



**Research Paper**

# Constraints in production and marketing of papaya in Kadapa district of Andhra Pradesh

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**ABSTRACT** : This study aims to define the critical constraints in production and marketing of Papaya in Kadapa district of Andhra Pradesh. The four villages of Pullampeta and Obulavaripalli mandals namely Bommavaram, Y.Kota, Pullampeta and Reddipalli were selected to collect the required information on constraints in production and marketing aspects of Papaya. The growers were classified as small (upto 2 acres.) and large (above 5 acres.) categories. The problem of disease/insect/pest in these fruit crop is felt by all farmers followed by high labour charges.

**KEY WORDS** : Constraints, Production, Marketing, Papaya

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## INTRODUCTION :

India stands first in production of papaya, cultivated in area of 106000 ha with a productivity of 39.6MT/ha. In India, papaya is cultivated in Andhra Pradesh, tops the list followed by Gujarat, Karanataka and West Bengal. In Andhra Pradesh it is cultivated in 14.2 thousand ha with the total production of 1138.4 thousand tons during 2010-11. In this state it is largely grown in Ananthapur, Kadapa, Medak, Kurnool and Ranga Reddy. Ananthapur tops the list in Andhra Pradesh in area and production of papaya followed by Kadapa.

An attempt has been made in this study to examine the constraints in production and Marketing of papaya in Kadapa district of Andhra Pradesh. High risk involves in the production and marketing of papaya to their perishable nature. The advance farmers are in a position to take the decision towards the cultivation and marketing of fruit crop but others are not capable to take proper decision,

due to lack of adequate inputs. If the constraints in production and marketing are made to them to overcome these constraints, then the production of papaya can be increased in the Kadapa district. This study was taken upto analyse and examine the constraints in production and marketing of papaya in Kadpa district of Andhra Pradesh, so as to provide appropriate suggestion to overcome them these constraints.

## MATERIALS AND METHODS :

Kadapa district was purposively selected for the present study as it ranks second in area, 5116 hectares and production, 4,09,208 tons during 2009-10 in Andhra Pradesh. It accounts for 27.27 per cent of the total area and production of papaya in the state.

The list of papaya growing farmers from two mandals, Pullampeta and Obulavaripalli and four villages namely Bommavaram, Y.Kota, Pullampeta and Reddipalli

based on highest area under the crop was taken. The farmers were stratified into small and large based on the operational holding as per the criterion adopted by IRDP. From each village, 10 farmers in each size group were selected at random. Thus 40 small and 40 large farmers constitute the sample for the study. The total number of papaya growers selected for the study was 80.

## RESULTS AND DATA ANALYSIS :

The constrains in both production and marketing are summarized and ranked in order of their importance and magnitude as given in Table 1 and 2.

### Constraints in production of papaya :

From the Table 1 it could be observed that all the papaya growing sample farmers expressed the severity of virus attack *i.e.*, 100 per cent along with labour intensiveness (92.50%) and lack of improved varieties to insect and virus attacks (91.25%) during papaya cultivation. The other problems were lack of extension services (87.50%), inadequate institutional credit (76.25%), non-availability of quality seedlings (71.25%), high cost of seedlings (68.75%) and high cost of fertilizers

(60%)

### Constraints in marketing of papaya :

From the Table 2 it could be seen that all the respondents opined that wide price fluctuations, over 90 per cent of farmers opined that inadequate market information was another major problem in marketing of Papaya. The other problems were exploitation of middlemen (87.50%), high commission charges (71.11%), storage problem (67.50%), lack of regulated market (66.25%), high transportation charges (55.55%) followed by damage of fruit during transportation (55.55%).

### Problems in production and marketing of papaya:

The problems faced by the producers of papaya are presented in the (Table 1) have been briefly discussed as follows:

### Problems of production :

All the papaya growers in study area expressed the problems of virus attack, labour intensiveness and lack of extension services. As far as virus attack was considered the use of plant protection chemicals was in excess of the requirements as it was seen from the earlier

**Table 1 : Constraints in production of papaya**

Sr. No.	Problems	No. of farmers (n=80)	Percentage of total no. of farmers
<b>Production problems</b>			
1.	High incidence of virus and insect attacks	80	100
2.	High labour charges	74	92.50
3.	Lack of improved resistant varieties to insect and virus attacks	73	91.25
4.	Poor extension services	70	87.50
5.	Inadequacy of institutional credit	61	76.25
6.	Non-availability of quality seedlings	57	71.25
7.	High cost of seedlings	55	68.75
8.	High cost of fertilizers	48	60.00

**Table 2 : Constraints in marketing of papaya**

Sr. No.	Problems	No. of farmers (n=80)	Percentage of total no. of farmers
<b>A marketing problems</b>			
1.	Wide price fluctuations	80	100
2.	Inadequate market information	72	90.00
3.	Exploitation by market middleman	70	87.50
4.	High commission charges	64	71.11
5.	Storage problem	54	67.50
6.	Lack of regulated market	53	66.25
7.	High transportation costs	10	55.55
8.	Damage of fruit during transportation	10	55.55

pages. This is due to imperfect knowledge about the viral disease. Next as the papaya is an labour oriented crop there is problem of availability of the labour at the peak time of harvesting or some time of the other operations. About 87.50 per cent of the respondents expressed that the non-availability of the technical aspects know how for the improved papaya cultivation in the study area. And about 68 per cent of the farmers opinioned that the enterprise require higher initial investment which the small farmer can't provide and they faced problems in getting credit facilities from institutional agencies.

### Problem in marketing :

The problems faced by the farmer in marketing of papaya were presented in the Table 2 have been briefly discussed below. The entire sample farmers opined problem regarding the wide price fluctuations, Majority of the farmers (90%) expressed inadequate market information as the one of the major problem in marketing. The commission agents charged 10 per cent of the commission from the producer, which ultimately reduces the producer's net price. Another major problem was lack of availability of storage facilities as it was opined by 67.50 per cent of the respondents. Further as indicated by the table it could be seen that high transportation costs and damage of fruit during transportation are also major problem in marketing of papaya as it was expressed by 55.55 per cent of the farmers. As there is no adequate storage facility for the fruit the farmer has to sell the produce as soon as possible before it get spoiled. Due to this reason the farmer some times are forced to sell the produce at lower price.

### Conclusion :

Papaya is considered one of the most important fruits because it is a rich source of antioxidant nutrients (e.g., carotenes, vitamin C, and flavonoids), the B vitamins (e.g., folate and pantothenic acid), minerals (e.g., potassium and magnesium), and fibre. In addition, papaya is a source of the digestive enzyme papain, which is used as an industrial ingredient in brewing, meat tenderizing,

pharmaceuticals, beauty products, and cosmetics. Production in India has increased significantly within the last few years, and is chiefly responsible for the noticeable growth in global papaya production. The second major problem faced by the global papaya industry is significant post-harvest losses along the marketing chain. Factors such as fungal diseases, physiological disorders, mechanical damage, or a combination of these are the leading causes of post-harvest losses. While papaya has suffered post-harvest losses ranging from 30 to 60 per cent in the Southeast Asia region (FAO, 2006), simple technology and practices have helped to reduce losses and to extend storage life. The major post-harvest constraint, however, is infrastructure development, with challenges such as needed improvements in road access to the producing regions and insufficient electricity supply when demand continues to grow also being of concern for this industry and its stakeholders.

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