



"PROBLEMS OF RAISIN MARKETING IN SANGLI DISTRICT WITH SPECIAL REFERENCE TO TASGAON TAHASIL"

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ABSTRACT

Hard and experimental attitude of raisin producer and favorable weather condition raisin production increased tremendously in Tasgaon Tahasil. Due to huge raisin production, there is problem of marketing of raisins. Since 1984 raisins were sold through brokers, commission agents and by wholesale dealers. From Tasgaon Tahasil raisins are sent to Mumbai, Chennai, Delhi and Kolkata markets. But raisin producer farmers does not get better price by such marketing. Raisin auction sale have been started in Tasgaon regulated market on 13th March 1994. It is first raisin auction market in India. In the first two years total raisin market reached 13120 tonnes which turnover Rs 42 Crores. During the year 2010-11 total raisin market reached 36000 tonnes and turnover of Rs 170 Crores. In the year 2015 – 16 total raisin market reached 60,000 tonnes and turnover of Rs 520 Crores.

KEYWORDS : Raisins, Marketing, Channel, Cost Challenges .

INTRODUCTION

Raisins are one of the most nutritious dried fruits in the world. Raisins are cholesterol free, low in sodium and totally fat free. They provide us with many necessary vitamins and minerals including iron, potassium, calcium and certain 'B' vitamins. Raisins are good sources of fiber and rich in antioxidants. Raisins are 70% pure Fructose (a natural form of sugar) which is easily digested for quick energy. Up to 1980 raisin was not produced in India. India depended on foreign countries in respect of raisin. During the year 1972 in Tasgaon Tahasil Late Vasantao Aarwe, Late Ganpatrao Mehtre, Mr. Namdeo Mane and Mr. Shripad Dabholkar prepared 100 Kgs Raisins with the help of local engineers. These four experts played vital role in raisin production in India. After that Mr. Vasantao Aarwe went to Delhi and showed the 100 Kgs prepared raisins to scientist of Indian Institute of Agriculture Research. At that time scientist were shocked. They are not ready to believe the quality raisins produced by these Indian farmers. After that these farmers visited to America for observation and study of raisin process, dipping method, techniques and drying method of raisin making. After that in 1983 they do experiment about raisin shed, type of grapes for raisin making, use of dipping oil, spray system for drying and developed new and proper techniques of raisin making in India. Sangli District has secured second place in Maharashtra in grapes cultivation and raisin production. Major production of raisin has done in Tasgaon Tahasil. Tasgaon Tahasil stand unique center for raisin production. As raisins is an important product of grapes and as farmers are getting better price from raisin production. So they are making raisins on a large scale.

METHODOLOGY:

This paper based on primary and secondary data. Primary data collected from study area. The present study on raisin marketing was conducted during 2015-16 in Tasgaon Tahashil of sangli district

covering 200 hundred raisin producer spread over 40 villages. 50 commission agent and traders also covered. Secondary data collected through published and unpublished resources.

OBJECTIVE OF THE STUDY:

- 1) To study raisins marketing practices in the study area.
- 2) To study the cost of Raisin Marketing.
- 3) To study the problems of Raisins Marketing.
- 4) To present the observations, findings, conclusion and to make the suggestion for improving the production and marketing system of raisins.

PROCEDURE OF RAISINS MARKETING:

Regulated markets for raisin established at Tasgoan and Sangli in Sangli District, where in auction method of sale has been followed. The traders and wholesales from the different places in the country take part in open auction sale in the market. The raisin produces before their sale of produce, first contacts with the commission agents in the market and after his consent, handover the sample of their produce for auction. The price received in auction sale according to the quality and grade of the raisin. Price is also affected by supply and demand factor. Some raisin producers marketing their raisins at Delhi and other markets. Some raisin producers marketing their raisins directly to wholesaler.

Marketing Channel

The information of marketing channels observed in the study area is as follow.

1) Tasgaon Regulated Market :

Producer – Commission Agent – Wholesaler – Retailer – Consumer

2) National Market :

Producer – Wholesaler – Retailer – Consumer

3) Direct Marketing :

Producer – Wholesaler – Retailer – Consumer

Table No. 1.1
Channel of Raisin Marketing

Sr. No.	Types	No. of Raisin Producer	% age to sample
1	Auction Sale	170	85
2	Local Market	12	6
3	National Market	6	3
4	Direct Marketing (Private)	12	6
Total		200	100

Source - Field Survey

Note - Percentage figures have been rounded off.

Generally raisins are sold through the commission agents in auction sale. Table 1.1 reveals that 85 percent raisin sold in auction sale, 6 percent and 3 percent in local sale and national market respectively where direct marketing also 6 percent. Before 1994 all produced raisins sold to local, national market. Few producers adopt the direct marketing in metro city. After starting auction sale in Tasgaon regulated market majority raisin producer sold their raisin in auction sale, because payment received within 30 to 40 days after auction sale. From the above table and analysis, it can be interpreted that raisins are sold through the

commission agents in auctions sale because accurate and or extra price received to producers and there is no cheating at all.

Cost of Raisins Marketing:

An attempt has been made to work out the item wise cost of marketing per kg of raisins. The major item of cost of marketing is commission charges, grading packing transport & cold storage charges.

Table No. 1.2
Per Kg Cost of Raisin Marketing

Sr. No.	Particulars	Cost Per Kg.
1	Commission Charges	3.00 (26)
2	Cold Storage Charge	1.40 (12)
3	Grading	2.40 (21)
4	Packing	2.10 (19)
5	Transport Charges	1.30 (11)
6	Hamali	0.40 (4)
7	Other Charges	0.75 (7)
Total		11.35 (100)

Source - Field Survey

Note – Figures in parentheses indicates percentage to the total

It is apparent from the data in table 1.2 that per kg cost of marketing worked out Rs. 11.35. The major items of cost of marketing were. Commission charges, cold storage charges, Grading, Packing and transport charges. From the above analysis, it is found that commission charges is 26 percent and grading charges is 21 percent which is more than other components

Problems of Raisin Marketing:

Efficient marketing system is required for getting higher returns. But the raisin producers are facing various problems in marketing of raisins. The data about the major problems faced by the majority of raisin producers in marketing is presented in table 1.3

The most important problems in marketing of raisins were delay in payment of raisin by commission agent, low quality and rates, non-availability of labour in time, high cost of packing materials, lack of modern technology for raisins production etc.The other problems also faced by the raisin producers were, loss of raisins in sampling, poor quality of packing material, raisin imports from other countries, information of prices not provided by regulated market and commission agent.

Table 1.3
Analysis of Raisin Marketing Problems

Sr. No.	Problem	No. of Respondents/ Farmers	% age of Sample Size
1	Delay in Payment	190	95
2	Low Quality	178	89
3	Low Rates	178	89
4	Labor	56	28

5	Cold Storage	--	--
6	Technology	124	62
7	High Cost of Packing Material	180	90
Total		200	100

Source - Field Survey

Note - Percentage figures have been rounded off.

Table 1.3 reveals that major problems in raisin marketing. 95% producer faces the problems of delay in payment of raisin after auction sale. Up to 2009-10 payment made by agent within 21 days after auction sale but now a days it reaches 30 to 40 days. It means that payment received by raisin producers after 40 days. Another major problem is that low quality & rates of raisin, high cost of packing materials which shows the percentage 89, 90 respectively. 28% & 62% raisin producer farmers faced the labour problems & lack of technology. The researcher observed that 50 cold storage established in Tasgaon Tahasil, which storage capacity is 2,00,000 M. Tonnes, so there is no problem to the raisin producers about storing of their raisin products.

CONCLUSIONS AND SUGGESTION:

Raisin productions are not according to international quality standard so it affects on raisin marketing. If raisins are produces with the help of modern technique and principle of total quality management there is possibility to export raisins from these areas to various countries and get competitive advantages in the context of global conditions for this purpose following measures are taken up-

- a) Raisins comply with quality standards interms of physical, chemical and microbiological.
- b) Green raisins produced on a large scale for getting international market.
- c) Improvement has to be made in respect of to the cleaning of raisins, preferably by adopting mechanical means.
- d) Marketing federation of Maharashtra, APEDA and other government agencies develop and expand techniques of e-marketing system within the country and outside the country.
- e) Government establish laboratory for analysis to ensure the high quality raisins at their district place i.e. Sangli, Solapur and Nashik.
- f) Organized market provides all the information and facilities to the traders, commission agent and raisin producers.
- g) Farmers, workers, transporters and majority small business depend solely on raisin industry. So GST should not levied on raisin marketing
- h) Payment must be made to raisin producer within 20 days after auction sale.

Advancement in raisin marketing will focus on to improvement in variety and processing. It is expected that processing equipment will improve to reduce the amount of time required and improve to quality of the raisins. In the year 1994-95 the raisin market turnover was only (13000 tonnes) 42 crores in Tasgaon Tahsil. Now it reaches (60000 tonnes) 520 Crores. If above suggestions followed then in coming five years turnover of raisin marketing will reaches 2500 crores and accept future challenges in the context global environment.

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