Study of production and marketing management of grapes in a Pune district and strategies for increasing productivity and profitability.

ABSTRACT

The focus of the present study was on Production, Marketing management and strategies for increasing productivity and profitability of grape in Pune District of Maharashtra. A sample size of 150 farmers and 50 market intermediaries was selected using proportionate random sampling method. Field level data were elicited for the agriculture year 2012-13 through personal interview method. For analyzing the data collected during the study, trend, tabular, financial and functional analysis were employed.

The temporal growth rate analysis of area, production and productivity of grape showed positive growth. The per hectare cost of establishment and maintenance cost during gestation period of grape garden was worked to Rs. 646544 and Rs.882411. Average per hectare yield obtained from grape cultivation was 27.48 tones, cost of cultivation of grape worked out Rs. 614518.98, net returns was worked to Rs. 182497.69. and B:C ratio was 1.30, which indicated that the cultivation of grapes was profitable.

Pay-back period (5 years), net present values (Rs. 83749.79), internal rate of return (18.5 per cent) was higher than the opportunity cost of capital indicated higher average earning power of money invested and hence cultivation was profitable. The per hectare use of manures and phosphorus was observed to be as per recommended dose while rest of inputs were underutilized. Functional analysis showed use of human labour, nitrogen and plant protection chemical was positive and highly significant.

Out of total harvest 60 per cent produce graded in grade I was sold in out state market and rest in local and state market. Major channel was Producer-Pre-harvest
contractor-Retailers-Consumers. The per kg marketing cost for 20 kg, 5 kg and 2 kg box were Rs. 4.39, Rs. 5.70 and Rs. 5.20, respectively. The producer’s share in consumer’s rupee was 63.48 per cent.

At the overall level growers were said that replacement of variety is very difficult and non availability quality planting material, non availability of manures/fertilizer in time and shortage of fertilizers, increasing prices of fertilizers and pesticides, increased resistance in paste and diseases, unavailability of skilled labour, credit is not made available in time and its procedure to obtain is complex, lengthy and rigid. Main constraint in marketing were costly packing material, fluctuation of prices, more commission charges, exploitation by intermediaries and difficult to meet export standards.