

A Study of Problems in Direct Marketing on Fruits and Vegetables in Pandharpur Tehsil

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Abstract

Agriculture is backbone of business as seventy percent of total population livelihood depends on agriculture. The major difficulties for the farmers to sell the agro output particularly fruits and vegetables. In today's scenario, the middle men plays vital role in selling and realizing cash for the producers. The farmers lack awareness and knowledge about the right channel of distribution to maximize the earnings. If they go for direct sale of the products in the market, they face entry barriers through trade association and cartels. The farmer's voice is not presented to the right forum and their problems are not duly sorted out. The research paper aims at finding the real difficulties faced by the farmers with regards to packaging material and working capital to sell the agriculture produce and suggest the requisite measures to address the problems related to direct selling as well as to ensure right solutions to the chronic problems faced by farmers. The research methodology adopted in this research is interview method for data collection and analysis.

Keywords: Agriculture, Fruits, Vegetables, Direct Marketing, Packaging material etc.

Introduction

Agriculture is the most significant sector of the Indian economy. Though concentration on Industrialization in last 70 years of the Indian Independence, still agriculture sector occupies a place of pride. Since last three decades the agricultural producers in India change their cropping pattern. Agricultural statistics shows that share of non food grain crops like pulses, fruits, vegetables, medicinal plants and other cash crops is about 47 percent of total sown area. In the post Independence, period the campaign of green revolution, use of High Yielding varieties (HYV) of seeds and other agricultural Inputs, application of modern agricultural technology, an efforts and schemes of central and state governments results variety, quality and productivity of various agricultural produce.

At present, India is second largest country in production of Fruits and vegetables. The Fruits and vegetables growers mainly growing fruits like Apple, Banana, Grapes, Guava, Mango, Papaya, Pineapple, Pomegranate, Orange, Sopota, Sweet lime, and Lime. In vegetable category growers shows great success in production of Cabbage, Carrot, Capsicum, Cauliflower, Coriander, Garlic, Ginger, Potato, Tomato, Onion, Green chili, and variety of green vegetables. However, due to inefficient marketing system and poor marketing infrastructure in the rural area the Fruits and Vegetables growers are far away from the remunerative price to their produce. To earn remunerative price and increase the share in

a rupee of final consumer many small and marginal producers use direct marketing practice. However, during this marketing practice they are facing many problems.

Significance of the study-

An efficient Marketing practice plays significant role as an important pillar in agricultural development. It ensures good income to the fruits and vegetables growers, reduces middlemen, mal practices and helps to increase satisfaction level of consumer. Today, fruits and vegetables producers do the marketing of their produce through different marketing system such as regulated markets, cooperative marketing, contract marketing, future marketing etc. However, small and marginal fruits and vegetables growers practices direct marketing system for marketing of their produce. Direct marketing is an innovative marketing system which establishes direct link between producers and final consumer without any middlemen. This reduces marketing cost and improves the price realization, therefore, in the study area majority of small and marginal fruits and vegetables who grows mainly Grapes, Mango, Custard Apple, Pomegranate, Guava, Jujube, and vegetables like Tomato, Capsicum, Green chili, Onion, Garlic, Brinjal, Cabbage etc applying direct marketing process. This results in remunerative price to producers and it also improves satisfaction level of consumer due to availability of fresh and quality fruits and vegetables. During the direct marketing practice the producers are facing many problems in study area. Therefore the present study is focused on these problems and researcher made an effort to recommend an appropriate measures to solve these problems.

Objectives of the study-

The present study is undertaken to achieve the following objectives-

- 1) To study the problems in direct marketing of fruits and vegetables in the study area in Pandharpur Tehsil of Maharashtra.
- 2) To examine the direct marketing practice used by fruits and vegetables growers.
- 3) To analyze the problems before fruits and vegetables growers in direct marketing of their produce.
- 4) To recommend appropriate measures to overcome the problems in direct marketing of fruits and vegetables in the study area.

Research methodology-

The present study is mainly based on the primary data, which is collected through the field work carried out by the researcher from the 10 villages of the Pandharpur tehsil. During the visit interview of 10 fruits and vegetable growers from each village taken by the researcher. In addition to this secondary data has been collected from the references, reports, research journals, periodicals and newspapers.

Problems In Direct Marketing Of Fruits And Vegetables-

Direct Marketing Practice is popularly known as ‘Apani Mandi’ ‘Shetkari Bazaar’ and ‘Rythu Bazaar’ which helps to all the small and marginal fruits and vegetable producers. However, during the practice they are facing some basic problems that are explained as:

- **Use of Packaging for fruits.**

Use and Rates of Packaging Material-

Sr. No	Status of Use	Number of Response	Percentage	Rates	Number of Response	Percentage
1	Regular	05	5	Heavy	72	72
2	Need based	33	33	Affordable	28	28
3	No	68	68	Low	00	00
	Total	100	100	Total	100	100

Source- Compiled from primary data.

The above table reveals the use of packaging for fruits and its rate, it is seen that only 38 percent of the fruits growers using packaging (container or boxes) out of that 5 percent are using on regular basis and 30 percent are on need base. As far as rates are concerned 72 percent respondent stated that the rates of packaging material are heavy because private agencies are only one source to buy the packaging materials in the study area.

- **Availability of transportation service-**

Availability of transport service for direct marketing.

Sr. No	Type Of Available Transport Service	Number of Response	Percentage
1	Own Vehicle	2	2
2	Hired Private Vehicle	71	71
3	Cooperative transport Service	9	9
4	Government Transportation(State Transport)	18	18
Total		100	100

Source- Compiled from primary data.

The above table reveals that 71 percent of the total respondent in the study area depend upon the private transportation it indicate that the transportation service is most important hurdle before the fruits and vegetable growers in marketing of their produce. It is also seen that only 2 percent of fruits and vegetable producers are having their own transportation vehicles and availability of cooperative transportation service is very poor. It is inconvenient to the fruits and vegetable producers during the marketing of their produce.

*** Marketing Information And Marketing Training-** This is the modern marketing approach in marketing of agricultural produce mainly fruits and vegetables, it gives satisfactory price to the producers and provide fresh and good quality produce to the final consumer.

Response For Marketing Information And Marketing Training

Sr. No	Response for Marketing Information	Number of Respondent	Percentage	Response for Marketing Training	Number of Respondent	percentage
1	Yes	18	18	Yes	05	05
2	No	82	82	No	95	95
Total		100	100		100	100

Source- Compiled from primary data.

As seen in the above table the fruits and vegetable growers in the study area required timely and update information of arrivals and prices. The growers also required marketing training about primary processing like sorting, packing, packaging etc; which needs for value addition. However, only 18 percent of the producers get marketing information from the different sources they are mainly educated and having internet connectivity. The fact shows that only 5 percent of the fruits and vegetable producers learn primary processing by attending the workshops, seminars and visiting to the exhibition organized by the agricultural and horticultural department of the state government and Agricultural Produce Market Committee.(APMC)

❖ Findings-

After analyzing the response and views of the fruits and vegetable producers in study area the researcher found the following facts-

- 1) Use of packaging in marketing of fruits and vegetables is necessary to keep freshness and quality, however, majority of the producers are not using due to heavy rates of packaging materials.
- 2) Majority producers of fruits and vegetables in the study area using private transportation service in marketing process, which is inconvenient and costly to the small and marginal producers.
- 3) Poor marketing information system becomes hurdle in an efficient direct marketing of fruits and vegetables.
- 4) Lack of marketing training facility to the fruits and vegetable growers in the study area, majority are away from the marketing training.

❖ Suggestions-

- 1) Government should provide funding scheme in concessional rate of interest to the small farmers to purchase their own vehicles and strengthen the cooperative transport agencies in the study area.
- 2) Maharashtra state government should motivate the cooperative societies and Self Help Groups to manufacture the packing and packaging materials that helps to make available in affordable price to the small and marginal fruits and vegetable growers.
- 3) District agriculture and horticulture department should organize marketing training sessions for the benefit of small and marginal farmers in the study area.
- 4) Department of agriculture should prepare good campaign to motivate the fruits and vegetable growers towards direct marketing practice.

Conclusion

Farmers are the back bone of the country. The chronic problems they face with regard to supply of packaging material and working capital at right time to market their agro produce will solve the problems as well as to ensure stable income for them.

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