



Constraints faced by the pomegranate growers in the marketing of pomegranates in Maharashtra state.

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Abstract

The research was conducted to the constraints faced by the pomegranate growers in marketing of pomegranates in Maharashtra state. Pomegranate fruit is native of Iran and is extensively cultivated in countries like Spain, Egypt, Iran, Burma, China and India. The study was conducted in three districts namely, Nashik, Ahmednagar and Solapur, from each district total of six tahsils and eighty villages were selected purposely. The pomegranates grower data were collected through special designed schedule by personal interview.

Key word: - Pomegranate, Growers, Marketing, Constraints etc.

Introduction

Pomegranate (*Punica granatum* L.) belonging to the family puniceae is one of the most favorite fruits of the tropical and sub-tropical regions of the world. The fruit is native of Iran and is extensively cultivated in Mediterranean Countries like Spain, Egypt, Iran, Burma, China and India.

Summarizing the importance of fruit farming, it can be stated that it supplies nutritious food, higher income, round the year employment, and aesthetic touch to the life. It promotes the development of natural resources, higher yields, and better returns from land, enhances the land value, creates a better purchasing power among the people and consequently adds to the general prosperity of the nation. Over the years, horticulture has emerged as an indispensable part of agriculture in India. It offers a wide range of choice to the farmers for diversification.

It is true that pomegranate cultivation is profitable but it requires market and marketing skills to reach the produce to ultimate consumer. There is chain of commission agents and middlemen involved in marketing process which effects on the profit of producers. Pomegranate has a short shelf life and therefore needs immediate marketing, besides this pomegranate cannot be stored for longer period under ordinary conditions, hence it is marketed locally. This results in glut in market during peak harvesting period, which leads to low prices to the growers. In order to avoid this, all its distributions to places away from producing centers and storage become imperative and in this way regulation and proper distribution of fruits can be attained by storage and transportation.

Hence, it was felt necessary to investigate the prevailing marketing system and, in this investigation, an attempt has been made to investigate the constraints in production and marketing of pomegranate.

Methodology

The commercial cultivation of pomegranate takes place in Nashik, Ahmednagar, Solapur, Sangli, Pune, Dhule, Aurangabad, Satara, Latur and Osmanabad districts, among all these districts in Maharashtra Nashik, Solapur and Ahmednagar was selected purposively for the study because this district is major pomegranate cultivating districts. Total of six tahsils from these three selected districts were selected purposively on the proportionate basis. Three villages from each of the selected tahsil were selected based on the highest area under pomegranate cultivation. From each village 10 pomegranate growers were selected randomly. Thus, the final sample was consisting of 180 pomegranate growers.

The data were collected by survey method with the help of special designed Schule by personal interviews from selected districts. Garrett's ranking technique is used to analyze the constraints.

Result and Discussion

1. Recommended variety of pomegranate in India

India is diverse country and dividend in different climatic zone according to various zones and soil type, different type of pomegranate variety was planted. Name and area of the recommended variety of pomegranate in India were presented in Table no. 1.

Table 1 Name of the recommended variety of pomegranate in India.

Sr. No.	Name of Varity	Recommended Areas
1	Ganesh	Maharashtra, Andhra Pradesh, Gujarat, Tamil Nadu, Uttar Pradesh, Himachal Pradesh
2	Bhagwa	Maharashtra, Karnataka, Andhra Pradesh, Gujarat, Uttarakhand, Uttar Pradesh, Himachal Pradesh, Rajasthan, Madhya Pradesh
3	Dholka	Gujarat
4	G-137	Maharashtra, Karnataka, Andhra Pradesh
5	Mridula	Maharashtra, Tamil Nadu, Rajasthan
6	Jyoti	Karnataka, Tamil Nadu, Madhya Pradesh
7	Jalore Seedless	Rajasthan
8	Co-1(Hybrid)	Tamil Nadu
9	Ruby	Karnataka, Maharashtra

(Source: Report of National Horticulture Board, 2021)

Table shows that, Ganesh, Bhagwa, G-137, Mridula and Ruby variety of pomegranates generally recommended by the various state agencies and universities for plantation in Maharashtra state. It was observed that, pomegranate producer plant Bhagwa variety in study area because the market rate, export quality and production of this variety was better than other variety in market.

2. Distribution of producer in study area.

Pomegranate is cash crop and generally required specific cultural and managerial practices for better yield. Selection and distribution of farmers in the study area presented in Table no. 2.

Table shows that, total 180 farmers were selected for present investigation out of that, 37.78 per cent (68) farmers having 1.40 ha. average size of land which comes under small (up to 2 Ha) size of holding categories while 49.44 per cent farmers (89) having 3.02 ha. average size of land which comes under medium (2.01 to 4.00) categories and 10.55 ha, land holding 23.00 per cent farmers (23) comes under large (4.01 and above) categories. This revealed that, average size of land holding was more in medium categories i.e., 2.01 to 4.00 ha. and average land holding was 5.66 ha. in study area. This revealed that, in study area availability of land and resources for patination of pomegranate orchid were present in sufficient amount.

Table 2 Selected farmer and their distribution in study area

(Area in ha)

Sr. No.	Size of holding	Farmer selected (Nos)	Average size of holding (ha)
1	Small (up to 2 Ha)	68.00 (37.78)	1.40
2	Medium (2.01 to 4.00)	89.00 (49.44)	3.02
3	Large (4.01 and above)	23.00 (12.78)	10.55
	Total	180.00 (100.00)	5.66

(Figure in parenthesis indicate the percent to total)



Table 5 Constraints faced by the producer in marketing of pomegranates in study area.

Sr.No.	Constraint	Small			Medium			Large		
		Garrette score	Mean Score	Rank	Garrette score	Mean Score	Rank	Garrette score	Mean Score	Rank
1	Availability of packing material	4113	41.13	8	5330	53.3	8	1272	12.72	7
2	Availability of transport vehicle	4045	40.45	9	5053	50.53	9	1044	10.44	9
3	Commission to intermediaries	4721	47.21	5	6236	62.36	4	1589	15.89	1
4	Correct/incorrect weighments	4401	44.01	7	5629	56.29	7	1302	13.02	6
5	Price fluctuation fruits/products	4860	48.6	3	6539	65.39	1	1506	15.06	2
6	Availability of market information	4843	48.43	4	6144	61.44	5	1336	13.36	5
7	Payment Security from marketing agencies	4996	49.96	1	6283	62.83	2	1496	14.96	4
8	Awareness about grading of products	4622	46.22	6	5798	57.98	6	1263	12.63	8
9	Awareness about Procedure of Export	4901	49.01	2	6256	62.56	3	1504	15.04	3

3. Constraints faced by the producer

The constraints faced by the producer in marketing of pomegranates in study area reveals in Table no.5.

The ranking was done for different categories of constraints faced by the producer in marketing of pomegranates using Garrets ranking technique. The constraints were categorized into Transportation facility, packaging material, price, market facility, awareness of export and grading. It was observed from the table that, payment security from marketing agencies while selling of pomegranate at farm level is giving the first ranked by the small producer (72.22%) while medium producers give first rank to price fluctuation of fruit in the market and nearly 52.00 per cent producer gives first rank to commission of marketing intermediary for their produce in marketing of pomegranates and the large categories producer further ranked first to the high commissions of market intermediaries while marketing of pomegranates out side the APMC Their Garretts scores were 49.96, 65.39 and 15.89 Other second and third ranked constrains are storage facility, and unaware about export facility and procedure etc.

4. Conclusion

The investigation attempt to study the various constrain faced by the producer/ farmer in marking of pomegranates in western Maharashtra state. The result reveled that, the aaverage size of land holding was 5.66 ha. Ppomegranate producer plant Bhagwa variety because of their market rate, export quality and production Payment security from marketing agencies, price fluctuation of fruit in the market, commissions of market intermediaries were the major constrained of producer in the study area. Government policy and agency and rational decision from farmer are much essential for overcome these constraints.

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