

The Role of Accounting Practices in Enhancing Profit Monitoring Among Banana Farmers: Insights from Burhanpur District. M.P.

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Abstract: *This study investigates the impact of accounting practices on profit assessment among banana farmers in Burhanpur district, Madhya Pradesh. With a sample of 237 farmers, the research explores the prevalence, methods, and effectiveness of farm record-keeping, aiming to understand how different approaches influence farmers' ability to monitor income and expenses. The findings reveal that while a majority of farmers (approximately 75%) maintain some form of records, the methods are largely unorganized, with 73.93% relying on informal small diaries. Only a small proportion use structured manual (15.81%) or computerized (10.26%) accounting systems. A chi-square test was applied to assess the relationship between record-keeping methods and the ability to assess profit or loss. The results show a statistically significant association, indicating that the type of record-keeping significantly influences a farmer's financial awareness and decision-making capabilities. Farmers using computerized or structured manual systems were more likely to accurately assess their farm's profitability. The study highlights the urgent need for policy interventions to promote better accounting habits, provide training, and support digital tools to enhance financial literacy and income tracking. These improvements can directly contribute to better cost-benefit analysis, informed decision-making, and overall profitability for banana growers in the region.*

Keywords: banana farming, profitability, record keeping

