

Original Research Article

Constraints Faced by Mandarin Growers in Marketing of their Produce

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ABSTRACT

The study was conducted in Amravati district of Maharashtra State. With the help of exploratory research design, data were collected from 80 farmers and analyzed with the help of suitable statistical methods. Distribution of respondents according to the marketing constraints faced by the mandarin growers i.e. Exploitation by middlemen, High cost of transportation, Storage and Grading, Fluctuation in market price, High commission charges, Lack of market information and Distribution of the respondents according to the suggestions by the mandarin growers to overcome the problems i.e Eliminate middlemen, Standardized price for the produce, Provide access to market information, Frame cooperatives for collective marketing, Mandarin association should spend time on market research.

Keywords

Mandarin growers,
Market,
Maharashtra

Introduction

Mandarin occupies the second position among all fruits cultivated in Maharashtra which has 1.38 lakhs hectare area under Mandarin cultivation with production of 8.26 lakhs metric tonnes with the productivity of 6 mt/ha (NHB, 2014). There is a great scope of increasing fruit production by increasing the productivity decreased the bringing more area under fruits crops.

The marketing is one of the post production activities, which consistently influences the extent and nature of cultivation as well as settle on profits to growers. No doubt, mandarin is a profitable venture but with the rapid increase in acreage and production several issues in marketing have emerged. Under the present circumstances, there is need for development of efficient marketing

system along with efficient production management in the whole range of marketing activities including post-harvest technologies like processing, grading, product development, storage, packing, transportation techniques, distribution, product standardization etc.

Materials and Methods

The study was conducted in four villages of Warud taluka of the Amravati district namely Warud gaon, Jarud, Shendurjana ghat (sheghat), Loni. From each village respondents (20) were selected on the basis of area and Mandarin production from total sample of 80 respondents. An exploratory research design of social research was used for present study. The statistical methods and tests such as frequency and percentage were used for the analysis of data.

Results and Discussions

From Table 1, 81.25 per cent of respondents reported that Exploitation by middlemen, 71.25 per cent of respondents reported that High cost of transportation, Storage and

Grading, 68.75 per cent of respondents reported that Fluctuation in market price, 22.50 per cent of respondents reported that High commission charges, 10.00 per cent of respondents reported that Lack of market information.

Table.1 Distribution of respondents according to the marketing constraints faced by the mandarin growers

Sr. No.	Marketing constraints	Frequency (N=80)	Percentage
1	Exploitation by middlemen	65	81.25
2	High cost of transportation, Storage and Grading	57	71.25
3	Fluctuation in market price	55	68.75
4	High commission charges	18	22.50
5	Lack of market information	08	10.00

Table.2 Distribution of the respondents according to the suggestions by the mandarin growers to overcome the problems

Sr. No.	Category	Frequency (N=80)	Percentage
1.	Eliminate middlemen	65	81.25
2.	Standardized price for the produce	56	70.00
3.	Provide access to market information	33	41.25
4.	Frame cooperatives for collective marketing	23	28.75
5.	Mandarin association should spend time on market research	15	18.75

From Table 2, 81.25 per cent of respondents reported that Eliminate middlemen, 70.00 per cent of respondents reported that Standardized price for the produce, 41.25 per cent of respondents reported that Provide access to market information, 28.75 per cent of respondents reported that Frame cooperatives for collective marketing and 18.75 per cent of respondents reported that Mandarin association should spend time on market research.

In conclusion, majority of the respondents (81.25%) reported that Exploitation by middlemen, Majority of the respondents (81.25%) reported that Eliminate middlemen.

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