

A STUDY ON PROMOTION SUBSTRUCTURE FOR FRUITS AND VEGETABLES IN INDIA

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ABSTRACT

The investigation has been planned to know whether these organizations and open area markets could support the ranchers get gainful cost while shoppers got great quality produce at sensible cost. The examination was led by utilizing an ex-post facto inquire about plan. A sum of 120 ranchers established the all-out example for the current investigation which incorporates 60 ranchers from Maharashtra (mango 30 + tomato 30) and 60 ranchers from Karnataka (mango 30 + tomato 30) by considering the significance of the yields developed in Ratnagiri area (mango), Pune (tomato), Ramanagara (mango) and Kolar (tomato). It can be concluded that the inspected ranchers are very acceptable at their instructive levels which assist them with meeting their mechanical needs in business development of mango and tomato.

INTRODUCTION

Fruits and Vegetables crops accept a one of a kind job in India's economy by improving the pay of the rustic families. Development of leafy foods crops is work concentrated and consequently, create part of business open doors for the country populace. Foods grown from the ground are rich wellspring of nutrients, minerals, proteins, sugars and so forth and henceforth, alluded as defensive nourishments and add to the healthful security of the individuals. In this manner, development of foods grown from the ground assumes an essential job in the success of a country and is straightforwardly connected with the wellbeing and joy of the individuals. Foods grown from the ground are not just utilized for local utilization and handling into different items (pickles, jam, sauces, jam, jam, squashes, and so on.) yet in addition considerable amounts are sent out in crisp and prepared structure, bringing truly necessary remote trade for the nation. These yields additionally give sufficient degree to accomplishing bio-decent variety and expansion to keep up environmental parity and to make supportable agribusiness and can have noteworthy effect on the national economy in the years to come. India delivers an assortment of natural products going from calm apples to tropical mango. Be that as it may, the vast majority of the creation of these organic products is exceptionally occasional and their accessibility is limited to a couple of months in a year. For instance, the pinnacle time of accessibility of mango (ruler of natural products) is

limited to a multi month duration for example May-June, oranges during November-January, papaya during February-March and so forth. This brief time of accessibility in enormous amounts makes the promoting a difficult assignment with issues like stockpiling, transport, wide value variances and so on. Plus, the gigantic post-gather misfortunes due to short-lived nature results in less per capita accessibility as well as expands the expense of transport and so forth. These components lead to abuse of ranchers by go between bringing about poor comes back to cultivators, despite the fact that customers follow through on significant expenses. The ongoing accentuation on cultivation in our nation, ensuing to the acknowledgment of the requirement for accomplishing wholesome security and for progressively productive land use, has achieved a critical change in the viewpoint of the cultivators. The requirement for extraordinary use of accessible badlands against the foundation of lessening water and vitality assets has centred regard for dryland, to dry and semi-parched tracts and prompted development of plant crops which have lesser requests on water and different data sources other than being 3 to multiple times more profitable than field crops.

LITERATURE REVIEW

Writing identified with the current examination has been surveyed from the accessible sources and introduced right now. Explicit spotlight was given on promoting of new products of the soil and retail business in farming segment.

Chengappa et al (2006) detailed that in India nourishment is the biggest portion of retail industry. There are around 3.7 million nourishment retail outlets with an expected turnover of 7400 billion.

Singh (2007) saw that nourishment retailing in India is all things considered disorderly, exceptionally divided and overwhelmingly little, family claimed business. Around 78 percent of these capacity with just family work. Almost 96 percent of the nourishment outlets are little with under 500 sq.ft region. Chaotic nourishment retail section comprises of kirana shops, selling dry nourishment items, leafy foods shops and vendors (pushcartwalas) selling wet nourishment items. As the sloppy retail outlets they can't oblige the shopper interest for esteem included administrations.

CENTAD (2007) saw that while worldwide firms carry with them innovation, capital and administrative abilities, there are a few different viewpoints that should be kept in see while permitting Foreign Direct Investment (FDI) in retail area. To start with, worldwide firms by their very methodology amplify their benefits by obtaining or buying from all inclusive least expensive

markets/regions/nations and enjoy dumping, prompting evaluating out of household makers and nearby little retailers. Second, worldwide farming exchange is exceptionally symmetric as in there is countless makers, not very many brokers and huge number of customers.

Gandhi and Namboodiri (2002) detailed that little holders however make a sizeable commitment to high esteem nourishment creation (foods grown from the ground), their entrance to showcase is compelled by scale. Their attractive surplus is little while neighborhood markets for high worth wares are slim and deal in inaccessible urban markets rises transportation and advertising costs.

Surabhi Mittal (2007) saw that the expanding portion of high worth wares in the utilization bin of family units, higher earnings and urbanization, evolving ways of life, advertise joining and exchange advancement at worldwide level have prompted an expansion in the interest for agriculture items in India.

Subrahmanyam and Mruthyunjaya (1978) saw that the showcasing of foods grown from the ground is related with a one of a kind arrangement of conditions which makes the assignment troublesome and profoundly unsafe. Right off the bat, the nature of the produce took care of itself, due to high perishability it is hard to make existence utilities. The subsequent factor in advertising of products of the soil is the overall defective rivalry for example there are just scarcely any dealers in the business. These two variables affect the present promoting arrangement of other farming products.

Jakhar (2001) revealed that the current introduced limit can process just 3 to 4 percent of all out creation of leafy foods in the nation. In the year 1993, there were 4100 to 4200 authorized handling units with an introduced limit of 12 lakh MT, against this the genuine creation of prepared material was just 5.6 lakh MT inferring a limit use of under 50 percent. Being regular in nature, the units work for under 150 days per year.

OBJECTIVES OF THE STUDY

- (1) To examine the current inventory network accessible for products of the soil and to discover the spot of little and minimal ranchers in the chain.
- (2) To contemplate the sufficiency of market framework.
- (3) To examine the base/greatest normal costs for tomato and mango in chose APMC markets and to dissect the makers' offer in the customer rupee.

RESEARCH METHODOLOGY

Statement of the problem

Throughout the years, while the agrarian promoting and exchange situation have experienced huge changes, showcasing foundation has not changed enough to fulfil the developing needs for advertising administrations. A portion of the promoting framework impediments that have been reported are (Acharya, 1996). The market size is as of now enormous and is persistently growing. The ranchers' market linkages (both in reverse and forward) have likewise expanded complex, however the promoting framework has not kept pace. Private exchange, which handles around 80 percent of the market overflow, didn't put resources into showcasing foundation because of exorbitant administrative system and strength of chaotic segment. Expanded interest for esteem included administrations and geographic extension of business sectors require protracting of the promoting channel, yet this has been hampered by absence of rustic foundation. Direct showcasing by 'rancher to shopper' remains practically irrelevant. In India, nourishment is the biggest fragment of retail industry. There are around

3.7 million nourishment retail outlets with an expected turnover of 7400 billion (Chengappa et al., 2007). Nourishment retailing in India is, all around, disorderly, profoundly divided and prevalently little, family claimed organizations (Singh, 2007). Around 78 percent of this capacity is done with family work. Almost 96 percent of the nourishment outlets are little with under 500 sq. ft. region. Disorderly nourishment retail section comprises of kirana shops, selling dry nourishment items, and natural product/vegetable shops and peddlers (push cartwalas) selling new nourishment items. As the chaotic retail outlets are under-promoted, these can't take into account the purchaser interest for esteem included administrations, in this way giving the edge to the sorted out retail segment. Sorted out nourishment retailing, which still as of late represented distinctly around 2 percent of the all-out nourishment retail deals, is relied upon to stretch around 20 percent constantly 2013. Nourishment retail area is accounted for to utilize around 21 million individuals.

DATA COLLECTION

Research design

The examination was led by utilizing an ex-post facto look into plan. The purposively chosen mango cultivators from Ratnagiri region (Maharashtra) and Ramanagara area (Karnataka) just as

tomato producers from Pune region (Maharashtra) and Kolar locale (Karnataka) shaped the universe for the investigation.

Sample design

A sum of 120 ranchers comprised the absolute example for the current investigation which incorporates 60 ranchers from Maharashtra (mango 30 + tomato 30) and 60 ranchers from Karnataka (mango 30 + tomato 30) by considering the significance of the yields developed in Ratnagiri area (mango), Pune (tomato), Ramanagara (mango) and Kolar (tomato). A sum of 80 shoppers were likewise chosen arbitrarily to realize the special focuses to buy products of the soil and to know the potential purposes behind buying of foods grown from the ground from a specific point. The profile of a portion of the organizations in the promoting channel, for example, Metro Cash and Carry, Namdhari Fresh in Karnataka, Reliance Fresh, More in Maharashtra were additionally examined. Suppositions acquired from the mediators, for example, consolidators/pre-collect temporary workers/commission operators, wholesalers and retailers were likewise remembered for this examination. At long last information gathered by utilizing the organized survey followed by close to home meeting and centered gathering conversations any place important to enhance the data with the last objective of the absolute respondents (120 mango and tomato producers + 80 customers). In any case, keeping in see the culmination of the information filled in polls the information were arranged and utilized for examination and report composing. The information were broke down by utilizing basic factual instruments like recurrence and rates with the end goal of understanding and attracting deductions a sensible and significant way. The information examination was restricted to individual profile of ranchers and buyers.

DATA ANALYSIS

The information gathered from respondent ranchers and shoppers were classified and broke down by utilizing basic factual instruments and methods, for example, recurrence and rates to get significant data and results were introduced by the investigation.

TABLE 1 Marketing channels utilised by the farmers

#	Crop	Marketing Channel	Frequency	Percentage
1	Mango	Local market/direct sale	8	13.30
		APMC / Commission agent	5	08.30
		Consolidator at farm level	4	06.80
		Cooperative marketing Society	-	-
		Pre-harvest contractor	41	68.30
		Super market / retail chain	2	03.30
		Total	60	100.00
2	Tomato	Marketing Channel	Frequency	Percentage
		Local market/direct sale	10	16.70
		APMC / Commission agent	37	61.67
		Consolidator at farm level	4	06.70
		Cooperative marketing society	4	06.70
		Pre-harvest contractor	2	3.33
		Super market/retail chain	3	05.00
		Total	60	100.00

Table 1 shows the showcasing channels ready to move of their produce. It was seen that dominant part (68.30 percent) of the mango cultivators sold their mangoes through the pre- reap temporary worker, while larger part (61.67 percent) of the tomato cultivators sold their produce through the commission operators at APMC markets. It was very intriguing to take note of that not many ranchers (16.70 percent) were selling tomatoes straightforwardly in the market. Comparative pattern was seen in the event of mango and it was just 13.30 percent of ranchers who sold their mangoes straightforwardly in the market. It tends to be finished up from the above perceptions that no other promoting system other than pre-collect contractual worker and APMC managed markets for advertising of mango and tomato are accessible, separately to these ranchers. It is evident that the system of HOPCOMS in Karnataka State neglected to draw in mango and tomato ranchers to sell their produce through their system.

TABLE 2 Opinion of the Farmers on Adequacy of Infrastructural Facilities at APMC

N=120

#	Facilities	Fully adequate		Somewhat adequate		Not at all adequate		Not responded	
		F	%	F	%	F	%	F	%
1	Display platform for open auction	79	65.83	21	17.50	10	8.33	10	8.33
2	Shed for storage	48	40.00	32	26.67	35	29.17	5	4.17
3	Cold storage	2	1.70	8	6.70	98	73.70	12	10.00
3	Stalls for merchants	73	60.83	17	14.17	18	15.00	12	10.00
4	Electricity	65	54.17	30	25.00	20	16.67	5	4.17
5	Generator	30	25.00	28	23.33	40	33.33	22	18.33
6	Weighing facilities	80	66.67	18	15.00	20	16.67	2	1.67
7	Telephone	70	58.33	33	27.50	09	7.50	8	6.67
8	Fax	44	36.67	48	40.00	18	15.00	10	8.33
9	Internet	38	31.67	44	36.67	14	11.67	24	20.00
10	Transport	55	45.83	37	30.83	10	8.33	18	15.00
11	Toilets	51	42.50	40	33.33	19	15.83	10	8.33
12	Cafeteria	32	26.67	52	43.33	26	21.67	10	8.33

The sufficiency of the advertising offices accessible at APMC directed markets is delineated in Table 2. There is no private firm accessible to give the showcasing foundation in the studied region. Subsequently, offices accessible in the open system APMC markets were examined. The offices accessible at APMC markets were used by the mango or tomato developing ranchers as well as used by a few other number of ranchers. The information on the sufficiency of the infrastructural offices accessible at the APMC controlled markets are introduced in Table 2.

CONCLUSION

It very well may be concluded from the examination that the greatest portion of customer rupee is appropriated among the wholesalers and the commission operators in both the products at the tested markets. The current examination was led by utilizing ex-post facto look into structure in the year 2009-10. It purposively chose Ratnagiri and Ramanagara regions from Maharashtra and Karnataka States, separately as these areas are known for Alphonso mango development. Pune region from Maharashtra and Kolar locale from Karnataka were chosen for their higher creation of

tomato and its advertising. Further, it could be seen that greater part (98.30 percent) of the ranchers were male, 51.70 percent of the ranchers were in middle age gathering, 66.70 percent of the ranchers had optional degree of training. With respect to, 90 percent of the respondents had a place with upper position and 66.70 percent of the ranchers had cultivating as essential occupation though 85.80 percent of the ranchers had a place with medium and little ranchers' classification. Lion's share (48.30 percent) of the ranchers had 5-10 sections of land under mango development and 40 percent of the ranchers had 2.5 to 5 sections of land of land under tomato development. As to classifications, lion's share (66.70 percent) of the ranchers had salary between ' 100,001 to 1,50,000. Social cooperation is high for 48.30 percent of the ranchers and larger part (68.30 percent) of the mango cultivators picked to sell mango produce through pre-collect contractual worker in the promoting channel. Concerning of tomatoes, 61.67 percent of the ranchers sold tomatoes in the APMC showcases through commission specialists.

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