Research Paper

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Marketing of Selected Vegetables in Sangli District (Maharashtra)

Management

KEYWORDS :

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Introduction

The efficiency of marketing of vegetables in India has been of significant concern in the recent year's. Poor efficiency in the marketing channels and inadequate marketing infrastructure are believed to be the cause of not only high and functioning consumer prices, but also to be little of the consumer rupee reaching the farmer. Indian farmer depend upon middlemen particularly in fruits and vegetables marketing. The producers and consumers often get a poor deal and the middlemen control the market, but do not add much value.

Vegetables constitute an essential part of the daily diet in India and they are in great demand round the year from most sections of the populations. The commercial value of vegetables in terms of direct consumptions, processing as well as trade has risen substantially in recent years. There economic importance has also increased and high labour intensity in the production of most vegetables production also makes then important from the employment angle as well.

The vegetables production in India's agricultural economy can be well appreciated in terms of rising domestic demands on account of increase in population and per capita income. India is the second largest producer of vegetables in the world next of China. India is known as vegetables basket of the world. It is a major produces of varied variety of vegetables and consumer of wide variety of farm products. The area under cultivation of vegetables stood at 7.99 million hectares. Due to lack of post-harvest handling and adequate processing facilities about.30% of total production of vegetables are lost. The perishable nature of vegetables results in inability of the part of producers to manage supply in the assembling markets in case of seasonal vegetables, the price that the producer receives is one third to one half of the price paid by the consumer, which is clear indication of the high marketing costs and margins.

Objectives of the Study:-

1. To study marketing channels for vegetables in the study area.
2. To estimate marketing costs of vegetables.
3. To study the impact of marketing pattern of vegetables.
4. To study the problems faced by the vegetables producers in marketing in the study area.

Methodology of the Study:-

The present study is based on information collected from the market officials of the selected vegetables markets, commission agents, wholesalers, retailers and farmers in Sangli district. The market officials were interviewed and consulted for gathering the information on the overall activities of these markets, marketing infrastructure and other related information. Data were collected from the commission agent, wholesalers, retailers and farmers through separate questionnaires.

Selection of Respondents:-

In Sangli district there is ten talukas. Researcher have selected for 75 farmers in Miraj talukas. These are three category or size i.e. small farmers, medium farmers and large farmers. The major vegetables i.e. Brinjal, Tomato, Green Chili and Capsicum were selected on the basis of production and productivity.

Result and Discussion:-

Channels of marketing of vegetables in Sangli district: - Three marketing channels for vegetables in Sangli district. These are as follows:

- Channel – I : Producer - Commission Agent – Wholesaler – Retailer – Consumer.
- Channel – II : Producer – Local Trader – Wholesaler com Commission Agent – Retailer – Consumer.
- Channel –III : Producer – Consumer.

The result of overall farm size group shows that 75 to 80% of the produce was sold through channel – I. As such, producer – commission agent – wholesaler – retailer – consumer was most common marketing channel for disposing off the produce.

Table No. 1
Talukawise Area under Vegetables in Sangli District

Taluka	Area in Hectors Under Selected Vegetables		
	Brinjal	Tomato	Green Chilli and Capsicum
Shirala	140	265	191
Walwa	110	373	600
Palus	90	00	00
Khanapur	75	333	492
Atpadi	12	19	135
Tasgaon	113	161	432
Miraj	204	584	576
Kavathe-Mahankal	12	08	163
Jath	62	317	181
Kadegaon	103	00	00

Source : Economic Survey of Sangli District.

Table no. 1 shows that taluka wise area under vegetables in Sangli district. There was highest cultivation of Brinjal in Miraj taluka i.e. 204 hectors and lowest in Kavathe-Mahankal and Atpadi i.e. 12 hectors due to problem of water supply. The area under tomato was highest i.e. 584 hector in Miraj taluka due to irrigation facilities. In Palus and Kadegaon taluka there was no cultivation of Tomato, Green Chilli and Capsicum. In Walwa taluka the area under Green Chilli and Capsicum was 600 hector and that was the highest in Sangli district.

Marketing Costs of Vegetables

Marketing Costs of Selected Vegetables Shows in table no.2

Table No. 2
Marketing Costs of Vegetables

Vegetables	Cost Component s (Rs. Per Quantity)				
	Packing	Transpor-tation	Commi-ssion Paid	Other Exp.	Total Marketing Costs
Brinjal	50 (30.86)	70 (43.20)	32 (19.75)	10 (6.17)	162
Tomato	115 (50)	75 (32.60)	30 (13.04)	10 (4.25)	230
Green Chilli	65 (38.92)	64 (38.32)	32 (19.16)	6 (3.56)	167
Capsicum	62 (35.63)	65 (37.35)	40 (23)	7 (4.02)	174

Source : Data Collected through Questionnaires
(Figures in brackets denote percentage to total marketing cost)

As per above table marketing cost of Tomato is highest i.e. Rs. 230 per quental, Rs.174 of capsicum and Rs. 167 and Rs. 162 of Green Chilli and Brinjal. The lowest marketing cost of Brinjal. It is revealed that marketing costs turned out to be very high in Sangli district. The reason for high marketing costs lies in high packing and transportation costs along with high commission charged from vegetables produces. In vegetables like tomato share of packing cost and transport cost was the highest i.e.

50% and (32.60%) respectively of total marketing cost. On the other hand the commission paid was an important cost component in all the vegetables.

Marketing Margins, Producers Share In Consumer's Rupee: - This is shown in table no 3.

Table No. 3
Marketing Margins, Producers Share in Consumer's Rupee

Vegetables	Marketing Cost (Rs).	Price Received By Farmers (Rs)	Price Paid By Consumer (Rs.)	Marketing Margin (Rs.)	Producers Shares in Consumers Rupees (%)
Brinjal	162	2500	4000	1500	62.5
Tomato	230	1000	3000	2000	33.33
Green Chilli	167	2500	4000	1500	62.5
Capsicum	174	3000	5000	2000	60

Source : Data Collected through Questionnaires

Table No.3 shows that the per quintal price for Brinjal was Rs. 2500, Tomato Rs.1000, Green Chilli Rs.2500 and Capsicum was Rs. 3000 received by farmers, price paid by consumer Rs. 4000, Rs. 3000, Rs. 4000 and Rs. 5000 for Brinjal, Tomato, Green Chilli and Capsicum respectively. There is equal marketing margin for Brinjal and Green Chilli i.e. Rs. 1500 per quintal and equal for Tomato and Capsicum Rs. 2000. The Share of Producers in consumers rupee was highest for Brinjal and Green Chilli i.e. 62.5% and lowest for Tomato i.e. 33.33%.

Problems faced by the Farmers in marketing of Vegetables:
1. Lack of efficiency regulation in the market.
2. Inadequate transportation facility.
3. Lack of finance in the market.
4. Lack of supply of packing material.
5. High cost of packing material.
6. Lack of market information about prices.
7. Taking of Non-required charges by traders.
8. Faulty method of weighing.

Findings and Suggestions:-
In the study area three marketing channels were identified for vegetables marketing. Marketing cost turned out to be very high I the study area. The reason for high marketing cost are the high packing and transportation cost along with high rate of commission charged from vegetables producers. The total marketing cost was highest for tomato and lowest marketing cost same for Bringal. The marketing margin was same for Tomato and Capsicum.

The important marketing problems faced by farmers were inadequate transportation facility, poor supply of packing material, lack of marketing information about prices and lack of effective regulation in the market system. To give boost to the vegetables development, effort should be made for timely supply of crucial inputs at reasonable price in adequate quantity to the farmers. The high commission charges are also discouraging the farmers to sell their vegetables in the market. There for besides developing transport means, better marketing arrangements for vegetate disposable is to be taken in to account while formulating a programme for vegetables development in the are. The farmers can organize "Self help Groups" and Co-operative societies in their areas.

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