

COST BENEFIT ANALYSIS OF MANGOSTEEN FRUIT PRODUCTION WITH SPECIAL REFERENCE TO MANGOSTEEN VILLAGE IN PARIYARAM PANCHAYATH, THRISSUR DISTRICT, KERALA

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Abstract: This study was aimed on analysis of mangosteen production in Pariyaram Village of Thrissur, Kerala, with specific objectives of finding the profitability of tomato production among small, medium and large number of tree growers in the study area. A total of 60 mangosteen cultivators were sampled through an application of stratified and random techniques in an appropriate statistical procedure. Well-structured questionnaires were used for the data collection. Farm revenue and cost concepts were used to analyse the primary data. The study reveals an average profit generated for mangosteen production in the study area as Rs.5191 from a tree. The average cost of production of mangosteen is Rs.887 only. The study indicated that mangosteen production is highly profitable in the study area. It is also noted that every farmers, irrespective of number of trees, earn a high amount of profit in every harvesting period. It was therefore, recommends that the new farmers can enter into mangosteen cultivation and can avoid great risk of loss in agriculture particularly horticulture crops.

Key words: horticulture, mangosteen, seedling, average productivity, total cost, total revenue, cost benefit analysis, profitability.

Introduction

Agriculture is the predominant source of livelihood in South Asian countries. Agriculture and allied sector in India contributed a share of 17.76 per cent of the Gross Value added (GVA) at current price in 2018-19. 70 percent of its rural households still depend primarily on agriculture for their livelihood. India is the largest food grain producer (25% of global production) and second largest producer of fruit and vegetable (10.9% and 8.6% respectively) of world production (FAO 2020). However, India still has many growing concerns. As the Indian economy has diversified and grown, agriculture's contribution to GDP has steadily declined from 1951 to 2018. While agriculture in India has achieved grain self-sufficiency but the production is, resource intensive, cereal centric and regionally biased. The resource intensive ways of Indian agriculture has raised serious sustainability issues too. Increasing stress on water resources of the country would definitely need a realignment and rethinking of production strategy from low valued cereal crops to high valued horticulture. Horticulture not only has a high employment potential but can also contribute to the export revenues. Now there is an increasing trend of crop diversification towards high valued horticultural products in India. With the launch of the National Horticulture Mission by the central government in 2005-06, there was a spurt in area and production of fruits and vegetables from 11.8 million hectares in 2004-05 to 16 million hectares in 2015-16 (Horticulture Statistics, Government of India, 2017), However, despite these developments, the horticulture sector has not performed well in export markets and the share of fruits and vegetables in total exports has fallen steadily from 28 percent in 2009-10 to 14 percent in 2015-16 (APEDA, 2017). The reasons cited included lack of infrastructure and the presence of intermediaries among others. At the same time, the initial thrust on horticulture and the various subsidies to promote the industry, resulted in the excessive use of chemical fertilisers and pesticides and exploitation of water resources through indiscriminate digging of bore wells, jeopardising the sustainability of the eco-system and farmer livelihoods in many regions. Horticulture – specifically growing fruits – provides critical nutrients for a balanced diet. Fruit make up a large portion of our diets. The botanical definition of fruit is a seed bearing part of a flowering plant or tree that can be eaten as food. By those standards, mangosteen fruit is usually thought of

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