

Need for Development of Casuarina Based Marketing Information System in Tamil Nadu

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Abstract

The practice of growing Casuarina based agroforestry systems in farm lands of Tamil Nadu is followed for more than three decades. But during last decade, area under Casuarina has shown increasing and positive trend in Tamil Nadu. Nearly more than 64,000 ha of area is under Casuarina during 2011-2012. Farmers started growing Casuarina right from the beginning mainly for firewood purpose. Now they are with multiple choices for selling their produce. In Tamil Nadu, most of the Casuarinas are transacted through four important marketing channels. The length of the channels differs with the different purposes / uses of the final produce. Various uses of casuarinas namely firewood, pulpwood and poles and banana staking follow different channels. The intermediaries involved in each marketing channel also differ. Each purpose requires role of different intermediaries, transport and grading facilities. The marketing efficiency of Casuarina also differs according to the purpose of sale. On the other side, there is no established market for this produce and there is no dissemination of market information to the Casuarina farmers and farmers depend on industry for marketing of their products and also for price information. They have to rely on intermediaries for getting information on market arrivals price etc., There is no free flow of market information between buyers and sellers. Due to this asymmetric information farmers were not able to sell their produce at highest price. The present study showed that the market for casuarinas is found to be imperfect. In this context, identification of major production and market centres of Casuarina and dissemination of market information such as quantity arrivals, requirement, price through various Information and Communication Tools and Techniques will help the farmers to get more remunerative prices for Casuarina.