds difficulties with distribution mix, whereas other than the
high income category finds problems with price mix. Promotion mix therefore is to be designed and executed in such a way that it could address the expectations and wants of target consumers in general and potential consumers in particular. Coconut products have high market potential for coconut products requires effective marketing strategies meant for both creating and fulfilling the demand.

Singh R.K. and Subburaj B. (2003) conducted a study on Highways- The potential markets for tender nut sale in Tamil Nadu to understand the nature and type of demand prevailing in the region stretching between Kanniyakumari and Bangalore during summer and non-summer days. The study concludes that majority of the motels that are located on the National Highways in Tamil Nadu sell tender nuts throughout the year. However, such motels are found larger in numbers in southern region than that in middle and northern regions of Tamil Nadu. Existence of pilgrimage as well as tourist places is attributed for the existence of the motels in large numbers that sell tender coconuts. On an average 193 tender nuts are sold per day. High sales occur during summer days, and it is moderate during spring days.

Anitha Kumari, P and Jissy Geroge (2003) conducted a study on Gender Perspectives In Coconut Product Diversification - An Analysis among 30 Self Help Groups for women regarding their awareness and knowledge on coconut product diversification, utilization of women groups in starting the enterprises and the prospects they perceive in adopting them. They conclude that enterprises on coconut product diversification are women friendly and suited for group activities for additional income generation.

Dr. H.P. Singh (2003) conducted a study on, "Augmentation of Coconut Marketing" in Kerala. He found that the coconut industry is growing in terms of production. However, its share in oil and fats trade has consistently declined in the past four decades. Vast growth opportunities remain for the coconut industry, but the marketing strategy needs a reorientation to suit to emerging trend. Awakening and alertness on diversification of coconut, with a motive to recapture the market have to be provided priority. The best option with vast growth opportunities for product diversification and value addition exists.
Thomas Mathew, Hameed Khan and Shivapuje (2003) conducted a study on Coconut in Konkan with the objective of knowing area and production of coconut, trend in area, production, productivity of coconut in Konkan region comprising the districts of Thane, Raighad, Sindhudurg and Ratnagiri of Maharashtra. This study reveals that among the four Konkan districts, Sindhudurg ranks first in the area under and production of coconut accounting for 58.44 percent in area and 42.24 percent in production of coconut and the trend in area under coconut in Konkan region was steady, till 1995-96 and then there was an increasing trend with a sudden increase in 1995-96. Thane where the productivity of coconut was increased to 15,771 nuts per ha in 2001-2002 from the level of 5320 nuts in 1985-86, which is 196.44 percent more than the base year. This study concludes that coconut is primarily a small holders plantation crop in Konkan region.

Thomas Mathew .M (2003) in his paper on Coconut products in support of health and the importance of coconut in Maharashtra felt that coconut is a food crop to a major segment Indians and plays a dominant role in their social and religious rituals. It is an important cash crop for more than 10 million farm families in the country besides providing job securities to equal number of agricultural labourers. It is one of the important fiber yielding crops to more than 15,000 coir and coir based industries in the country which provide employment opportunities to about 5.86 lakh labourers of which 80 percent constitute women. The industry contributes to an amount of Rs.395 crore as the export earning from the coconut products and by-products mainly coir and coir products. The crop also contributes 6 percent of the total edible oil pool of the country. Coconut production in the country has made great strides during the past two decades. Currently the crop covers an area of 1.89 million ha with an estimated production of 12.8 billion nuts per annum, which accounts for about 23.36 percent of the world production.

Haridass R. and Muthuraj M. (2004) conducted a study on Economics of coconut cultivation in Tamil Nadu – A comparative analysis of Tall and Dwarf Variety with the objective of to analyse and compare the cost and return structure of tall and dwarf variety of coconut. The results of the net present
value, benefit cost ratio, internal rate of return and pay back period showed that dwarf variety of coconut is quickly yielding and economically viable than tall variety.

Subburaj B. (2004) conducted a Research Study on “Markets of non-conventional coconut products” with a objective of studying demand, supply and consumers behaviour in Tamil Nadu. The study estimates that the marketed surplus at farm level is 1562 million nuts while it is 1111.35 million nuts at market level. Nearly 414.33 million nuts are consumed with in Tamil Nadu for culinary and religious purposes. About 969.63 million nuts are consumed by way of coconut oil, 50.08 million nuts as tender nuts and 56 million nuts for manufacture of non-traditional coconut products. The market surplus for the year 2003-04 is estimated at 35.64 million nuts.

Subburaj B. (2004) conducted a research study on coconuts in Regulated Markets with an aim of to know the role Regulated Markets in marketing of coconut and coconut products in the state. The study reveals that the user and non-user farmers have high perception of the contributions of regulated markets in regulating and systematizing the agricultural marketing system.

Conclusion

Several attempts have been made to study either the side of coconut production or coconut marketing. So the present study focuses on the both phenomenon. Hence the researcher hopes that the present will throw more light on these issues.
Chapter II

Review of Literature

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