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SWOC ANALYSIS OF BANANA PRODUCTION OF INDIA

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ABSTRACT:

Agriculture is the prevalent as well as principal sector of Indian economy. Impact of agriculture is directly works on development of nation. India is tropical country favourable for sustainable fruit production. Banana is second most popular fruit crop in India next to mango. Its year round availability, taste, nutritive and medicinal value makes it the favourite fruit among all classes of people. It is affordable to every class

of society. It has good export potential. It is one of the oldest fruit known to mankind and also rich source of energy. It is also utilized in number of forms such as raw ripe and processed forms like chips, jams, banana puree, jelly and juice. Banana production contributes not only to the national income but also to the employment. India is considered as second largest producer of banana in the world after Brazil. Tamilnadu, Gujarat, Aandhrapradesh, Uttarpradesh and Maharashtra are major banana producing states in the country.

KEYWORDS: Agriculture, fruit production.

INTRODUCTION:

D. S. Deshmukh et al.(2013) "Constraints in Banana Marketing and Scope of improvement: A case study for Jalgaon Region uncovered that banana marketing was an imperative part of Indian agro-economics. It was tremendous in extent. Nevertheless, it can possibly grow up. India has a capacity to rise as a worldwide banana pioneer in export. In the marketing chain of the banana additionally, a few changes were required. Grounded upon the present investigation, a few proposals were suggested.¹

Mr.Goverdhan Reddy.L (2015) in his article "Importance of Agriculture in Indian Economy: some issues" conducted study on the importance of Agriculture. Agriculture sector play dominant role in Indian economy because 60 % of population depends on agriculture. It provides livelihood to rural households. Growth of Agricultural production remains stagnant for several years. He founds that India produces each and every crop due to tropical condition. Crops are divided in four major categories which are food grains, commercial crops, plantation crops and Horticultural crops. There were various revolutions have been taken place to

improve production of agricultural sector. Green Revolution white revolution, Blue revolution, yellow revolution and Pink revolution have been taken place for increasing agricultural production. He mentioned in this study that here are various farming practices adopted by Indian farmers. Farming practices includes subsistence farming, Commercial farming, intensive farming, Extensive farming, and mixed farming. There is need for development of horticultural sector but Government should also take constructive steps to improve horticultural production.² But comparing banana market,

production method and pricing policy have not been developed. To increase profitability of banana crop there is need to increase in production of banana without increasing cost of cultivation. Although India is one of the top ten banana producing country they have not focussed full potential for becoming exporter and high quality banana. Therefore present study is an attempt to through light on banana production using SWOC analysis technique.

OBJECTIVES-

- 1) To know present scenario of banana production of India
- 2) To understand the problems in banana production through SWOC Analysis technique.

This research paper is purely based on secondary data. Nature of research paper is analytical and descriptive. The paper deals with banana production of India. SWOC analysis technique is used to study banana production of India. SWOC analysis is a strategic planning technique used to evaluate the Strengths, Weaknesses, Opportunities, and Challenges involved in any activity.

- **Strengths:** These are the characteristics of an enterprise that give it an advantage over the others
- **Weaknesses:** These are the characteristics that place it at a disadvantage relative to others.
- **Opportunities:** These are the external characteristics that can be exploited to get maximum advantage for the enterprise.
- **Challenges:** These are also the external elements in the environment that could cause trouble for the enterprise.

BANANA PRODUCTION OF INDIA

India owes the credit of being leader in global banana production. India ranks second in world total banana production after Brazil. Out of world banana production 114 million tonnes, India's banana production was 29 million tonnes with 24.5% share in 2014.³

Banana production of India

Year	Area (Area in '000 Ha)	Production (Production in '000 MT)	Productivity (Productivity in MT/Ha)
2013-14	802.6	29724.6	37.0
2014-15	821.8	29221.4	35.5
2015-16	841.2	29134.8	34.6
2016-17	860	30477	35.4
2017-18	859	31083	36.1

(Source:- Secondary data -Horticulture Statistics Division, Department of Agriculture, Coopn & Farmers)

The above table shows the yearwise production of banana during last five years. In 2017-18 near about 31083 thousand MT banana has produced on the area of 859 thousand Ha. It reveals that production has increased but productivity per hectare remains constant.

Dwarf Cavendish, Robusta, G-9 (Graid-9), Red banana, Rashthali are some common varieties cultivated in India. It has great export potential. India is one of the major producers of banana in a world and annually near about 6.7 MT is exported.⁴ Banana is an imperative fruit crop of numerous tropical and also subtropical areas of India. It is produced in India in a range of 830.5 thousand ha, moreover, aggregate production is over 29,779.91 thousand tons. Area under the crop went up from 0.2 million hectares in the early 70s to 0.49 million hectares in 2016. Tamil Nadu and Maharashtra are in the top of the list of banana producing states in India followed by Karnataka, Andhra Pradesh, Madhya Pradesh, Orissa and West Bengal. In 2014-2015, Tamil Nadu ranks first in production with an area of 0.92 lakh hectares and production of 4.86 million tonnes. Maharashtra produced banana in an area of

0.72 lakh hectares with an estimated production of 4.33 million tonnes. In Karnataka it is grown in an area of 0.60 lakh hectares with a production of 2.01 million tonnes and productivity of 3.3010 kg / hectare.⁵ DR.M.Gunasekaran *et al.* (2016) they analyzed the issue of banana production and marketing in karur district. The study's methodology, the recent study, empirical which it is, chiefly adapted in the survey field technique, to the required data collection on the issue. Personal interview method was utilized for eliciting the appropriate and needed data from chosen respondents. Yet, the banana sale was attained only at minimal prices. The Government may generate awareness amidst the farmers regarding banana cultivation and also may support several farmers for cultivating that worth food, that is very much significant in our everyday diet system.⁶

The compound growth rate in area, Production and yield of banana in the state of Maharashtra worked out to 1.975 per cent (Significant at 5% level), 2.18 per cent (Significant at 1% level) and 0.237 per cent per annum respectively. The Karnataka are 0.75 per cent, 6.92 per cent (Significant at 1%) and 6.376 per cent (Significant at 1%) and for Tamil Nadu are 0.664 percent, 2.343 per cent (Significant at 1%) and 1.7 per cent per annum (Significant at 5%) respectively. The Kerala are 0.19 per cent, -1.292 per cent and -1.5 per cent per annum respectively.⁵

Adisak Suvittawat (2015) they utilized essential information from interviews with banana agriculturists. Auxiliary data was utilized from the literature review for affirmation. That review found that the issues originate at the seedling stage when low survival rates influence the quantities of bananas per range, the growth rate of seedlings, the fitting seedling age, plant material durability and higher production costs. The fundamental issues at the growth stage that must be overseen by farmers incorporate soil fertility, appropriate compost strategies and application rates, weevil infestations, and dry season conditions. Banana yields and quality affect farmers' earnings since higher yields give higher livelihoods. Great quality yields offer farmers' supreme advantages since agriculturists would then be able to offer bananas at a high cost and their bananas won't be rejected.⁷

SWOC ANALYSIS OF BANANA PRODUCTION

❖ Strengths of banana production

- a. Availability of natural resources:-India has so long history as an agricultural country. Agriculture remains key sector of Indian economy. There is 53% of total land is available for agricultural use which can be used for crops, vegetables and fruit cultivation purpose. India has been bestowed with wide range of climate and physio-geographical conditions and as such is most suitable for growing various kinds of horticultural crops such as fruits, vegetables, flowers, nuts, spices and plantation crops. This diverse climate ensures production of all varieties of fresh fruits in the country like banana, mango, apple, orange, lemon, cashew nut.⁸
- b. Availability of fertile land:-The agriculture sector of India has occupied almost 43% of India's geographical area having 328.73million Ha. Out of that 72 million Ha. belongs to forest,12 million Ha occupied by waste land and 44 million Ha. not available for cultivation . It means near about 212 million Ha. land is fertile land available for agriculture purpose. This fertile land is having 60 types of soil which are ideally suited for cultivation of various horticultural crops.⁹
- c. Local and International Market:- In today's world fruits are become important part of daily food for getting healthy nutritional value to man. Banana is the important fruit which can be easily available to any part of country and can be cultivated during any season. So it has potential to local as well as international market. At international level it shows that India, China, the Philippines, Brazil and Ecuador alone produced more than 60 per cent of total world banana production. It means that Banana production has great potential at international level.
- d. Awareness of Farmers:- Now days farming techniques have been totally changed. Many farmers are aware about farming operations and new methods. Farmers are shifting from traditional farming to modern farming methods. No. of farmers have adopted advance technology like drip irrigation, use of pesticides, water soluble fertilizers, use of modern machines etc.

❖ Weaknesses of banana production

- a) Lack of Food processing industry: - Due to low processing levels in the country there is a considerable amount of wastage of agricultural and horticultural produce. Food processing and value addition are the sunrise sectors which have the potential to generate lot of employment opportunities in rural areas.

Table showing Level of processing in different items

Item	Level of Processing (%)
Fruits and Vegetables	2
Milk	3.5
Marine Products	8
Poultry	6
Meat	21

(Source: An Overview of Indian food Processing Industry)

Unfortunately we in India have only 2% of value addition and 6% of food processing. This is much lower when compared to the Thailand having 30% food processing, Brazil having 70%, 78% in Philippines and 80% in Malaysia.¹⁰

- b) Lack of technological use and resource knowledge:- There is lack of adequate knowledge among farmers due to unplanned farming activities. We talk of green revolution, evergreen revolution but what we need is a trickledown revolution so that innovations reach the farming community. The technology is of no use unless and until it reaches those for whom it is intended. For those standing in the last of queue, we have to ensure the last mile delivery of extension services.
- c) Climate Change:-Change in temperature leads to sun burning of banana plants, leaves etc. Climate change would also result in the emergence of new insect pests affecting fruit crops such as banana, mango, apple etc. Sometimes low temperature leads to various diseases and slow growth of banana crop. During winter season if temperature goes below 10°C growth of plant is affected. Banana crop has also risk from heavy rainfall and thunderstorms.
- d) Seasonal Cropping pattern of Agriculture:- Due to inadequate irrigation facility and water problem many farmers are still depends on monsoon. In today cycle of monsoon has changed due to global warming. so farmers are not interested to take fruit crops like banana. If they are trying to take banana crop it results into low productivity.

❖ Opportunities of banana production

- a) Export:-Banana crop is cultivated in more than 130 countries across the world. It is originated in Asia. However, production, as well as exports and imports of bananas, are highly concentrated in a few countries. India, China, the Philippines, Brazil and Ecuador alone produced more than 60 per cent of total world banana production.¹¹ So there is scope for export of banana.
- b) Agro processing and cold storage facilities:- Banana fruit is perishable. After harvesting it should be reached within 12 hours to cold storage for further processing and ripening stage. In India there is a poor processing facility in rural areas. Farmers are not getting agro processing facility in their areas so there is scope for agro processing industry to make many processed products such as chips, jams, juice, and fruit-bar from banana.
- c) Employment generation:-If Banana processing industries are started in rural areas people get work in their own villages which helps to stop migration from rural to urban. Women workforce gets more work in agro processing industries. It helps to women empowerment and rural entrepreneurship development.
- d) Organic farming:- Now days in agriculture use of pesticides, fertilizers has increased for getting higher production. It also affects on the health of people, so people are not getting residue free

vegetables and fruit. There is scope to produce residue free banana by using organic farming method. It helps to provide residue free pure and hygienic banana production.

- e) Substitute cash crop:-Duration of banana crop is normally 12 -13 months and it can be cultivated throughout the year as per market demand except heavy rainfall. Ratoon crop can also be taken from main banana crop so it helps to reduce cost of production. So it can be substitute cash crop for sugarcane, jute, maize soyabean and other traditional cropping pattern.

❖ Challenges of banana production

- a) Size of holding:- Population is increasing factor of every nation. Day by day land available for agricultural purpose decreases and burden of population increases on economy. In the year 2000 average size of land holding was 0.56 acre per person which is projected to decrease to 0.25 acre per person in the year 2030. Such small holdings create problems in performing farm mechanization operations and make farming unprofitable. Such small holding is not suitable for banana farming or horticultural purpose.
- b) Exploitation of middlemen:- In case of marketing of banana so many intermediaries get involved between growers and ultimate users to facilitate the smooth delivery. At each and every level certain charges and margin get involved which make the prices higher to the ultimate users. Farmers cannot get reasonable value to their produce. They have no right to decide the price of their banana produce. So interference of middlemen is another challenge in banana production.
- c) Price fluctuation:- Price of banana is depending on so many factors like market condition, selling mediators, demand and supply factor, quality etc. Sometimes festivals are equally important to affect the pricing and marketing of banana. As we know that in India fruits are of great importance in celebration of festivals and occasions. So in festive seasons prices increases sometimes due to market condition prices decrease at any level. So Fluctuation in price is also great challenge to meet the cost of cultivation and profit from banana crop.

CONCLUSIONS

When we studied SWOC analysis of banana production of India we found that Indian horticulture has lot of potential but facing number of problems.

- Farmers are aware about production of crop but not interested in marketing/selling of crop.
- Cost of cultivation of banana per acre is higher due to lack of improved technologies and labour problem.
- Land used for cultivation of banana is increased in recent years but production is not increased in that ratio. It means productivity per hectare of banana has not been increased yet.
- India is the largest banana producing country but they have not yet oppressed their full prospective to become producer, marketer and exporter of higher quality of banana.
- Price fluctuations are mainly due to lack of proper storage facilities and inadequate monitoring and controlling of banana.

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