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## 'SANGLI – TASGAON BEDANA (RAISIN) MERCHANT ASSOCIATION' – AN OVERVIEW

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### ABSTRACT

**S**angli –Tasgaon Bedana Merchant Association is established in the year 1994 with the object of development of raisin production and marketing in Sangli district. The work area of the association is only Sangli district. A person who is eighteen year old and function as a commission agent or trader of raisin become member of this association. An individual H.U.F. company, co-operative society and association of persons have also permitted member of this association. The head office of association is situated at Tasgaon.

13 directors including chairman decide plans and policy. The association helps to avoid the cheating of producers. Association also co-ordinate between APMC, traders, commission agents and raisin producers for the development of raisin market.

**KEYWORDS:** Raisin, Marketing, Association, Merchant.

### INTRODUCTION

On 13th march 1994 the regulated market for raisins was established at Tasgaon in Sangli district. The Tasgaon market is one of the big and

famous regulated market for raisins in the Asian country. After that Sangli and Pandharpur regulated markets in western Maharashtra and Nasik regulated markets for raisin established.

In this regulated market auction method is followed for raisins marketing. On the basis of sample of raisins the open auction is done. The raisin producers before sale of their produce, first contacts with the commission agents in the market and after his consent, hand over the sample of their produce for action. At the market day, the wholesalers and traders from different places in country take part in open auction sale. The prices are given according to the quality and grade of the raisins. The association appointed staff for control and supervise of auction sale run in Tasgaon and Sangli APMC.

### OBJECTIVE OF THE STUDY

- To study role played by

association.

- To study work done by association.

## RESEARCH METHODOLOGY

The study is based on secondary data only. The secondary data collected through published library resources such as books, magazine, news paper and annual report of association and non participative observations.

## OBJECTIVES OF ASSOCIATION

- To increase, develop and defense raisin production and marketing.
- To provide information to raisin commission agents, traders and merchants about government schemes and other schemes.
- To acquire knowledge of government policy, rules of marketing.
- To appoint study groups and investigation committee for solving difficulties in raisin marketing.
- To Frame and implement rules and regulations for healthy marketing practices in Tasgaon and Sangli APMCs
- To collect and publish all information relating to raisin production and marketing.
- To arrange seminars, conferences and lectures for the development of raisin production and marketing.
- To help community at the time of natural calamities.
- To develop commerce, science and technology education for improvement in raisin production and marketing techniques.
- To co-ordinate between traders, commission agents and raisin producer for the development of raisin market.
- To take research project in relation to the raisin production
- To help the sincere, poor students for educational purpose.

The Board of Directors of the association consists of 13 members including chairman and vice chairman. The head office of association is situated in Tasgaon and one sub-division office is working in Sangli. The Board of Directors take all policy decisions and other important decisions. Following functions are performed by Board of Directors.

- The Board of directors take all policy decisions and supervise work which is going as per predetermined policies.
- To control and supervise asset and investment of association.
- To frame rules and regulation for healthy marketing practices.
- To appoint staff for day to day work of association and decide their salary and service conditions.
- To appoint Committee and sub-committee and its members for attaining association's goals.

## Role of Sangli – Tasgaon Bedana (Raisin) Merchant Association in Marketing of Raisin

Sangli- Tasgaon Bedana Merchant Association is established in the year 1994 Mr. Ashok Bafana, Mr. Jamnadas Thakkar, Mr. Mahadev Hingmire Mr. Rajendra Kumbhar have taken hard efforts for establishment of this association. Development of raisin production and raisin marketing are main objectives of this association. Various activities are run by the association for the development of raisin production and marketing.

## Raisin Exhibition-

For the first time in the country, 4 day long exhibition of raisin held in the year 2012 in Tasgaon of Sangli district. The exhibition is organized by Sakal Media Group, Pune with Tasgaon APMC and Sangli Tasgaon Bedana Merchants Association as sponsors and West coast Herbocome company co-sponsor.

Sangli district is well known worldwide for producing raisin and grapes. The exhibition is held with the intention to give information of raisin and grape and to give new elements and options to farmers along with necessary information to get high quality and highest rates for raisin in a global competition. The object of exhibition also to create awareness in farmers for sale techniques. All elements from production to sale were under one roof in the exhibition. The exhibition was held over two acres of land at Tasgaon Market committee premises. Various companies producing chemical ingredients, plastic crates and papers, corrugated boxes, raisin sorting machines and machine for increased production of grapes were displayed their production in this exhibition. Various experts guide to the farmers through their lectures on raisin and grapes production and marketing.

### **SALES PROMOTION PROGRAMME**

The association arranges programs for increasing sales in national as well as international market. Expert's lectures are arranged on development production system of raisins to improve quality raisins through seminars and publications. Following sales promotion activities completed by association.

Dr. S.D. Sawant (scientist of National Grapes Research center Pune) delivered lecture on quality raisin production techniques in the year 2004

Dr. Ajay Kumar Sharma (scientist of National Grapes Research center Pune) delivered lectures on opportunities of raisin export in the year 2006

One day state level seminar arranged in the year 2009. The theme of this seminar was modern production system of raisin, 106 raisin producer farmers participated in this seminar. The association completed one day workshop in the year 2010 under the guidance of Mr. Subhash Aarwe, and to improve the quality raisins to the international standards was the main theme of this workshop.

The association arranged seminars in the year 2008 for commission agents and traders. To educate the commission agents and traders about healthy marketing practices.

Every year the association called meeting of its members. All the issues relating to raisin marketing are discussed in this meeting. The association collected all the information relating to raisin production and marketing every year. All this information is published and circulated. This information is useful for raisin producers, seller, commission agents, traders and organized markets.

### **SOCIAL WORK OF ASSOCIATION**

Apart from the above work, the association is also doing social work in Sangli district. In the year 2004-05 and 2009-10 there is draught condition in western Maharashtra especially in Sangli district. Many villages faced difficulties of drinking water. At that time association distributed 500 Lt. and 1000 Lt. Plastic water tanks in Sangli district. Nearly 500 water tanks were distributed in Sangli district. With the help of this water tank many villages solved their drinking water difficulties to some extent.

Association also helps the poor and sincere students for completion of their education. Many of sincere students do not complete their higher education due to financial difficulties. From the year 2004-05 the association helped 19 students for completion of their higher education.

### **CONCLUSION**

Association is functioning well in Sangli district for development of raisin production and marketing, various activities run by the association for the development of raisin production and marketing but the association has not full- fledged independent research department. It is essential for assessing the demands and Liking of consumers in the foreign market for expanding of global market. Maharashtra government decided to allow farmers to sell their produce in the open market. The move aims to facilitate better financial remunerations for the farmers who would now be free from the regulatory mechanism of APMCs. Before this, farmers have to compulsorily sell raisin produce to traders at the designated APMC

markets. In this situation Association has Challenges to develop and coordinate agricultural marketing system in Sangli district.

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