

TO STUDY THE CHALLENGES AND OPPORTUNITY IN CULTIVATION AND MARKETING OF ARECA NUT

Debasish Mondal and Dr. Dr. Hitendra Trivedi

Department of Management, Dr. A. P. J. Abdul Kalam University, Indore (M.P.), India
452010, Corresponding Author Email : debasish74397080@gmail.com

Abstract:

The study was conducted in Kadamtala district of Andaman and Nicobar Islands. The sample was constituted 300 arecanut growers. The respondents were interviewed with the help of a specially designed schedule. The descriptive survey design was used for the present study. Major problems faced by the respondents were ‘intercropping decreases the yield of main crop’, ‘did not get minimum price to the arecanut by middle man’, ‘possibility of transferring disease from intercrop to main crop’, ‘lack of knowledge about pest and disease’

Key words: Arecanut growers, Arecanut cultivation.

1. INTRODUCTION

The cultivation of arecanut can be traced back to Vedic periods and used in veterinary and ayurvedic medicines. India ranks first in arecanut production in the world. In India, the cultivation of arecanut is mostly confined to Karnataka, Kerala and Assam. The share of these states in terms of the total area under cultivation and production is around 83 per cent. The areca nut palm is the source of common chewing nut, popularly known as betel nut or Supari. In India it is extensively used by large sections of people and is very much linked with religious practices. India is the largest producer of areca nut and at the same time largest consumer also.[1]

Arecanut is capable of growing in a wide variety of soils. However, well-drained soils that have very good water holding capacity are the best suitable. It thrives in areas having a well-distributed annual rainfall of 750 mm to 4500 mm, and altitude up to 1000 meters above mean sea level (MSL). It is highly sensitive to moisture deficit and should be grown with assured irrigation facilities.

Enquiring was made with respondents regarding problem faced by them in arecanut cultivation. As per enquiring farmers have not reported any problem with respect to variety, seedlings, non-availability of fungicides in time and lack of money. Whereas they have quoted same problems with regard to the irrigation, use of organic manures, pest and disease control, intercropping, harvesting and marketing [2]

2. REVIEW OF LITERATURE

Dr. K.S. Sheshagiri Principal Investigator, Dr. H. Narayanaswamy Prof. of Pathology, and Dr. B.K. Shivanna Asst. Prof. The areca nut palm is the source of common chewing nut, popularly known as betel nut or Supari. In India it is extensively used by large sections of people

and is very much linked with religious practices. India is the largest producer of areca nut and at the same time largest consumer also. Major states cultivating this crop are Karnataka (40%), Kerala (25%), Assam (20%), Tamil Nadu, Meghalaya and West Bengal.[1]

M.M. Badhe and R.G. Tambat (2009), The study was conducted in Dapoli and Guhagar tahsils of Ratnagiri district of Konkan region. The sample was constituted 100 arecanut growers drawn from 10 villages. The respondents were interviewed with the help of a specially designed schedule. The exploratory survey design was used for the present study. Major problems faced by the respondents were ‘intercropping decreases the yield of main crop’ ‘did not get minimum price to the Arecanut by middle man’, ‘possibility of transferring disease from intercrop to main crop’, ‘lack of knowledge about pest and disease [2].

The findings pertaining to constraints experienced by the Arecanut growers imply that the concerned organizations and experts may give attention to help the Arecanut growers to overcome the constraints related to agriculture in general and Arecanut cultivation in particular.

3. RESEARCH OBJECTIVES

To study the challenges and opportunity in cultivation and marketing of Areca nut

4. RESEARCH METHODOLOGY

Research methodology is one of the most systematic ways to take care of an issue. It is methodical in nature. It is an exploration of studying how research takes place. Basically, Research Methodology is the systems by which researchers approach their work of illustrating, simplifying and anticipating marvels. It is characterized as the study of methods by which data or knowledge is acquired.

Research Design -Descriptive research is a type of research which is factual in nature. The descriptive research is used widely for the meaning of the focused structure of a market/fragment, or the picture of the conduct of associations or gatherings of employees. The primary objective of this type of research is to outline the information and qualities about what is being examined. The research targets in descriptive research are for the most important part to illustrate the qualities of employees viz. statistic financial, geographic, and psychographic and benefits looked for.

Multiple cross-sectional design has been used and to control potential sources of error attempt has been made. An instrument developed for collection of primary information. The pilot testing of questionnaire was done and necessary changes were made. It was checked whether the questions asked in the questionnaire are related to the objectives and all objectives are covered by the questions.

Primary Data - A questionnaire survey was conducted for the purpose of the study.

Secondary Data - Secondary data is the data, which already exists. Secondary data was collected mainly through the internet, websites and some are taken from books and articles.

Sampling Design –Purposive sampling method was used.

Sample Size–Target to 350, actual receive 300 filled questionnaires

Statistical tools –Arecanut cultivator perceptions towards different aspects were measured by using of Likert scale.

5. STATISTICAL ANALYSIS

Out of 350 sample size, 300 numbers of respondents were participated for challenges faced by areca nut planters, the highest response 26.33% received for labor issues and lowest response 9% received for high temperature in summer session.

S. No	Category	Respondents	Percentage
1	Water Problem	59	19.67
2	Fertilizer Issues	40	13.33
3	Trees Cleaning and Trimming	37	12.33
4	Labour Issues	79	26.33
5	High Temperature in summer session	27	9.00
6	Govt. or Private agencies not supported	58	19.33
	Total	300	100.00
		Chi square test	1.100582
		Z - Test	0.99991

Respondents’ opinion for Challenges faced by areca nut Planters- the highest response 26.33% received for labor issues and lowest response 9% received for high temperature in summer session.

Challenges faced by areca nut planters are not uniformly distributed over the population. the six categories Water Problem, Fertilizer Issues, Trees Cleaning and Trimming, Labor Issues, High Temperature in summer session and Govt. or Private Agencies not supported of study. It is proved that there was no chance of error during the survey.

The significant challenge factor, were test against higher value and is accepted and alternated hypothesis is rejected, that labor issue is the significant challenge faced by areca nut planters. However, the numeric value is the highest and found significant. It is proved that there is no chance of error

Out of 350 sample size, 300 numbers of respondents were participated for Direct exported from Andaman, out of that 100% respondents are in opinion of “Yes”.

S. No	Category	Respondents	Percentage
1	Yes	300	100.00
2	No	0	0.00
	Total	300	100

However, numeric value in “Yes“ category were 100%. It is proved that there is no chance of error during survey and hence it considered.

6. CONCLUSION

The findings indicate that the cultivation challenges of arecanut in Kadamtala, Andaman and Nicobar Islands planters are not uniformly distributed over the population. The six categories Water Problem, Fertilizer Issues, Trees Cleaning and Trimming, Labor Issues, High Temperature in summer session and Govt. or Private Agencies not supported of study. As on present scenario farmers are applied techniques and quality improvement practices. Processing of arecanut is increase jobs which help them for survive and fulfil the need of their family. During survey it was observed that export of arecanut creating direct and indirect jobs.

7. LIMITATIONS

1. Confidentiality – Confidentiality of the employees in institution, and it may be the one of the reason respondents may not give the factual information.
2. Authenticity of the information supplied – To check authenticity of responses, some questions were repeated in the different form and crosschecking was done wherever it was possible.
3. Respondent bias – As often experienced in personal interview-based questionnaire, it may bias the respondent’s replies and the personal interests. Attitudes of interviewers can cause them to interpret responses differently.

REFERENCE

1. Dr. K.S. Sheshagiri Principal Investigator, Dr. Narayanaswamy Prof. of Pathology, and Dr. B.K. Shivanna Asst. Prof. Entomology Arecanut Research Centre. Agriculture College, Navile Methods Of Arecanut Cultivation
2. M.M. Badhe and R.G. Tambat (2009), Problems experienced by the Arecanut growers in Arecanut cultivation, Asian Sciences (June & December, 2009) Vol. 4 Issue 1 & 2: 45-46.