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Study on constraints analysis of production and marketing of Aonla in Pratapgarh district of Uttar Pradesh

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Abstract

The study was conducted during the agricultural year 2019-2020. A multistage purposive cum random sampling was used to select the district, development blocks, Villages and the aonla growers. Pratapgarh district was selected purposively, two blocks namely Sadar and Sandwa Chandrika were selected purposively, 10 villages from each blocks selected purposively and 200 aonla growers were selected randomly. Therefore orchardists of the aonla were categories into four groups based on life of the orchard viz. 0-6 years, 6-12 years, 12-24 years and 24 & above years. Percentage method was used to work out, problems and constraints in the production and marketing of aonla. The main problem and constraint in the production of aonla was problem in controlling insect-pest and disease (65.80%) followed by Shortage of human labour during peak period (65.11%), Unavailability of fertilizers and plant protection chemicals (54.28%), Shortage of credit (52.49%) and Shortage of F.Y.M. (48.21%) respectively. The problems and constraints regarding marketing aspects- the processing unit was highest being 95.34% followed by sale of aonla at distant places (94.12%), Pre harvest contractor sale provision (92.49%), Storage facilities (88.76%), Transportation facilities (82.53%) and Mal practices in the market (75.83%) respectively.

Keywords: Constraints, respondents, aonla, F.Y.M

Introduction

Aonla is an indigenous fruit of India. It is full of Vitamin 'C' and used for preparation of several Ayurvedic medicine. Commercial aonla orchards of indigenous cultivars are established particularly on calcareous and slightly saline soils where other fruits crops generally do not survives. Aonla because of its specific nature has much scope for commercial cultivation. Aonla is suitable for marginal farms and does not require much care (Singh *et al.*, 2006) [12]. It is being grown across the country in an area of 108000 ha with production 1266.46 000 tonnes annually (NHB, 2013) [8]. Consumption of raw aonla fruit is considered to be good for human health, but because of the inherent high astringency it has little value. Therefore, it can used into various products viz. murabba, candy, juice, pickle, powder, segments-in-syrup etc. Among these, juice is the preferred product. The blended fruit beverages are far superior to synthetic beverages in terms of quality (Srivastava, 2004) [13]. India is the largest producer and consumer of sucrose in the world. But, over the past few decades the nutritional role of sucrose has become the issue of controversy due to changing dietary needs of urbanized population (Nishad and Gowda, 2006) [10]. The highest yield of fruits per tree was recorded in Kanchan (3459 fruits tree and 99.79 kg fruits tree). Higher size of fruits was observed in NA-7, whereas, small size fruits were observed in Krishna. (Maholiya *et al.*, 2015) [1]. The fruit, due to its sour and astringent taste, has very limited table value. The fresh fruits are generally not consumed due to their high astringency but it has got great potential in processed forms. Aonla fruits are highly perishable in nature and hence its storage in atmospheric conditions after harvesting is very limited (Kumar, et al 1993) [11]. The fruit is used in the preparation of various ayurvedic tonics like chavanprash, triphala, etc. However, aonla fruits are processed into a number of food products like preserve, jam, jelly, candy, toffee, pickle, sauce, squash, juice, RTS beverage, cider, shreds, dried powder, etc. (Tondon, *et al.* 2003 and Singh, *et al.* 2005) [4, 15]. Major constraints were lack of financial resources, high cost of agriculture inputs, perishable nature of the produce, pests and natural calamity attack, lack of market information, price fluctuation in national markets and high transportation cost (Khan and Khan, 2014) [6].

It was also found that there was a highly significant difference between the aonla growing farmers and farm women with respect to their suggestion of agriculture information.

India is the largest producer of mangoes and bananas and is among the first ten in the production of apples, papayas, oranges and grapes (Wani *et al.*, 2017) [16]. That majority of the respondents faced problems as non-availability of extension field services, lack of irrigation water, lack of cold storage facilities, extra commissions, distant markets, scab disease and fruit fly (Khalil *et al.*, 2014) [17]. Production and marketing constraints faced by citrus growers in Jammu region of J & K. The study revealed that in the cultivation of citrus several constraints such as inadequate irrigation facilities, non-availability of good quality seedlings, farmyard manure and lack of latest technical knowledge were predominant and expressed by most of the farmers (Bhat *et al.*, 2015) [2]. Over all World, India has the second rank after China in production of fruits. Maharashtra state stood first in the production of Pomegranate (Shrote *et al.* 2018) [14].

India's ranks IInd in fruits production in the world with the production of 97358.00 thousand MT from 6506.00 thousand ha area. Contribution of aonla in fruit production is 1075.00 thousand MT from 93.00 thousand hectare area (NHB, 2018) [9]. Uttar Pradesh accounts for nearly 60 per cent of this production. Pratapgarh district of U.P. is a major aonla producing district covering 7000.90 hectares with the production 31064.30 MT. (DHO, 2018) [5]. It is ascertain from above discussion that aonla cultivation can certainly help to raise the income and employment of the farming community taking marginal land underutilization. Thus, to understand the

present scenario and future prospects of aonla cultivation in a leading aonla district of U.P. i.e. Pratapgarh.

Methodology

The study was conducted during agricultural year 2019-20. A multi-stage purposive cum random sampling technique was adopted for selection of district, blocks, villages and aonla growers. Pratapgarh district was selected purposively, two blocks namely Sadar and Sandwa Chandrika were selected purposively, 10 villages from each blocks selected purposively and 200 aonla growers were selected randomly. Therefore orchardists of the aonla were categories into four groups based on life of the orchard viz. 0-6 years, 6-12 years, 12-24 years and 24 & above years. In all 200 aonla orchardists were selected of which 34 orchardists were from 0-6 year's category, 62 orchardists from 6-12 years category, 68 orchardists from 12-24 years category and 36 orchardists from 24 & above category groups. Survey method was adopted to collect the information from the aonla growers. Percentage method was used to work out, problem and constraints in the production and marketing of aonla.

Result

Some problems and constraints were faced by the aonla growers in production and marketing of aonla. All the selected aonla growers were interviewed and observations obtained were analysed. Such important problems and constraints in the production and marketing of aonla in the study area are presented in table-1.

Table 1: Problem and constraints in the production and marketing of aonla

S. No.	Constraints	Respondents Percent
A	Input Problems	
1.	Shortage of F.Y.M.	48.21
2.	Unavailability of fertilizers and plant protection chemicals.	54.28
3.	Shortage of human labour during peak period	65.11
4.	Shortage of credit	52.49
5.	Problems in controlling insect-pest and disease	65.80
B.	Marketing	
1.	Pre harvest contractor sale provision	92.49
2.	Storage facilities	88.76
3.	Processing units	95.34
4.	Transportation facilities	82.53
5.	Sale of aonla at distant places (export)	94.12
6.	Mal practices in the market	75.83

Table-1 revealed that main problem and constraints in the production of aonla was problem in controlling insect-pest and disease (65.80%) followed by Shortage of human labour during peak period (65.11%), Unavailability of fertilizers and plant protection chemicals (54.28%), Shortage of credit (52.49%) and Shortage of F.Y.M. (48.21%) respectively.

The problems and constraints regarding marketing aspects are present in Table-1. Table-1 indicated that the processing unit was highest being 95.34% followed by Sale of aonla at distant places (94.12%), Pre harvest contractor sale provision (92.49%), Storage facilities (88.76%), Transportation facilities (82.53%) and Mal practices in the market (75.83%) respectively.

Conclusion

In the study area, main problem or constraint in the production of aonla was controlling insect-pest and disease (65.80%) followed by Shortage of human labour during peak

period (65.11%), Unavailability of fertilizers and plant protection chemicals (54.28%), Shortage of credit (52.49%) and Shortage of F.Y.M. (48.21%) respectively. The processing unit was highest being 95.34% followed by Sale of aonla at distant places (94.12%), Pre harvest contractor sale provision (92.49%), Storage facilities (88.76%), Transportation facilities (82.53%) and Mal practices in the market (75.83%) respectively.

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