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A study on Awareness of coconut cultivators on value added products in Coimbatore District

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Abstract: 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. Coconut is a versatile product and has multiple uses. Almost all the parts of the coconut are used in one way or the other. India holds third place in coconut cultivation in the world followed by Philippines and Thailand. In India, TamilNadu plays a major role in coconut cultivation. 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. This study attempts to know the awareness level of coconut cultivators on value added products.

Keywords: Coconut, Value added products, Awareness.

I. INTRODUCTION

India is one of the leading coconut producers in the world, producing 13 billion nuts per annum. Coconut is mostly cultivated in the coastal regions of the country. The states that have abundant coconut growth are Andhra Pradesh, Assam, Goa, Karnataka, Kerala, Maharashtra, Orissa, Tamil Nadu, Tripura, West Bengal, Andaman and Nicobar Islands, Lakshadweep and Pondicherry. Coconut has an important place in the Indian culture and has been produced here since time immemorial. In Tamil Nadu, farmers are less aware of coconut value added products. There are plenty of coconut value added products came into market. Even the countries with less production of coconut have gone for producing and marketing of value added products. However, Farmers at Coimbatore district not showing much interest on value addition and only few farmers are aware of all types of value added products.

II. REVIEW OF LITERATURE

E. C. Mwachiro, R.W.Gakure (2011) In their study, they stated that, The purpose of this study was therefore to investigate the factors hindering the local community from benefiting from this cash crop. The sites were selected so as to completely cover the coconut growing region of the District. Questionnaires were used for collection of data. The results indicated that low prices of the coconut products, unclear legal framework, lack of proper markets, poor farming methods, low productivity and lack of financial support from the government and financial institutions are some of the factors that hinder the indigenous community from benefiting from the coconut products in the region

Niraj Kumara and Sanjeev Kapoorb (2010) in his study “Value Chain Analysis of Coconut in Orissa” Stated that, the flow of product from farmers through different intermediaries to the consumers. Prices and market margins have been computed at the different stages of the chain in order to reflect the value addition through various participants of the chain. The players at any level do no major value addition. The existence of functional channels explains that production and marketing system of coconut.

G.Nagaraja (2010) "Health benefit of coconut water" kisanworld analytical Vol-37 No.11 in this study coconut water should be taken daily and preferably on an empty stomach. It helps to clear the toxins from the body. It is an ideal drink and gives a feeling of fullness especially for a person on a weight loss diet. Drinking coconut water as no side effects. It can be consumed 2-3 times a day. The best way to serve coconut water is to add rose petals in it and serve it in its kernel itself with a straw. Therefore, here is to good health and we hope that this article will help you change your drinking habits

Sheeba Rebecca Isaac and pushpakumari (2000) in their article, stated that coconut is perhaps the most economically important tree that is accommodative of diverse species of perennial and seasonal crops as components of the agro ecosystem, Home gardens in Kerala are predominantly coconut based and these have a crucial role to play in the agricultural scenario of the state.

Remany Gopalakrishnan (1999) in this article, he has stated that all parts and products of coconut are used in one way or other processed or in their natural forms. The leaf, midrib, spindle, inflorescence kernel, ruff-water, shell, husk, stem and roots are all made use of in the daily life of the people. Coconut cultivation and industry have important role in employment generation and poverty alleviation. The crop is a life supporter of more than 10 million people in the country by providing employment and income. By exploiting the full potential the coconut industry can provide livelihood to more than 20 million people even without increasing the total area under the crop in the country.

III. STATEMENT OF THE PROBLEM

There are multi value added products emerged into market. The coconut can be sold here as raw coconut or it will be converted into copra and used for coconut oil preparation. The price of the coconut is based on the oil price of coconut. This trend should be changed, farmers has to see the other aspects of coconut and its value added to the products. Cultivators reside at Coimbatore district not prefer to manufacture this value added products, there may be lot of reasons for not producing the value addition. One of the main reason is that they are not aware of the coconut value added products and their production technology. This study attempts to know the awareness level of coconut cultivators towards value added products and suggests remedial measures to come over this problem

IV. OBJECTIVES

- To know the demographic profile of the coconut cultivators.
- To identify the awareness level on value added products.
- To evolve the findings and suggestions.

V. SCOPE OF THE STUDY

The present study attempts to know the awareness level on value added products of coconut only. Further study can be carried out on the problems and constraints involved in value added products of coconut and market potentialities and opportunities for value added products of coconut.

VI. RESEARCH METHODOLOGY

Selection of Sample

The data needed for the study is collected from the Coconut cultivators residing at Coimbatore District.

Data Collection

The data needed for the study has been collected from both primary and secondary sources. The secondary sources include Journals, articles, agricultural statistical data, etc. The primary sources are through well-structured questionnaire.

Sampling Design & Size

The convenient sampling technique is used to collect the information from the targeted population. The farmers are under the unorganized sector. Therefore, non-probability sampling technique is used for data collection. The sample size is 200 respondents from the Coimbatore district. Simple percentage and Chi-square technique is used for analysis purpose.

VII. ANALYSIS AND INTERPRETATION

TABLE I

S.No	Demographic profile of the farmers	Number of Farmers	Percentage
1	Age:		
	Below 30 Years	16	8
	31-40 Years	80	40
	41-50 Years	60	30
	Above 50 Years	44	22
	Total	200	100
2	Marital status:		
	Married	162	81
	Unmarried	38	19
	Total	200	100
3	Education Qualification:		
	Up to 12 th Std	128	64
	Degree	52	26
	Pg Degree	16	8
	Others	4	2
	Total	200	100
4	Residential Status:		
	Urban	8	4
	Rural	178	89
	Semi-Urban	14	7
	Total	200	100
5	Annual Income:		
	UptoRs.60,000	27	13.5
	Rs.60,001-Rs.1,00,000	45	22.5
	Rs.1,00,001- Rs.2,00,000	80	40
	Above Rs.2,00,000	48	24
	Total	200	100

The above table shows that the demographic profile of the coconut cultivators in Coimbatore district. Majority of the respondents' age group is above 31 years to 40 years. Most of the farmers were married and their education qualification is upto 12th Std. Majority of the farmers belongs to rural area and most of the farmers income level is Rs.1, 00,001 to Rs.2,00,000 p.a.

AWARENESS ON VALUE ADDED PRODUCTS

Independent factors	Level of Awareness			Total
	Low	Moderate	High	
Age**				
Up to 30	5	8	3	16
31-40	5	46	29	80
41-50	4	40	9	60
Above 51	9	26	9	44
Total	14	94	41	200
Educational Qualification				
Up to 12th	20	77	31	128
Degree	10	29	11	50
Diploma	0	11	5	16
Others	0	3	3	6
Total	30	120	50	200
Income **				
Upto Rs.60,000	4	17	6	27
60001-100000	8	24	13	45
100001-200000	12	49	19	80
Above Rs.200000	6	30	12	48
Total	23	117	25	165
Area of Residence				
Rural	29	105	44	178
Semi urban	0	6	2	8
Urban	1	9	4	14
Total	30	120	50	200
Marital Status				
Married	25	98	39	162
Unmarried	5	22	11	38
Total	30	120	50	200
Experience in Coconut * *				
Less than 5 Years	10	3	105	118
5-10 Years	5	24	45	175
Above 11 Years	2	5	1	14
Total	17	32	151	200

The above table shows that the dependent variables of respondents were compared with level of awareness. Chi-square tools were applied to find out the relationship between the independent and study factors.

The innovative and natural products are being introduced to urban consumers in India, exploring the growing purchasing power of the urban people. Food habits are switch over towards natural products. This is a right time and right opportunity for coconut products to capture the minds of urban consumers. The coconut product basket consists of 10 coconut value added products, viz. packed tender coconut water, coconut chips, desiccated coconut, virgin coconut oil, ice cream, coconut milk cream, coconut milk powder, ball copra, packed coconut oil and coconut vinegar, Tender coconut water and neera in place of artificial soft drinks, virgin coconut oil in lieu of virgin olive oil, virgin coconut oil based beauty care products, edible ball copra and coconut chips as convenience snack items and coconut palm sugar having low glycaemic index for diabetic patients are capturing the attention of health conscious consumers.

Compared to the rural folks, the urban population has enough purchasing power and there exists a good consumer culture that provides demand for any good product. Hence, natural coconut products with good quality will definitely have good demand among urban population.

VIII. FINDINGS

- ❖ The percentage of respondents with high level of awareness is found high among the respondents whose age is 31-40. The percentage of respondents with low level of awareness is also found high among the respondents whose age is 31-40. Compared to these percentages, it can be inferred that the percentage of respondents found high among the respondents whose age is 31-40. However, the calculated chi-square value is higher than the table value at five per cent level. Hence the null hypothesis is rejected and it is found that there exist a significant relationship between age of the respondents and the level of awareness.
- ❖ The percentage of respondent with high level of awareness is found high among the respondents whose qualification is diploma. The percentage of respondents with low level of awareness is found high among the respondents whose educational qualification is upto 12th. It can be inferred that high level of awareness is found high among the respondents whose educational qualification Diploma. However, the calculated chi-square value is lesser than the table value at five per cent level. Hence it is found that there is no significant association between the educational qualification of the respondents and the level of awareness
- ❖ The percentage of respondents with high level of awareness is found high among the respondents whose income is Rs.60,001-Rs.1,00,000. The percentage of respondents with low level of awareness is found high among the income group is above Rs.2,00,000. It can be found that the level of awareness is found high among the income group falls between Rs.60,001 and Rs.1,00,000. However the calculated chi-square value is higher than the table value at 5% level. Hence the null hypothesis is rejected and it is found that there is no association between the income and level of awareness..
- ❖ The percentage of respondents with high level of awareness is found high among the urban area. The percentage of respondents with low level of awareness is also found high among the urban area. Therefore, the percentage of respondents with high level of awareness is found high among the urban area. However, as the calculated chi-square value is less than the table value at five percent level. Hence the null hypothesis is accepted. It is found that there is no association between the area of residence and level of awareness.
- ❖ The percentage of the respondents with high level of awareness is found high among the unmarried respondents. The percentage of the respondents with low level of awareness is also found high among the unmarried respondents. It can be inferred that the high level of awareness is found high among the unmarried. Hence the null hypothesis is accepted. It is found that there is no association between level of awareness and marital status.
- ❖ The percentage of the respondents with high level of awareness is found high among the respondents with less than 5 years of experience in coconut cultivation. The percentage of respondents with low level of awareness is found high among the respondents whose experience is 5-10 years of experience. It can be inferred that the level of awareness is found high among the respondents with less than 5 years of experience. However, as the calculated chi-square value is higher than the table value at five percent level. Hence the null hypothesis is rejected. Hence it is found that there is a significant association between the level of awareness and experience in coconut cultivation.

IX. SUGGESTIONS

- ❖ It is found that the farmers' age above 41 years not much aware of coconut value added products. Therefore, it is necessary to organize campaigns to give awareness programs on value added products.
- ❖ The farmer who is having more than 5 acres of experience in coconut cultivation does not have much awareness on value added products. They should be called while innovating value added products or launching of new products.
- ❖ The coconut development board(CDB) has introduced so many schemes related to the value added products. Farmers are not aware of those schemes.

- ❖ They are not aware of the market potentiality in domestic market as well as international market. The market scope of value added products should be informed to the farmers through any one of the popular media. They should be make participated in fares, exhibitions of value added product, etc.,
- ❖ Few respondents informed that the price for the coconut offered to the farmers is not sufficient when compared with the input for coconut cultivation. Hence the government may try to fix minimum guaranteed price for coconut when it is purchased from the farmers.

X. CONCLUSION

The Coimbatore district is one of the districts that cultivate more amount of coconut in Tamil Nadu. 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. However, most of the farmers sell their coconut to the merchant in the local area or sell directly in the neighboring market. 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.

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