Abstract

My work is on Marketing of Fruits in Chandigarh. Main objectives of my study are as follows:

1. To estimate growth in area, production and productivity of fruits.
2. To examine the seasonal behavior of arrivals and prices of fruits.
3. To find out alternative marketing channels in the marketing of fruits.
4. To suggest measures for improving the system of marketing of fruits.

Methodology: To achieve the objectives of the study, data from both the primary and the secondary sources were obtained. The secondary data was procured from various government offices/departments, research journals and market committee, etc. Appropriate statistical techniques/tools, i.e., time series analysis, regression analysis, correlation analysis, percentages and averages, etc. were applied to analyze the collected data.

Findings of the study:

The production growth performance of kinnow and mango was mainly due to enhancement in yield rather than area. In the case of apple crop area was found to be major contributing factor for production growth performance. Selected fruit crops are primarily produced for the market and retention is very low. The fruit arrivals are largely seasonal and this is accompanied with variation in prices. Producer’s share in consumer’s rupee is low and share of intermediaries is high. Modern terminal market is the immediate need of Chandigarh city.

Suggestions:

On the basis of these findings, there is a need to enhance yield of all the fruits especially of apple crop in kinnor district of Himachal state. Increase in the operational area/size of farm as well as proportion of the area allocated to the crop is equally important for increasing marketed surplus. Government should fix Minimum Support Price of fruits and bring FDI in fruit retailing. Centre government and Chandigarh administration should implement the proposed model of the modern terminal market immediately.