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A STUDY OF RAISINS MARKETING IN SANGLI AGRICULTURE PRODUCE MARKET COMMITTEE

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ABSTRACT

Sangli APMC is regarded as popular market in Maharashtra. At the beginning mostly turmeric is leading one in India from Sangli. from the year 2002 purchase and sale of raisins were brought under regulation. The 80% goods come from Karnataka because this market committee is between Maharashtra and Karnataka boundary. In this goods there is Jaggery, maize, jowar etc. There is 36 types of agricultural goods under the rules & regulations of market committee. In Sangliwadi and Haripur there are underground stores which are called “Pev” that are used to store turmeric. This is a natural facility in Sangli. Indian government has established turmeric speculation marketing centre at Sangli for purchasing and selling of turmeric to merchants, farmers from Andhra Pradesh, Karnataka and Tamil Nadu. There is understanding and co-operation in market committee that’s why there is great improvement in business which is satisfactory.



KEY WORDS: APMC, Raisin, Sales, Price.

INTRODUCTION

Sangli APMC is the biggest and the most important regulated markets in the Western Maharashtra. The Agricultural produce market committee, Sangli came in to being in 1950 and had a jurisdiction over Miraj Tahsil. Under the Bombay Agricultural Produce Market Act of 1939, sale and purchase of groundnut (unshelled as well as shelled) *gul*, turmeric, chilies, cotton, redgram, coriander, sunflower, jawar, bajara, wheat and maize were brought under regulation. Subsequently, the area of operations of the market committee was extended to Jath and Kavathe-Mahankal tahsils also, and a sub-market at Jath was established in 1959. In view of the importance of Miraj as a food grains market, a sub-market was established in 1954. In the year 1960 the Sangli APMC has been selected, by the government, as one of the agencies for reporting the daily prices for broadcasting them from the ‘Akashwani’. The daily price position is reported to the Market Research Officer, Mumbai, who provides the same to the ‘Akashwani.’

For the better regulations of sale proceeds of agricultural commodities, Sangli APMC has established principal market in Sangli city. The area of this principal market yard is 35 hectares. The site of principal market is on Sangli-Miraj road. At present Sangli APMC have also seven subordinate market situated two at

Sangli and one at Miraj in MirajTahsil, one at Jath and one at Madgyal in JathTahsil, one at Kavathe-Mahakaland one at Dhalgaon in Kavathe-Mankhal.

METHODOLOGY-

The present study is based on both the primary and secondary data. The primary data were collected from records of Sangli Agriculture Produce Market committee. The secondary data were collected from books, journals and annual reports of Sangli APMC.

OBJECTIVE OF THE STUDY-

The objectives of the study to find out total sales of raisins in Maharashtra and sales share of sangli APMC and prices of raisins in last ten years.

Establishment and Development of Sangli Agricultural Produce Market Committee

Sangli is main market yard which includes there Tahsil in its working area; Miraj, Kavathe-Mahankal, Jath. The Details of Sangli APMC is as follows.

- Sangli main market yard has 88.10 acre area. As well as there is 11.38 acre area of market committee on Sangli – Kolhapur road for fruits and vegetables market. In this area roads, drainage, wall compound, water tank, merchant shops, canteen, farmers residence, auction platform facilities are provided.
- Sangli cattle secondary market area has 3.20 acre.
- Shamrao Banduji Patil has 21.29 acre area of secondary market of Miraj.
- Vitthal Daji Patil secondary market area for Kavathe-Mahakal has 21.38 acre land.
- Dhalgaon secondary market area has 9 acre land.
- Shrimant Vijaysinhrao Daphale secondary market area, Jath has 31.25 acre land.
- B. R. Shinde secondary market area, Madgyal has 10.4 acre.

There is great demand of turmeric, Jaggery, Chili, Soya bin, Maize & raisin in Sangli market yard. In the year 2010-11 Sangli Market committee has income of Rs. 115847330.34 including market fee, license fee and expenditure of Rs. 44298997.38. Groundnuts are only sold by classification. Turmeric and jaggery are yet not sold by classification. The main agricultural goods from Sangli market committee are published & broadcasted in local newspapers & on radio. There is a cattle marketing at Sangli, Miraj, Kavathe-Mahankal, Jath, Madgyal, Dhalgaon respectively on Saturday, Wednesday, Tuesday, Thursday, Friday & Sunday. Day by day all the facilities are provided for this market which are needful.

RAISIN MARKETING IN SANGLI APMC

The Sangli APMC established for regulating the marketing of different types of agricultural produce on 16th September 1950 as well as regulating the raisins marketing from the year 2002-03 which second APMC in India regulating raisin sales. Raisin manufacturing was not started until 1980 in India. India was importing raisin from Afghanistan and Iran. But in 1982 raisin manufacturing was started by farmers from Tasgaon of Sangli district. Grapes are available in market from the month of January to April. Hence, grapes growers couldn't get right price to their products. As well as in 1985 there was huge production of grapes in Sangli district. That's why there was huge manufacturing of grapes & low demand. As a result there was no right price for grapes. Due to this reason grapes growers turned to raisin manufacturing. There was high ratio in raisin manufacturing in Sangli district. But there was problem of raisin marketing because there was not different facility for raisin marketing. Local merchants were purchasing raisin at low price from farmers & were selling all over India for high price. That's why raisin manufacturer couldn't get right price for their product. In 2002 Sangli APMC started auction of raisin as a solution on that problem. At the beginning grapes growing was in high ratio in Tasgaon from Sangli in district. But from 1985 Khanapur, Jath, Palus and MirajTahasil have also started grapes production. Following Table Shows that Total Sales of Raisins in Maharashtra and Share of Sangli APMC

Table 1.1
Total Sales of Raisin in Maharashtra and Share as Sangli APMC

Sr. No.	Year	Sales of Raisins In Maharashtra (tonnes)	Sales share of Sangli APMC	
			Sale (Tonnes)	%Age of total Sales
1	2006-07	50,000	17,320	35
2	2007-08	90,000	15,300	17
3	2008-09	95,000	44,000	46
4	2009-10	85,000	27,670	33
5	2010-11	75,000	28,035	37
6	2011-12	10,5000	28,436	27
7	2012-13	1,60,000	52,646	33
8	2013-14	1,30,000	50,519	39
9	2014-15	1,80,000	43,759	24
10	2015-16	1,70,000	38,745	23
Total		11,90,000	346430	29

Source – Records of Sangli Agriculture produce market committee.

Note: Percentage figures have been rounded off.

The table 1.1 shows that 50,000 tonnes raisin marketed in the year 2006-07 and share of Sangli APMC was 17,320 tonnes (35%) In the year 2015-16 1,70,000 tonnes raisin marked in Maharashtra of which share of Sangli APMC was 38,745 tonnes (23%) In last ten years the share of Sangli APMC have 29% of the total sales. It means that Sangli APMC played very important role in marketing of raisins.

PRICES OF RAISIN IN SANGLI APMC

Commission agents and traders take part in raisin auction sale in sangli APMC. The traders and wholesalers from the Mumbai, Delhi, Calcutta, Chennai, and other big cities in India take part in open auction sale in the market. Marketing of raisin takes place throughout the year. It is because raisin can be preserved in cold storage. Usually raisin producers bring their produce in the market when the market conditions are favourable. Raisin producer's first contact with the commission agents, their sale of produce and after his consent collects the sample from cold storage where raisins store by producer. On specific day auction sale arranged by APMC. Raisins are sold to traders or purchasers who give highest price in auction. The process of price fixation is influenced by total volume of market arrivals of the product, number of purchasers and traders participating in auction, color of raisin, pulp in raisin, texture of raisin and taste of raisin.

Raisins are sold to those traders or purchasers who gives the highest rate in auction when raisin producers are not present, at the time of auction, at that time only names of traders are written by commission agents in his diary. After completion of auction commission agents contact to raisin producer and told about raisin price received in auction. If raisin producers are favorable to sell their product, commission agents inform the traders and then delivery is given and amount collected from traders. If raisin producers are not favorable of selling his product then commission agents return sample to producer.

Table 1.2
Prices of Raisin in Sangli APMC(Per kg)

Sr. No	Year	Minimum	Maximum	Average
1	2006-07	40	150	60
2	2007-08	40	122	60
3	2008-09	40	131	45

4	2009-10	40	150	77
5	2010-11	40	206	102
6	2011-12	40	191	85
7	2012-13	25	121	105
8	2013-14	60	250	130
9	2015-15	50	160	120
10	2015-16	65	140	105

Source – Records of Sangli APMC.

Table 1.2 shows that minimum prices of raisins between Rs. 25 to Rs. 65. The maximum price of raisins in the year 2006-07 was Rs 150 and increased to Rs 206 per Kg in 2010-11. It is because of drought conditions in Sangli district so total arrivals in the market decreased. In the year 2014-15, 2015-16 maximum price of raisin comes down to bumper production. From the year 2009-10 maximum prices of raisins constantly increased. But the average prices of raisins are Rs. 45 to Rs. 105 per kg constantly. In the year 2013–14 average prices increased to Rs. 130 per kg which is highest price in history of Sangli market.

CONCLUSION

Sangli APMC is the controlling center of raisin marketing in western Maharashtra and have an important role not only in stimulating production and consumption, but also accelerate the face of economic development. Modern economic development involves a high degree of functional and vocational specialization and therefore requires an efficient marketing system of agricultural products that has been provided through regulation and establishment of regulated markets for raisins. Though, Sangli APMC is set up to ensure fair market practices in purchase and sale of raisin produce and to provide physical prerequisites for efficient and orderly marketing. Sangli APMC is important business center and points for distribution of raisins in western Maharashtra. Besides Sangli markets also provide vast employment opportunities, both directly and indirectly.

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