

A CRITICAL ANALYSIS OF STATE-WISE VALUE OF BETEL LEAVES IN INDIA

K. Yunush Basha*

Prof. P. Kothandarami Reddy**

***Abstract:** Cultivation of betel vines is a form of agricultural many activities that provides livelihood to rural farmers. Farmers collected seasonal income from alternative crops, while betel vine cultivation generated year-round income from less land. This can reduce the level of poverty & unemployment. Thus an attempt has been made through the present study to examine the problems and opportunities of betel nut growers in YSR Kadapa district of Andhra Pradesh. It is found that betel nut growers are facing many problems during production, marketing and some general constraints. Even the help provided by the government is not enough. Hence the profit margin in betel nut cultivation is very high and it is likely to become an important source of livelihood so various policy measures need to be taken to eradicate the problem.*

Keywords: Agriculture, Betel, Cultivation, Livelihood, Poverty

***Research Scholar,** Professor, UGC-HRDC, Sri Venkateswara University, Tirupati.**

e-mail: kathalusab@gmail.com, Cell no. 7901597353.

INTRODUCTION

Major betel leaf growing countries in the world are India, Bangladesh, Thailand and Sri Lanka. In India, betel leaf is mostly grown in states of Assam, Andhra Pradesh, Bihar, Gujarat, Odisha, Karnataka, Madhya Pradesh, Rajasthan, West Bengal and Maharashtra. There are about 100 varieties of betel vine grown across the world, out of which about 40 cultivars are found in India and 30 in West Bengal. In India betel vine is grown in over 50,000 ha area with estimated annual turnover of `1000 Crores. India exported 6,159.39 MT of betel leaves around the world worth of ` Rs. 26.18 Crores during 2020-21. India is the major exporter of betel leaves to countries like Afghanistan, Australia, Bangladesh, Canada, France, Germany, Hongkong, Kenya, Nepal, United Kingdom, UAE, Saudi Arabia, Oman, Pakistan, USA, Qatar, Yemen and United Kingdom.

Betel leaves are cultivated in the states of Assam, Andhra Pradesh, Bihar, Gujarat, Odisha, Karnataka, Madhya Pradesh, Rajasthan, West Bengal and Maharashtra. Betel Nut are cultivated in the state of Karnataka, Kerala and Assam; all three states together account for more than 85 percent of its production. Betel leaves has been cultivated for its leaf since time immemorial in India but has assumed significant commercial importance in the last 20-25 years. The vast economic potential of the Betel farming can be adequately established by the fact that it is consumed by about 15-20 million people and can generate direct or indirect employment opportunities of about 20 million people in India. Besides employment creations, it also contributes to the nation in terms foreign exchange earnings. Betel leaves has good export potential and thus is most promising commercial leafy crop capable of attracting substantial

amount of foreign exchange to the country. Besides having significant medicinal properties and nutritional values, betel leaf is widely used in social, cultural and religious occasions.

REVIEW OF LITERATURE

N.B. Pradhan and K. Sibagopal Rao (1999) made a study entitled “Marketing of Betel Leaves; a case studies of Golanthra Area in Orissa”. The betel leaf market of this area is an unorganized and unregulated market. Formation of “Betel Leaves Growers Society” is recommended to counteract the exploitation of commission agents and traders. To some extent Government intervention and market regulation were necessary to attain maximum advantage by the growers.

Nutankumar S.et.al. (2014) the vast economic potentiality of the crop can be adequately established by the fact that about 20-30 million people consume betel leaves in India on a regular basis besides those in other countries of the world which may include over 2 billion consumers. Its cultivation is highly labor intensive and offers employment to about 2.0 million families engaged in cultivation, trading and commerce in betel leaf throughout India. It occurs in a very virulent form and if not controlled, causes widespread damage and even total destruction of the entire betel vine plantations without any early indications of the diseases. The aim of this paper is to study and identify various diseases in the betel vine plants.

METHODOLOGY:

The present study is based on secondary data collected from district hand books. The secondary data is collected through websites, journal and publications of agriculture department and horticulture of India.

OBJECTIVES

1. To know the state-wise value of betel leaves in India

- To examine the problems of betel leaves cultivators in India

Table-1
State-Wise value of output from Betel Leaves in India

(Rs. in Lakh)

S.no	Name of the State	Years		Total
		2014-15	2018-19	2014-15 to 2018-19 increase of betel leaves production
1	Andhra Pradesh	181717	5440443	29.93
2	Arunachal Pradesh	0	0	
3	Assam	43650	221257	5.06
4	Bihar	0	0	
5	Chhattisgarh	0	0	
6	Goa	0	0	
7	Gujarat	0	0	
8	Haryana	0	0	
9	Himachal Pradesh	0	0	
10	Jharkhand	0	0	
11	Karnataka	0	0	
12	Kerala	24449	139194	5.69
13	Madhya Pradesh	0	0	
14	Maharashtra	0	0	
15	Manipur	29	204	7.03
16	Meghalaya	77361	417935	5.40
17	Mizoram	0	0	
18	Nagaland	0	0	
19	Odessa	77361	417935	5.40
20	Punjab	0	0	
21	Rajasthan	0	0	
22	Sikkim	0	0	
23	Tamil Nadu	0	0	
24	Telangana	0	0	
25	Tripura	2726	23482	8.61
26	Uttar Pradesh	0	0	
27	Uttarakhand	0	0	
28	West Bengal	739317	4600843	6.22

Total	1146610	11261293	
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Source: State-Wise and item-wise Value of Output from Agriculture, Forestry and Fishing, 2020, p- 147.

The table explains the output value of Betel leaves in India 2013-14 to 2018-19 years. Andhra Pradesh was the highest value of output. It was increases 29.93 per cent in 2013-14 to 2018-19 years. Tripura was the second largest output; it was increases 8.61 times above mention years. Manipur share was 7.03 times, west Bengal share was 6.22 times in increases in 2013-14 to 2018-19 years. Kerala share was 5.69 times in increases in 2013-14 to 2018-19 years. Meghalaya and, Odessa were not noticeable changes in both years. Output value of Betel leaves in India in our India. Some north east and North West states output value of Betel leaves in India zero.

CRITICAL PROBLEMS FACED BY THE BETEL LEAVES FARMERS IN INDIA

Capital Problem: Betel leaf cultivation requires huge capital in comparison to general cultivation. For betel leaf garden preparation, construction of closed Structure, skill and unskilled labor, fertilizer and manure and irrigation arrangement farmer have to invest huge capital. Small and marginal farmer in maximum time cannot arrange this capital from their own source. In such situation cultivators of betel leaf bound take borrow loan from government bank or private sector. Indebtedness of farmer is a major problem because they have to pay the principal as well as the interest amount.

Natural calamity: Natural calamity often create problem to the betel leaf cultivators. Storm such as north western storm attacks in March and April months in every year. When such storm attack with high velocity betel leaf structure or boroj get collapse. If boros collapse due to storm farmer faced huge loss. They have to reconstruct the structure and major portion of betel vine become

damage. A portion of betel leaf cultivator of Brajerkuthi area also faces such problem is last 5 years.

Labour intensity

Betel cultivation is labour-intensive. A betel leaf garden requires frequent watering, plucking of leaves, applying fertilizers and pesticides and maintenance of the enclosure. Low demand and high-input costs are already driving betel farmers to switch from organic manure to chemical fertilisers and growth hormones

Marketing Problems: After production, marketing is most important or necessary factor in the cultivation process. It involves activities like harvesting & selling of betel leaf. The mature betel leaves are plucked by hand along with a portion of petiole. Harvested betel leaves are washed, cleaned and graded according to their quality and size for marketing. An average annual yield of a good betel leaves crop is about 60 to 75 leaves/ plant and 6 to 7 million leaves / ha. Then they are packed after cutting a portion of the petiole and rejecting the damaged leaves. The picked leaves are sorted into different grades according to size, color, texture and maturity. For packing mostly bamboo baskets are used and in many places straw, fresh or dried banana leaves, wet cloth etc. are used for inner lining. Betelvine cultivators faced the problem of packing, transportation, price-policy, commission and taxes imposed by the mediators, unfair marketing etc. various problems of distribution and marketing faced by betel leaves cultivators

Irrigation Problem: Irrigation played an important role in enhancing betel leaves production. During summer season, there was always paucity of water and that created real problem to

protect betel leaves crop. Betel leaves required the supply of water frequent water. During the summer season, cultivators supplied water to the Bête leaves crop twice in a week to control humidity in the Betel leaves garden. Betel leaves cultivators arranged permanent irrigation facilities to protect, to increase the quality of betel leaves. Adequate water supply was supplied by respondents to the Betel leaves Crop. During the rainy and summer seasons, there was adequate water supply and therefore the quality of betel leaves was increased and quality was improved. But during summer season, adequate water was not supplied and therefore quality and quantity of betel leaves were affected.

Other problems: Except above discussed problems betel leaf cultivators of the study area are also faces few other problems. The study area has no proper irrigation system from government side. Farmers have to arrange irrigation facility with cello pump for their won interest. Betel leaf production also hamper many time due pest and fungus infection on betel vine and leaf. Many far are not aware about crop insurance. Most of them have no proper knowledge of applying fertilizer and pesticide in betel leaf cultivation.

STATE-WISE VALUE OF BETEL LEAVES IN INDIA

The betel plant is an evergreen and perpetual creeper, with cleaned heart-shaped leaves and white catkin. It is a nearby of central and eastern Malaysia, which spread at an early date all through tropical Asia and later to Madagascar and East Africa. In India, it is comprehensively evolved in Tamil Nadu, Madhya Pradesh, West Bengal, Orissa, Maharashtra and Uttar Pradesh. State-Wise value of output from Betel Leaves in India.

TABLE-1

**STATE-WISE VALUE OF OUTPUT FROM BETEL LEAVES IN INDIA
(Rs. in Lakh)**

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FINDINGS

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CONCLUSION

The major finding of the present study is that betel leaf cultivation is one of the most important horticulture in India. The present study finds that betel leaf cultivation can be viable source of livelihood for rural farmer because there remains a possibilities high profit margin in this cultivation. But it is also found from the present study that the betel leaf farmers face multiple problems such insufficient irrigation facility, lack of capital, occurrence of natural calamity , pest and fungal attack, lack of knowledge about crop insurance etc. Hence active measures should be taken from the government side to provide the basic facilities required for betel cultivation.

SUGGESTIONS

- i) Issue of loan by the bank with concessional rate of interest.
- ii) Setup of cold storage by the government in every block or district so that farmer can store betel leaf during excessive production.
- iii) Arrangement of irrigation system for better production of betel leaf.
- iv) Establishment of research centre in the district to improve techniques and methods of betel leaf cultivation.

v) Training and skill development program in the study area for betel leaf cultivation.

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