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Eathamozhy Tall Coconut With Geographical Indication

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This paper will give the description about the Eathamozhy Tall Coconut with Geographical Indication in Kanyakumari district of Tamil Nadu. The promising and traditional coconut type known as Eathamozhy Tall found in the southern most belt of the peninsular India with its superior Morpho - Genetic traits is registered under geographical indications in the year 2007 in G.I. 110, with the necessary certificate No.72 dt. 7.09.2007, class 3 coconut. The coconut trees generally grow in coastal areas. The present study covers the objectives to analyse the method of cultivating coconut in Kanyakumari District. The study concluded that the method of coconut cultivation is based on yielding time duration.

Keywords: Coconut, Hectares, Cultivating, Yielding, Marketing.

INTRODUCTION

Coconut is grown in more than 86 countries worldwide, with a total production of 54 billion nuts per annum occupies the premier position in the world with an annual production of 13 billion nuts, overtaking Indonesia and the Philippines, the other two prominent coconut growing countries

The coconut having originated in South East Asia appears to have dispersed eastwards towards the pacific and further in to America, towards the west, it moved to India and Madagascar over the calm tropical waters. Although, it was often considered as an ocean dispersed nut due to its sustenance viability in sea water for over 100 days sea traveller were also responsible for worldwide introduction and propagation of coconut plantation. .

The promising and traditional coconut type known as Eathamozhy Tall found in the southern most belt of the peninsular India with its superior Morpho-Genetic traits is registered under geographical indications in the year 2007 in G.I. 110, with the necessary certificate No.72 dt. 7.09.2007, class 3 coconut. The world intellectual property organisation has granted protection to the G.I. registered Agricultural products through its orders in 1883, and 2005. The WTO (World trade Organisation) has also granted protection to the G.I.

registered Agricultural products from 2005. The Indian parliament has also passed the needed acts in 1993 and 2006.

REVIEW OF LITERATURE

Nehru Naik, J. (2017) The present study seeks to examine the growth trends in area, production and productivity in major coconut growing countries. It focuses on the performance of different counties in coconut production and also observed magnitude of variations in production trend. The present study seeks to examine the growth trends in coconut area, production and productivity. The results reveals that the leading coconut producing countries in world, viz. Brazil, Malaysia, Vanuatu, Ghana, Papua New Genuine. Among the countries of the world, the coconuts productivity in the Ghana had increased highest followed Papau New Guninea, India, Vanuatu, Malaysia, Sri Lanka and Myanmar.

Pankaj Rawat (2017) in her study Geographical Indications is an emerging trend in Intellectual Property. A GI is a sign used on products have a specific geographical origin and possess distinctive qualities or a reputation that a due to that origin. GIs are of utmost importance to the country as they are integral part of India's rich culture and collective intellectual heritage. Certain GI products can benefit the rural economy in remote areas by supplementing the incomes of artisans, farmers, weavers and craftsmen. This paper aims to articulate brief introduction to India's Geographical Indication products. He concluded that the GI affords better legal protection to facilitate an action for infringement. Protection for a geographical indication is usually obtained by acquiring a right over the sign that constitutes the indications.

STATEMENT OF THE PROBLEM

The Eathamozhi tall coconut is in Eathamozhi near Rajakamangalam in Kanayakumari district. This district offers good scope for agricultural as well as for handicraft industries. India is primarily an agricultural country. About 70 percent of its population depends on agriculture. Agriculture is the backbone of all the plans of economic development. The study focuses the method of coconut cultivation.

OBJECTIVES OF THE STUDY

1. To know about the method of cultivating tall coconut in kanyakumari district.

METHODOLOGY

This section describes the methodology which includes collection of data construction of interview schedule field work and data collection and framework of analysis.

Collection of data

The study is based on both primary and secondary data. The primary data are collected directly from the beneficiaries with the help of a structured interview schedule. Secondary data was collected from various magazines, periodicals, bulletins, books reports and journals.

Sampling design

Since the objective of the study is to find out the problem in marketing of coconut, the researcher has adopted random sampling technique for data collection. The researcher has collected data from 172 coconut cultivators in Eathamozhy.

Multiple Regression Analysis

A regression is a statistical tool used to explain the variation of one dependent based on the variation in one or more independent variables. If there is only one dependent variable and one independent variable used to explain the variation in it, then the model is known as a simple regression. If multiple independent variables are used to explain the variation in a dependent variable, it is called a multiple regression model.

The general multiple linear regression models is of the type

$y=a+b_1x_1+b_2x_2+b_nx_n$

Where y is the dependent variable and X_1,X_2,X_3 ....Xn are the independent variables expected to be related to y and expected to explain or predict y. b_1, b_2, b_3 .... b_n are the co-efficient of the respective independent variables.

In this study multiple linear regression analysis is used to explain the dependent variable of the yielding time duration of coconut based on the variation of five independent variables. Independent variables include types of tree planted, number of trees planted per acres, amount paid as lease, area of cultivation, types of fertilizer used, type of seeds and seedling and method of irrigation.

The regression model is

$Y = a+ b_1x_1 + b_2x_2+..... + b_nx_n$

Where,

Y = yielding time duration of coconut

X_1 = types of trees planted

X_2 = number of trees planted per acre

X_3 = amount paid as lease

X_4 = types of fertilizers used

X_5 = method of irrigation

The result of Multiple Regression analysis is shown below

Table :1 Multiple Regression Analysis

Sl.No	Variables	Unstandardised co-efficient		Standardised co-efficient	t	sig
		B	Std. Error			
	Constant	2.244	1.000		2.244	.034
1	Types of trees planted	.127	.099	.172	1.280	.212
2	Number of trees planted per acre	.516	.137	.644	3.755	.001
3	Amount is paid as lease	.084	.097	.144	0859	.398
4	Types of fertilizer used	-.444	109	-.537	-4.079	.000
5	Type of seeds and seedlings	.032	.078.	.058	.407	.687
6	Method of irrigation	-.258	.330	-.111	-.781	.442

R .Value	R^2 value	D.fv1	D.fv2	F value	significance
.779	.607	6	26	6.682	.000

From the above is table it can be inferred that the R^2 value is 0.607 and t- tests for significance of individual independent variables indicates that at the significance level of .000 number of trees planted per acre and types of fertilizer used is significant. Types of tree planted, amount is paid as lease, type of seeds and seedling and method of irrigation are not statistically significant in each case. The regression equation inferred is

Yielding time duration of coconut trees (y)

= 2.24 + .127 (types of tree planted) + .516 (number of trees planted) + .084 (amount paid as lease) - .444 (types of fertilizer used) + .032 (type of seeds and seedling) - .258 (method of irrigation

The equation obtained above means that yielding time duration of coconut depends upon types of tree planted, amount is paid as lease, type of seeds and seedling and method of irrigation increase and there is decrease in number of trees planted and types of fertilizers used.

The multiple regression components (dependent variable) are found statistically a good fit as R^2 value is 0.61. It shows that two independent variable contribute at about 61 percent on the prediction of yielding time duration for the production of coconut. Hence the two variables of number of trees planted per acre and types of fertilizers used are the better predictors for the yielding time duration of production of coconut.

FINDINGS

The findings indicated that yielding time duration of coconut depends upon types of tree planted, amount is paid as lease, type of seeds and seedling and method of irrigation increase and there is decrease in number of trees planted and types of fertilizers used. Hence the two variables of number of trees planted per acre and types of fertilizers used are the better predictors for the yielding time duration of production of coconut.

SUGGESTION

1. The government can encourage the coconut growers to cultivate the coconut trees by explaining clearly about the production and marketing activities of coconut.
2. The coconut farmers in rural areas should be given a better exposure to the properties of certain fertilizers by conducting periodic agriculture camps.
3. The Government can provide fertilizers, pesticides which is suitable to crop at reasonable cost with proper guidelines.

CONCLUSION

The study about the Ezthamolzhi tall coconut with geographical indication in Kanyakumari district of Tamilnadu shows that there is a remarkable growth in area, production of coconut. The study concluded that the method of coconut cultivation is based on yielding time duration.

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