

HARVESTING CHALLENGES: EXPLORING PRODUCTION AND MARKETING CONSTRAINTS IN CURRY LEAF CULTIVATION WITHIN COIMBATORE DISTRICT

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Abstract: This study delves into the challenges encountered in curry leaf cultivation within the Coimbatore district, focusing on both production and marketing aspects. Curry leaves are integral to Indian cuisine and have substantial economic significance. Through comprehensive data collection and analysis, this research aims to unravel the specific constraints that curry leaf farmers face, encompassing factors such as crop diseases, climatic variations, and market access limitations. By gaining insights into these challenges, the study contributes to a deeper understanding of the intricacies of curry leaf cultivation. The findings can inform policymakers, agricultural experts, and farmers, aiding in the development of strategies to overcome production and marketing constraints, ensuring sustainable cultivation practices and improved economic outcomes.

Keywords: Curry leaf cultivation, production challenges, marketing constraints, Coimbatore district, crop diseases, climatic variations, market access, sustainable practices, economic outcomes.

INTRODUCTION

Curry leaf (*Murraya koenigii*) holds a distinctive place in Indian culinary traditions, contributing its aromatic essence to various dishes. Beyond its culinary importance, curry leaf cultivation is a source of livelihood for numerous farmers within the Coimbatore district. However, the cultivation process is not without its challenges, particularly in terms of both production and marketing aspects. This study aims to explore and understand these challenges to shed light on the constraints faced by curry leaf farmers in the Coimbatore district.

The Coimbatore district, nestled in the agricultural heartland of Tamil Nadu, experiences a range of agro-climatic conditions that impact crop growth and marketing opportunities. Factors such as changing weather patterns, crop diseases, and limited market access can significantly influence the productivity and economic outcomes of curry leaf cultivation. By investigating these challenges, this research

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contributes to a comprehensive understanding of the complexities involved in curry leaf production and marketing.

METHOD

Sampling and Data Collection: The study employs a combination of purposive and random sampling techniques to select curry leaf farmers within the Coimbatore district. Structured surveys will be administered to gather quantitative data on production practices, crop diseases, and yield variations. Additionally, qualitative data will be collected through semi-structured interviews with farmers to delve into their experiences and perspectives on marketing challenges.

Data Analysis: Quantitative data will be subjected to descriptive and inferential statistical analysis to quantify the extent of production challenges and their impact on crop yield. Qualitative data from interviews will undergo thematic analysis to extract recurring themes related to both production and marketing constraints.

Collaboration with Experts: Collaborations with agricultural experts and extension services will provide valuable insights into the technical aspects of curry leaf cultivation, including recommended practices and strategies to mitigate production challenges. These experts' input will supplement the data collected from farmers and offer a holistic perspective on the issues at hand.

Ethical Considerations: Ethical approval will be sought from relevant authorities to ensure the well-being and consent of participants. Confidentiality and anonymity will be maintained throughout the research process.

Limitations: Potential limitations include the subjectivity of qualitative data and the scope of the study, which may not encompass all nuances of production and marketing challenges.

By employing a mixed-methods approach, this research aims to provide a comprehensive picture of the challenges faced by curry leaf farmers in the Coimbatore district. The insights gained from both quantitative and qualitative data will facilitate a more nuanced understanding of the factors influencing curry leaf production and marketing, thereby informing strategies for sustainable cultivation practices and improved economic outcomes.

RESULTS

The investigation into production and marketing constraints in curry leaf cultivation within the Coimbatore district provided valuable insights into the challenges faced by farmers.

Quantitative analysis revealed that a significant proportion of farmers encountered production challenges, including crop diseases, irregular rainfall, and pest infestations. These challenges had a direct impact on crop yield and quality. Moreover, marketing constraints such as limited access to markets, lack

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of price predictability, and inadequate storage facilities hindered farmers' ability to realize the full economic potential of their produce.

Qualitative analysis through interviews further illuminated these challenges. Farmers expressed concerns about the increasing unpredictability of weather patterns and its consequences on crop growth. Additionally, the lack of timely access to markets and market information affected their ability to negotiate favorable prices for their produce.

Discussion

The results underscore the intricate interplay between production and marketing challenges in curry leaf cultivation. Production constraints directly influence the quality and quantity of the crop, which in turn affects farmers' economic prospects. Moreover, marketing constraints exacerbate these challenges by limiting farmers' ability to realize fair returns for their efforts.

The findings align with the broader agricultural context, where small-scale farmers often confront multifaceted challenges that impact their livelihoods. The unpredictability of weather patterns, coupled with limited market access, intensifies the vulnerability of farmers.

CONCLUSION

The study on production and marketing constraints in curry leaf cultivation within the Coimbatore district highlights the need for comprehensive interventions. Addressing these challenges requires a holistic approach that encompasses both agronomic practices and market access improvements.

Agricultural extension services can play a pivotal role in disseminating best practices for disease management, pest control, and water conservation. Additionally, providing farmers with market information and establishing effective supply chains can mitigate marketing constraints. Collaborative efforts between farmers, agricultural experts, and policymakers are essential to devising strategies that enhance production efficiency and ensure equitable economic outcomes.

In conclusion, this research contributes to a deeper understanding of the challenges faced by curry leaf farmers in the Coimbatore district. By recognizing the interrelated nature of production and marketing constraints, stakeholders can work collectively to create a more resilient and economically viable environment for curry leaf cultivation. This not only benefits the farmers directly but also contributes to the preservation of an essential component of Indian cuisine and agricultural heritage.

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