



ISSN (E): 2277- 7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2021; SP-10(9): 503-506
© 2021 TPI
www.thepharmajournal.com
Received: 22-07-2021
Accepted: 24-08-2021

Shivananda P Yarazari
Ph.D. Scholar, Department of
Extension Education, Institute
of Agricultural Sciences, Banaras
Hindu University, Varanasi,
Uttar Pradesh, India

Arun Kumar Singh
Professor, Department of
Extension Education, Institute
of Agricultural Sciences, BHU,
Varanasi, Uttar Pradesh, India

Saikat Maji
Assistant Professor,
Department of Extension
Education, Institute of
Agricultural Sciences, BHU,
Varanasi, Uttar Pradesh, India

Corresponding Author
Shivananda P Yarazari
Ph.D. Scholar, Department of
Extension Education, Institute
of Agricultural Sciences, Banaras
Hindu University, Varanasi,
Uttar Pradesh, India

A study on marketing channels in dry grape production

Shivananda P Yarazari, Arun Kumar Singh and Saikat Maji

Abstract

The study was an “expost-facto” research carried out in Vijayapura district of Karnataka State during the year 2020-21. In Vijayapura district, two taluks were purposively selected based on the highest production of dry grapes. The total sample size was 200. A structured interview schedule was developed and data were collected through personal interview technique. The findings showed that the majority of the dry grape producers (45.00%) were using “Producers -Consumer” marketing channel. 34.00 per cent of them were using marketing channel of “Producers - Trader - Wholesaler – Consumer” whereas 21.00 per cent using “Producers -Trader -Wholesaler- Retailer – Consumer” marketing channel. Majority of the dry grape producers were marketing problems like no local market, lack of processing and storage units, low price of the produce and no supporting price from the government. There is an immediate need to improve various marketing practices by developing a strategy in order to overcome these impediments which will enhance the entrepreneurial access of the dry grape producers.

Keywords: consumer, entrepreneurship, market, producers and strategy

Introduction

Cultivation of fruits played a pivotal role in diversification of agriculture along with food and nutritional security of ever growing population. Diversification of agriculture is considered as an important strategy for agricultural development in India and importance of horticultural crops as a means of diversification and creation of additional employment opportunities in rural areas is well accepted. Besides, it also promotes development of agro-industries’ with value addition.

Growing horticultural crops can provide gainful employment to a larger majority of the farmers and agricultural labour throughout the year. One hectare of fruit production generates 860 man-days per annum as against 143 man-days for cereal crops. Some industrial attribute crops and cultural intensive crops like grape, banana and pineapple, generate much larger employment ranging from 1,000 to 2,500 man-days per hectare per annum.

Raisin is prepared from dried grapes of the varieties conforming to the characteristics of *Vitis vinifera* L. The grapes are processed in an appropriate manner into a form of marketable raisin with or without coating with suitable optional ingredients. Raisin provides the energy of 299 kcal, carbohydrates of 79.18 g and a good source of protein which provides 3.07 g (per 100 g) and it is rich source of vitamins such as vitamin C, K and B. It is rich source of minerals like potassium, phosphorus, manganese, iron and contains no cholesterol (National Health and Nutrition Examination Survey, 2001–2012) [3].

In India, raisins are mostly produced in Maharashtra, Karnataka, Tamil Nadu, Andhra Pradesh, Punjab, Rajasthan, Madhya Pradesh, and Western Uttar Pradesh. Raisin production in India was 1,95,900 MT in 2018-19 in which 22,471 MT was exported. Maharashtra ranks first in production with 82.56 per cent of total grape production along with highest productivity (Source: APEDA, 2018-19)¹. However, the major produce is derived from the states of Maharashtra and Karnataka. In India, total grape production was 29,20,000 tons whereas Karnataka produced 5,24,000 tons in 2018-2019 and stands second among Indian states (Source: Horticulture Statistics Division, Department of Agriculture, Cooperation and Farmers Welfare, GOI-2018) [2].

In Karnataka, Vijayapura district has highest area under grapes with 12,253 ha followed by Belagavi and Bagalakot districts. In production aspect the Vijayapura district stands first by producing 1,98,000 M. Tons followed by Bagalakot and Belagavi districts. In Vijayapura district, the Vijayapura taluk produces highest (1,60,185 M. Tons) grapes followed by Indi taluk (18,273 M. Tons). (Source: Horticulture Statistics Division, Department of Agriculture, Cooperation and Farmers Welfare, GOI-2018) [2].

Considering raisin industry, the packaging and labeling has also to be improved so that our product complies with the international quality standards in this regard. Different packing materials of food grade quality should be tested for their suitability with regards to easy availability, convenience, environmental profile and overall economics. There is urgent need to develop technology for storage of the raisins under ambient condition to save the huge expenditure incurred towards electricity in cold storage. Further, this storage technology should protect the raisins from browning or discoloration while on storage (Sharma, 2007) [8]. Thus there is a big potential of raisin industry in India in terms of the marketing of this product in domestic and international market for import substitution and better utilization. Besides, there is possibility of diversification of raisin industry by promoting the production of flavoured and coloured raisins and promoting raisins as nutraceuticals in public health care.

Methodology

The Vijayapura district comprises of five taluks among these Vijayapura and Indi taluks were purposely selected based on highest production of dry grapes (12,000 Tons and 3000 Tons, respectively. APEDA, 2018-19) [1]. From each taluk ten villages were selected. From each village ten respondents were selected randomly. Hence, the study covered 20 villages from 2 taluks of Vijayapura district to form a sample of 200 respondents. Marketing channels are composed of all the companies involved in the design, production and delivery of

a product to market. The goal of marketing channels management is to increase sales of goods and services to the final end use customer while at the same time reducing both inventory and operating expenses. In order to measure the marketing channels used by dry grape producers, an extensive review of literature and discussion with experts was done and five most suitable marketing channels which were prevailing in the study were selected and included in the schedule. Collected data were analyzed using frequency and percentages. Marketing problems were obtained using a structured interview schedule and were analyzed using Garret's ranking methodology to develop a quantitative position of each problem.

Results and Discussion

I. Marketing channels in dry grape production

The results in Table 1 and Fig. 1 depicted that more than two fifth of the dry grape producers (45.00%) were using "Producers -Consumer" marketing channel. More than one third of them (34.00%) were using marketing channel of "Producers - Trader - Wholesaler -Consumer". Less than one fourth of the respondents (21.00%) were using "Producers - Trader -Wholesaler- Retailer – Consumer" as marketing channel. The results were also revealed that none of the dry grape producers were using "Producers-Trader-Retailer-Consumer" and "Producers - Wholesaler - Retailer – Consumer" as marketing channel.

Table 1: Marketing channels in dry grape production

Sl. No	Marketing channels	Frequency	Percentage
1	Producers – Consumer	90	45.00
2	Producers -Trader-Retailer- Consumer	0	00.00
3	Producers - Trader - Wholesaler - Consumer	68	34.00
4	Producers - Wholesaler - Retailer - Consumer	0	00.00
5	Producers -Trader -Wholesaler- Retailer - Consumer	42	21.00

The reasons might be that the government schemes like e-NAM was facilitated dry grape producers to follow direct marketing. This might have increase producer's share in consumer's rupee which will enhance net income of the farmers. The main benefit of this marketing channel was that it reduces marketing cost and increase the profit margin of the farmers. The extension agencies like Krishi Vigyan Kendra, ATIC and NGO's has to build awareness among farmers about importance of direct marketing. "Producers - Trader - Wholesaler -Consumer" was second most used channel which has certain limitation that there was involvement of intermediaries like traders and wholesalers might have

minimized the profit of the dry grape producers. It provided less producer's share in consumer's rupee compared to direct marketing. Few numbers of dry grape producers were using "Producers -Trader -Wholesaler- Retailer – Consumer" which has high marketing cost and fewer profit margins to dry grape producers. The net income of the dry grape producers was reduced due to more number of market functionaries. The results were in line with findings of Shindesai (2011) [9] found that high percentage of respondents were using marketing channel of "Producers – Consumer". Rajina (2017) [7] observed that more number of farmers were sold their produce through direct marketing.

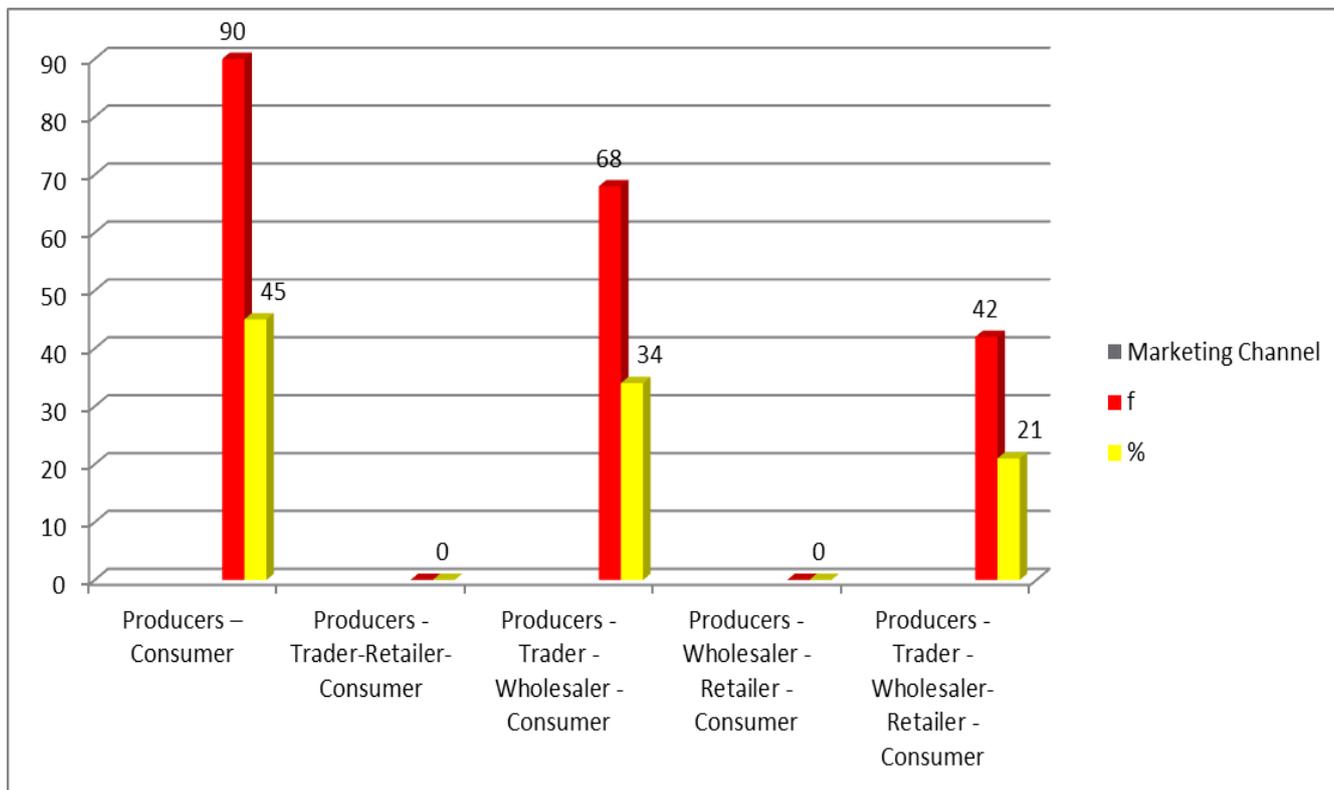


Fig 1: Marketing channels in dry grape production

II. Marketing problems faced by dry grape producers

The results in the Table 2 and Fig.2 revealed that no local market (55.86) was assigned first rank in both overall and group wise ranking. Lack of processing and storage units (54.15) has second rank in overall and group.

Low price of the produce (46.78) has overall ranked fifth and group ranked three. No supporting price from the government (45.80) was expressed in seventh place in overall and fourth place in group wise ranking.

Table 2: Marketing problems faced by dry grape producers

Sl. No.	Marketing problems	Sum of the Garret’s score	Mean	Group ranks
1	Lack of processing and storage units	10830	54.15	II
2	Low price of the produce	9357	46.78	III
3	No local market	11172	55.86	I
4	No supporting price from the government	9160	45.80	IV

The reason be might be that, there is no local market for raisin and farmers need to take the produce to neighboring state to sell the raisin and there is no regulation policy by the Government on price of raisin so it is often that farmers face the problem of price fluctuation, low price for the produce. Further there is no provision for announcing the supporting price for the processed products. Inclusion of processed products under Minimum Support Price would help the dry grape producers from low price which affect the farmers’ income stability. The results are in line with Singh *et. al.*, (2011) [10] found that majority of the farmers have expressed

lack of marketing facility and lack of processing and storage units as major constraints. Lwelamira *et. al.*, (2015) [5] revealed that no local market was the most important constraint followed by low price for the product. Kiran and Singh (2019) [4] expressed the problems like lack of grading facility, lack of storage facility and lack of cold storage facility in their study. Patra *et. al.*, (2019) [6] found that marketing of produce was the most important problem. Singh *et. al.*, (2019) [11] observed that lack of storage facilities nearby was the main problem among farmers.

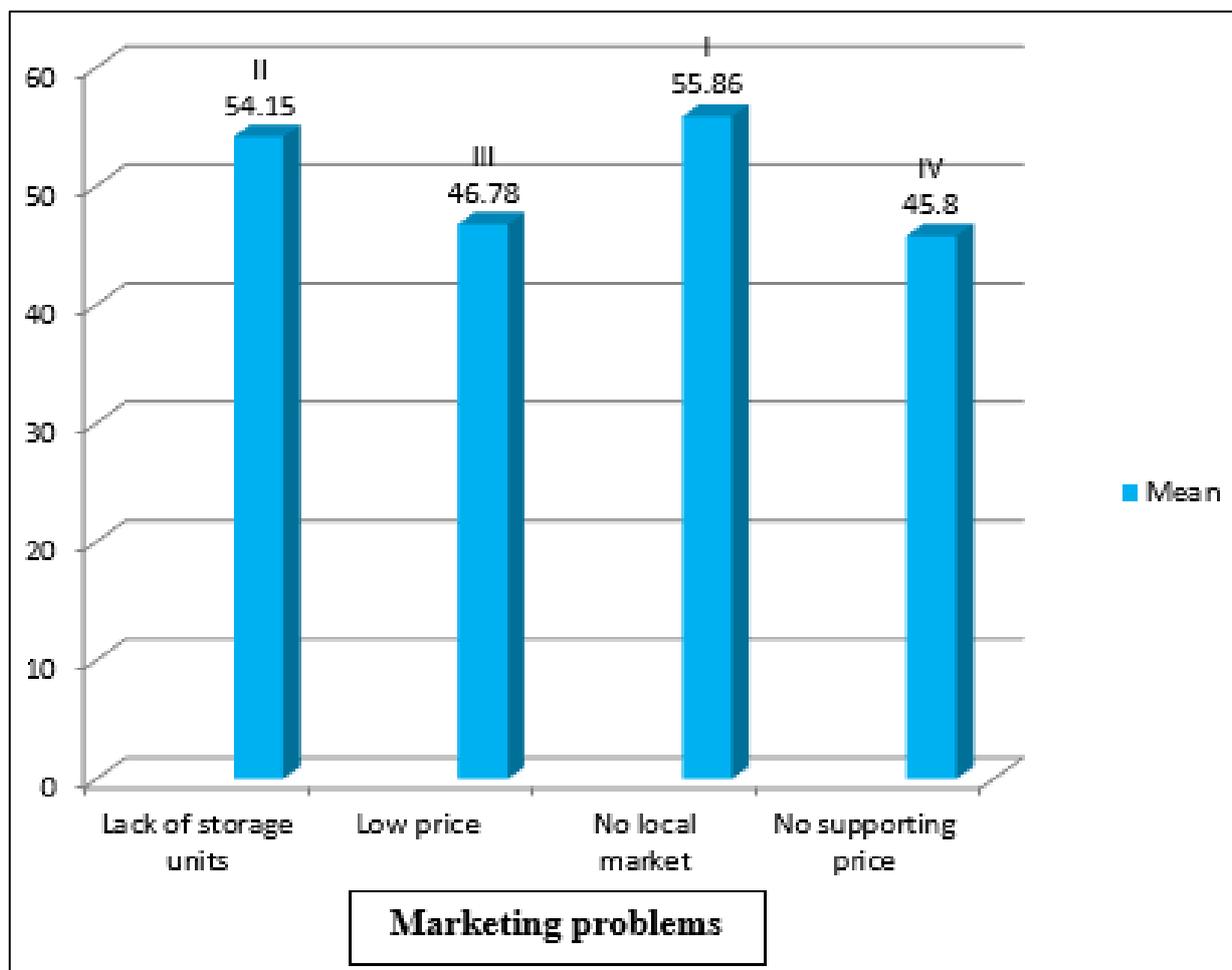


Fig 2: Marketing problems faced by dry grape producers

Conclusion

The findings showed that the majority of the dry grape producers were using “Producers -Consumer” marketing channel, “Producers - Trader - Wholesaler – Consumer” marketing channel and “Producers -Trader -Wholesaler-Retailer – Consumer” marketing channel. High percentage of the dry grape producers were marketing problems like no local market, lack of processing and storage units, low price of the produce and no supporting price from the government. The extension agencies like Krishi Vigyan Kendra, ATIC and NGO’s has to build awareness among farmers about importance of direct marketing. Government should bring proper policies that can eliminate marketing malpractices and various types of market exploitations. Providing good price, proper market information and better market facilities increase the farmers’ confidence on existing market and net income. So, there is an immediate need to improve various marketing practices by developing a strategy in order to overcome these impediments which will enhance the entrepreneurial access of the dry grape producers.

References

1. Anonymous. Agricultural and Processed Food Products Export Development Authority 2017-18.
2. Anonymous. Horticulture Statistics Division, Department of Agriculture, Cooperation and Farmers Welfare, GOI-2018.
3. Anonymous. National Health and Examination Survey, 2001-2012.
4. Kiran K, Singh RP. Constraints Analysis in Vegetable Supply Chain Management in Small Production System. Indian Journal of Extension Education. 2019;55(3):150-153.
5. Lwelamira J, Safari J, Wambura P. Grapevine Farming and its Contribution to Household income and Welfare among Smallholder Farmers in Dodoma Urban District, Tanzania. American Journal Agriculture and Forestry. 2015;3(3):73-79.
6. Patra NK, Shikmeth K, Sanjoy D, Romen S. Problems in King Chilli (*Capsicum* spp.) cultivation and status of extension services in Mon District, Nagaland, India. Indian Journal of Extension Education. 2019;55(4):102-109.
7. Rajina P. Entrepreneurial behaviour of brinjal growers. M.Sc. (Agri.) Thesis, Dr. Panjabrao Deshmukh Krishi Vidyapeeth, Akola, Maharashtra (India) 2017.
8. Sharma AK. Raisin Production in India. National Research Centre for Grapes, Pune (India), 2007.
9. Shindedesai. Entrepreneurial ability of cashew nut processors of Konkan region. Ph.D. Thesis, Dr. Balasaheb Sawant Konkan Krishi Vidyapeeth, Dapoli, Ratnagiri, Maharashtra (India) 2011.
10. Singh PK, Barman KK, Varshney JG. Adoption Behaviour of Vegetable Growers towards improved technologies. Indian Research Journal of Extension Education 2011;11(1):53-29.
11. Singh DV, Singh SK, Meena MS. Agri Entrepreneurs: Problems, Suggestions and Strategy for Successful Running of Enterprise. Indian Journal of Extension Education 2019;55(3):138-141.