

Title Supply chain management and public and private participation in banana in Tamil Nadu, India: status, problems and suitable policy measures

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Abstract

India is ranked the second largest producer of fruits in the world. Banana is one of the important fruits in India and occupies about 4.24 ha (10.5% in world share) with a production of about 17.4% in world share in 2005-06. Banana is exported to Middle East, Gulf, Russia, Ukraine and other European countries from India. In Tamil Nadu, area under banana was 0.95 ha with a productivity of 49 tons/ha in 2005-06. Banana being a highly perishable fruit, It is to be marketed within a short span of time. Therefore, a systematic package of practices in banana production will greatly improve productivity and processing to produce value added products and enable the growers to reap maximum benefits. Similarly an efficient marketing system is an important means for raising the income levels of the growers in one hand, and increasing the consumer satisfaction in the other. Considering the hiatus between high production and relatively low exports with domestic consumption showing no distinct off-take, the culprit is squarely laid on the enormous wastage in post-harvest. It is therefore, highly essential to grade the produce brought to the market on scientific line to get remunerative prices. This paper looks into these aspects of supply chain management in banana. The present study attempts to examine the market functions, marketing practices and value chain from the farmer to consumer in terms of handling, value addition, packaging, marketing cost, marketing margin and price spread for banana in Coimbatore, Tiruchirapalli and Thoothukudi districts of Tamil Nadu in India. The results indicated that the poor market efficiency and little farmers share in consumer price was noticed when the number of intermediaries involved in the channel increased, because of higher total marketing cost.