CHAPTER - VII

SUMMARY, CONCLUSION AND SUGGESTIONS

- Summary
- Conclusion
- Suggestions
Summary:

The present study is analyzed and presented in the following chapters.

In the preceding chapters of the present thesis a critical assessment of the marketing of horticultural crops was made. However, the analysis has been confined to the objectives of the present research work. This study brought many interesting observations throwing light on vital aspects of fruits and vegetables crops cultivation together with its marketing system. These have been dealt in elaborately in chapters’ first to fifth.

One of the main conclusions enumerating from the first chapter exhibits that fruit and vegetable crop does play an important role in shaping the economic destiny of the people of the state and will continue to do so in more effective way under a scientific programme of horticulture development. It is a matter of satisfaction that state is endowed with rich horticultural resources and hence offers immense prospectus for exploiting these resources at an extensive and commercial scale. Maharashtra occupies an important place in the cultivation of fruit and vegetable crops. Unfortunately this sector remained neglected till the dawn of independence.
The development of fruit growing on commercial lines has taken place only during the past quarter century. In respect of fruits and vegetables, Maharashtra is second and the foremost fruits growing state in India.

Chapter second highlights on the review of related literature on the present study. This chapter includes the detailed review of the literature available on the present study. Literature is the most important part of any research. In this chapter bulk of research articles and books are reviewed and made important comments regarding to this study.

Chapter third of the thesis an attempt to have a conceptual framework of marketing, the meaning of market and marketing, the historical development of the concept of marketing, new liberalized public horticultural marketing institutions in India during WTO regime, its importance and the features of horticulture marketing are dealt in detail in this chapter.

A critical appraisal of horticultural crops cultivation is being analyzed in the fourth Chapter. It is observed that fruit and vegetable crops rank first in the Western Maharashtra region among the various fruit and vegetable crops grown. The fruit and vegetable crops cultivation is mainly concentrated in Western Maharashtra Region, Konkan Region. The production of fruits and cultivation in the Maharashtra state has
shown a steady increasing trend from 767.73 thousand ha in 1996-97 to 8683.60 thousand ha during 2011-12 and vegetable cultivation in the Maharashtra state has shown a steady increasing trend from 787.60 thousand ha in 1996-97 to 45666.30 thousand hectare during 2011-12. Several incentive schemes are also in implementation to stimulate indigenous demand. It is essential that the surplus fruits and vegetables, particularly in glut season are to have profitable utilization; the processing industry must be considerably expanded. There is an urgent need to develop the processing fruit industry in the Maharashtra state so as to enable the producer to get a remunerative price for his produce commensurate with the investment of labour and other inputs. If the possibilities of foreign exports are explored for the canned fruits, the canning industry is likely to develop and it may in its turn strengthen the production base and stabilize the price structure.

The field investigation revealed that most of the fruits orchards suffer from multiple defects like poor layout, lesser use of chemical fertilizers, occasional pruning, absence of fencing and attack by various pests and diseases like fruits dieback etc. there is an urgent deed to launch a suitable scientific programme for the development of fruit and vegetables cultivation and its efficient marketing. Therefore, it call for the adoption of series of measures which can alone assure better returns to
the fruits and vegetables cultivators and handsome revenue to the state exchequer.

Chapter fifth of the thesis portrays, in detail the fruit and vegetable returns from different channels of marketing of fruits and vegetables. Now-a-days much of the consumer’s income is absorbed in the marketing and the producer receives a small share of that income. The cost of marketing the produce depends upon the particular channel adopted by the producer or the grower.

Prof. R. L. Kohl’s, optly defined the marketing margin as “the difference between the amount consumers pay for final product and the amount producers receive as food marketing bill”. If the channel used by the producer or grower is lesser, the profit margin is higher or otherwise if he can engage more and more channels in distribution mechanism, the margin received by the grower is lesser. Perishability, breakage and spoilage, grading, transportation, storage, unfair and wasteful trade customs, seasonal demand and supply, package and other costs are the important factors affecting the cost of marketing.

They vary from time to time and between the markets with different products. Since a wide range of functionaries are involved in the marketing operations of fruits and vegetables, the product is therefore loaded with multiple costs and margins. Regarding the price mechanism,
the fruit and vegetable growers in the area under study generally sell their standing crops to pre-harvest contractors. Some growers sell their produce after transporting the fruit and vegetable produce to the nearby assembling markets. The price quoted by the pre-harvest contractor will depend on several factors like, age and general conditions of the trees, type of soils, setting of the fruit, number of trees in the orchard, percentage of bearing and non-bearing trees, transport facilities available, distance of the orchards to the market and previous year record of the orchard. Neither the growers nor the contractors keep records of their transactions. It is observed that there exists a wide variation in the prices paid for standing crops from place to place and even in the same area from one orchard to another.

It is observed that zero level channels are the most economical one so far as the cost structure is concerned. Despite the fact that, this zero level channel is less expensive, growers hardly opt for it. Where we consider the cost component involved, wholesales channel is the second economical channel. As the cost of commission of external commission agent is absent in this particular channel it works out to be economical channel than the pre-harvesters channel. It is observed that, the overall marketing system of fruit and vegetable at present has not been efficient one economical.
Chapter sixth of the thesis is an attempt to analyze empirically, various marketing practices and problems of fruit and vegetable growers. The study has brought many problems uncounted in the marketing of the fruits and vegetables which at the sometime have the immediate bearing on grower’s returns. In the Marathwada, Vidharbha, Western Maharashtra and Konkan region under investigation, the layout of the fruits and vegetables orchard is a concern. The growers are holding lands in irregular shape and spread as small holdings. Despite the obvious benefits of pruning it is surprising to note that the growers are not following scientific method of training and pruning of fruits and vegetables plants. Fruits growing methods have been largely carried out by trial and error methods.

One of the most common and objectionable features of marketing of fruits and vegetables is the presence of pre-harvest contractors. Pre-harvest contractor takes the place of owner of orchard in all marketing engagements. Some of the major problems that have been found are picking, grading, packing, processing, transportation, storage, risk bearing and channel selection. All these problems have seriously affected the efficient marketing of fruits and vegetables crop.

Last chapter is the subject matter of summary, conclusion and suggestions given by the researcher to the present research work.
Conclusions:

In order to derive the best possible advantage in marketing of horticultural produce, the farmer should be provided with certain basic facilities. These include proper facilities for storage, holding capacity, in the sense, that farmer should be able to wait for times when he could get better prices for his produce and not dispose of his stocks immediately after the harvest when the prices are very low. Adequate and low cost (cheap) transport facilities which could enable the farmer to take his surplus produce to the Mandi rather than dispose it of in the village itself to the village money-lender-cum-merchant at low prices. Farmer should have information regarding the market conditions as well as about the ruling prices, otherwise would be cheated.

The number of intermediaries should be as small as possible, so that the middleman’s profits are reduced, which in turn increases the returns to the farmers. Inadequacies of present Indian marketing system, Indian system of horticultural marketing suffers from a number of defects.

Effective marketing of fruits and vegetables crops has been treated equally important to their production. Further the marketing of fruit and vegetable crops is influenced by the ultimate prices realized for these crops by the growers. It is believed that, the existing marketing facilities
such as assembling, pooling, grading, processing, storage and transportation etc. is inadequate to the special marketing needs of the fruit and vegetables. The study presupposes that marketing management has so far been neglected area in the case of fruit and vegetable crops. It is also opined that an efficient market structure has a stimulating as well as regulatory influence on production methods.

The farmers of majority (51.67 percent) were from middle age group followed by young age group (31.67 percent) and 16.66 percent of the farmers belonged to old age group. Therefore, it can be inferred from the results that majority of the respondents are in productive age and also young to be aware of the hardships as the future farming needs continuous improvements in the farm operations and farm technologies. (Table 5.22)

It reveals that 93.33 percent of the farmers had received some level of education. The proportion of respondents who received secondary education was largest (66.67 percent), while 16.66 percent of the farmers had college education and 10 percent of the farmers completed their primary education. The rest 6.67 percent of the farmers were illiterates. It can be concluded that the sampled farmers are quite good at their educational levels which help them meet their technological needs in commercial cultivation of fruits and vegetables. Better formal education
helps the farmer in improving his/her ability to know science and modern
technology and in utilizing them for betterment of living. Education also
helps in adopting better cultivation practices of the crops as well
appropriate technologies (Table 5.23)

The farmers of majority (62.50 percent) belonged to general
category followed by 26.67 percent OBC category, 6.67 percent SC
category and rest 4.16 percent of the farmers represent ST category. The
General caste and OBC category farmers constitute the dominating group
among farmers cultivating fruits and vegetables (Table 5.24)

Majority (66.67 percent) of the farmers had farming as primary
occupation and they are dependant totally on farming, whereas 26.67
percent of the farmers had other business as their subsidiary occupation
of agriculture. The rest 6.66 percent of the farmers are Government
servants who had agriculture as primary occupation.(Table 5.25)

The amount of land owned by a person is an important parameter
to assess the economic standing of the person in the society. Landholding
is also an important factor which influences acquisition of additional
skills and adoption of new technologies. The farmers categorized in this
study are in four categories viz. marginal, small, medium and large
farmer. It indicates that about half (48.34 percent) of the farmers
belonged to medium farmers category followed by small farmers (37.50
percent), marginal farmers (10.83 percent) and the rest 3.33 percent farmers being large farmer category. (Table 5.26)

Income is the major indicator of the economic status of an individual. Every individual’s living style influenced to great extent by his/her income. Expenditure on farming, allied occupations and household matters are decided by the income earned by an individual. A low level of annual income hinders acquisition of new skills, knowledge and also the assets. A better financial position enables farmers to be more enterprising in taking risks involved in trying new and advanced farming techniques and motivates farmers to adopt new technologies. Annual income was computed by opting the class interval technique and the farmers were categorized into three groups as low income group, middle income group and high income group. Data on the income levels of farmers reveals that majority of the farmers had medium level of income (66.67 percent) followed by low income group (18.33 percent) and high (15.00 percent) income group category. The probable reasons for this trend could be due to the fact that majority of the farmers were medium size landholders and they were cultivating pomegranate, grape, orange, banana and mango, and vegetable are Brinjal, cabbage, tomato, onion and okra on commercial scale for improving standard of living. (Table 5.27)
Social participation brings an individual in close relation or contact with other members of social organizations. This provides an opportunity to share views, ideas, information and experiences. The social participation in different organizations enhances the contact of the farmers and also enables them to obtain necessary information and supplies about the farming practices. The majority (48.33 percent) of the farmers had high level of social participation followed by medium level of participation with 31.67 percent and 20 percent of the farmers had low level of participation. The low level of participation might be due to their low level of education. It can be inferred that the higher and medium level of social participation help the farmers to acquire the extra and recent knowledge for betterment of their farm practices and thereby livelihood. (Table 5.28)

The farming methods used by the respondents by farm size groups for both the fruit and vegetable crops. It is observed that 100.00 percent fruits and vegetables respondents are using pump sets, 68.00 and 46.00 percent are using sprinkler, 80.00 and 38.00 percent are using drip. (Table 5.29)

The constraints faced by farmers and the study revealed that ‘lack of market information’ was one of the major constraints as expressed by majority of (79.20 percent) farmers followed by 65 percent of the farmers
who faced ‘lack of credit facilities’ as another constraint while marketing fruits and vegetables. ‘High cost of transport charges’ was considered by 55.80 percent of farmers and 35.80 percent of the farmers faced ‘lack of storage facilities’ as one of the constraints. The other problems faced by the farmers included ‘heavy loading by the transporters’, ‘lack of technical know-how’, ‘efficiency of transportation’, ‘lack of technical know-how on grading’, ‘lack of knowledge on packaging’, ‘lack of processing Infrastructure’ and ‘long chain of marketing channel’, in the order of the Dimension.(Table5.30)

The farmers clearly spelt out possible solutions for constraints faced by them while marketing fruits and vegetables. It was observed that 66.80 percent of the farmers expressed their opinion that they should be informed the market rates regularly. The reduction of long chain in the marketing channel has been considered as one of the important solution according to 65 percent of the farmers to overcome constraints faced by them. Farmers also came out with other solutions like I) ‘Credit facilities should be provided to the needy farmers’, ii) ‘Processing industries should be developed’, iii)‘Minimal transport charges’, iv) ‘Efficiency of transportation should be increased’, v) ‘To avoid heavy loads by the transporters’, vi) ‘Creation of storage facilities at farm gate’ and vii)‘Training on good cultivation practices’ and ‘grading and packaging’,
in the order of their preference. Based on the above facts and figures it can be concluded that there is an urgent need to develop suitable strategy for providing credit facilities to the needy farmers. The farmers should be imparted with needful training on different aspects such as technical know-how, grading and packing etc., since majority of the farmers belonged to small and marginal category, they cannot afford to pay high cost of transportation and the heavy margins to the intermediaries. The present public system does not address these issues and hence there is a need for developing suitable strategy for credit facilities and training. (Table 5.31)

The facilities marketing available at APMC regulated markets such as weighing facility, display platform for auction, stalls for merchants, telephone and electricity facilities were fully adequate as opined by the 66.67, 65.83, 60.83, 58.33 and 54.17 percent of the farmers, respectively. However, regarding the facilities such as generator, cafeteria, internet, fax, shed for storage, toilets and transport majority of the respondents expressed their opinion that these facilities were inadequate/ not fully adequate. The cold storage facility is in the alarming situation in the APMC markets and 73.70 per cent of the farmers opined that the cold storage facility for fruits is not at all adequate. Surprisingly, 10 per cent
of the respondents did not respond on this aspect of the facility (Table 5.32)

The problems faced in marketing of fruits and vegetables by the growers revealed that about 97.00 percent of the responded farmers opined that they have lack of price information followed by lack of storage facilities, higher transportation costs when fruits are sold outside the state, lack of processing facilities, fruit auction is not transparent and problem of language when fruits and vegetables are sold outside the state, fruit and vegetable spoilage due to damage during the transportation, high commission charges and problem of no guaranteed marketing accounting for 93.00 percent, 85.00 percent, 84.00 percent, 83.00 percent, 82.00 percent, 74.00 percent and 55.00 percent, respectively. (Table 5.40)

Most of farmers [96.00 percent] faced the problem of high market charges incurred by the Hundekari. Nearly 88.80 percent farmers complained that proper storage facilities be provided for vegetables and fruits. So as to reap the benefits of higher prices during lean periods, high cost of insecticides and pesticides is reported by 84.00 percent of the total farmers of the total responded farmers 74.40 percent were of the opinion that there is lack of technical know-how regarding improved package of practices and the cultivation of vegetables and fruits. Markets never work in favor of producers was reported by the 76.80 percent of the farmers.
High cost of packing material is one of the major bottlenecks reported by the 60.00 of the farmers. Transport facilities were not major constraint for almost all. (Table 6.1)

The field investigations carried out by the researcher has revealed the following reasons for selling the crop to pre-harvest contractors which are furnished in Table 6.2. The horticulture growers of the area under investigation expressed risk as the main reason for not taking up the marketing of the horticulture by themselves. The risk expressed by the growers include, cheating, price fluctuations etc. The important reason expressed by nearly 11.7 percent of horticulture growers is the absence of proper transportation facilities. Other reasons expressed by them are clashes with other agricultural operations, scarcity of labour etc. (8.3 percent) lack of managerial personnel (8.3 percent) and problems of watch and ward (3.3 percent).

Though the share of producer in consumer rupee has risen overtime, very effective measures are yet to be taken for proper implementation of the Act.

Being highly perishable, a large part of fruits and vegetables is wasted at the farm level. Some processing industries should be established in the nearby areas to prevent post-harvest losses and also to ensure better returns to growers.
Since small and marginal farmers cannot afford high transportation cost and thus are unable to get the benefit of prevailing high price in distant markets, cheap and efficient system of transportation should be developed in the area.

Farmers should be trained by extension agencies for adopting improved technology of production to ensure greater production and productivity on one hand and an improved marketing technology on the other hand.

Good quality and reasonably priced inputs like seeds in case of vegetables, good quality grafted or budded nursery plants in case of fruits, fertilizers and agro-chemicals should be provided to growers at the right time to overcome constraints in production process.

Resource crunch is the major constraint faced by co-operatives to expand their activities on a sustainable basis as compared to existing wholesalers in the market.

About half of the villages in the state are not still connected to market with all weather roads and hence rural road infrastructure should be strengthened. The unit marketing cost has not changed over the years.

The existing system with low level of efficiency where small farmers are not getting opportunity to sell their perishables of small quantity as per their choice, it is difficult to replace by new private
players. The super markets which are designed on the lines of developed
India find it difficult to operate in state on similar scale because abroad
these companies are getting big volumes from a few farms owning
hundreds of acres, whereas in state they have to get from thousands of
heterogeneous small farmers having different variety, volume, grades.
While the farmers claim whatever they produce is good, companies find it
difficult to put them in one category and make a proper distribution
channel. The economy of scale is not available to them as their overheads
are also high.

Till the Maharashtra Consumer Market is mature enough to accept
only good quality graded produce, it is difficult to change the present
system.

Since, quality consciousness among the consumers and the
importance of grading among the farmers have been created through the
intervention of private players, these private companies should be
encouraged to set up their parallel market as an alternate market channel
to the present system. Contract farming with legal binding should be
insisted for private companies while providing strong backward and
forward linkage to the farmers.
Suggestions:

The present operation of marketing system of horticultural crops in general and fruits and vegetables in particular warrants a total restructure in the Maharashtra state. Efforts should be made for enabling the producers in getting maximum share of the consumer’s price without causing hardships to the consumer. This calls for immediate plan of action for putting the marketing system on sound lines. For eradicating the existing marketing problems of fruit and vegetable the following suggestions are recommended.

1. There is an urgent need to train the farmers on scientific post harvest management techniques such as good cultural practices, harvesting at maturity, grading. Pre-cooling, packaging and storage practices.

2. Small and marginal fruit and vegetable growers need to form cooperative societies for their welfare to reap the remunerative prices in the market.

3. Financial assistance for small / marginal farmers must be available from various private/public sector institutions without much delay and at nominal charges of interest.

4. Community type pre-cooling and cold storage facilities need to be created at district and Region level in the respective State.

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5. As horticulture crops are perishable in nature new processing units in rural area should be set up.

6. Price forecasting information systems should be available at village levels so that farmers can directly contact the concerned in the market regarding the price.

7. Local Mandis or regulated markets should be updated and upgraded with modern information systems as well as residential facilities.

8. Number of intermediaries and their commission should be reduced in the marketing channel.

9. Plastic crates are being provided at subsidized rate to the growers of fruits and vegetables. Weighment should be by weight but not either volume or number.

10. Crop planning is necessary to reduce the incidence of glut in the market. Markets should come under strict regulations under the supervision of well represented market committee. Now, it is observed that the commission agents / wholesalers are themselves farmers and same persons come as members of APMC and influence the weak enforcement of rules in the market.

11. Storage facility should be created in the farm or village itself because decay starts soon after the harvest of the produce.
12. Regulation of marketing of fruits and vegetables with proper dialogue with all the concerned people in trade and fixing of reasonable percentage of commission so that the commission is not too low as suggested in the Act or too high as at present say, around 4 to 6 percent, 50 percent of which would be borne by the seller and the rest by the buyer and under strict supervision. Open auction should be enforced transparently.

13. Creation of marketing organization with assembling centers located at growing areas, arrangements for loans / advances and supply of inputs and arrangement of transport for picking the produce etc. particularly for vegetables are recommended.

14. Creation of commodity marketing boards for individual or group of fruits which can take care of both marketing and supply of inputs etc. and promotion of contract farming system if necessary in the given location.

15. Establishment of a number of retail outlets for protecting the interest of consumers by fruits and vegetable marketing organizations as well as consumer cooperative societies.

16. Increasing or improving transport facility for small growers by the state transport or corporation buses, by the marketing organization so that produce can be collected at the assembling centers.
17. Providing cold storage facilities, after proper assessment of the demand and ascertaining the technical feasibility of storing the other fresh vegetables as some vegetables like okra may not stand cold storage, educating and integrating the services of cold storage facilities. Better road link should be provided to the villages, which will improve the market efficiency.

18. Credit may be extended through the marketing organization / commodity boards.

19. In order to extend the shelf life of horticultural crops, there is a need for commercial of the wax emulsions or skin-coating developed by the Central Food Technological Research Institute.

20. Market intelligence by broadcasting the prevailing wholesale prices of fruits and vegetables by Internet connections and electronic media from various centers just as in the case of other commodities. The organizational structure and their efforts should be suitably modified for integrating the production and marketing. The State Department of Horticulture can be closely associated with the organization and some responsibility of collection centers can also be entrusted to their field staff.

21. Area expansion under NHM is being done in isolation. State needs to focus on potential fruit crops like mango, banana pomegranate,
citrus and flowers adopting cluster approach as per the potential of the area. The clusters will facilitate creation of PHM and market infrastructure for each crop in a systematic manner.

22. State has large plantation of cashew (Sindhudurg-Konkan) and citrus (Vidharbha-region). The plantation are old and senile. State needs to make efforts for rejuvenation of at least 3000 ha. each of citrus and cashew plantation per year under NHM.

23. State has large number of nurseries in public and private sector. Accreditation of nurseries in consultation with NHB needs to be given priority for supply of quality planting material.

24. State has potential for setting up PHM infrastructure for maintaining end to end approach for perishable fruit and vegetable crops. Efforts are required to mobilize private investment in the sector. State may hold interface meetings at district levels with promoters, banks and consultants to popularize the credit linked component of NHM scheme.

25. State may also arrange workshops/seminars for sensitization of group of Farmers/ SHG/ cooperatives for setting up fruits ripening units at strategic Location/markets in the cities/towns.

26. State may also encourage cold storage owners to adopt the technical Standards issued by DAC even in the exiting cold
storage by modifying/upgrading the refrigeration plant & machinery to save electric Consumption.

27. Tissue culture labs setup in private sector has been working well and needs to be promoted.

28. The system of production and supply of quality planting material, particularly for fruits like Mango and Citrus (Sweet Orange) Papaya, Banana, etc. needs to be streamlined. In the districts visited, farmers were making their own arrangements for getting planting material from far off destinations.

29. Participation of SC/ST farmers in the area expansion programme, on a cluster basis, is a welcome sign. Such farmer groups need to be encouraged to set up Post Harvest Management facilities like Pack House, besides facilitating tie up with markets.

30. More focus needs to be given on HRD of farmer groups. Many farmers are taking up Horticulture venture for the first time.

31. Creation of community tanks should be designed to capture rain water. Most of the community tanks have been integrated with micro irrigation, which is a welcome sign.

32. Farmers availing drip irrigation need to be trained on the use and maintenance of the system.
33. The process of setting up of Terminal Market Complexes (TMC) at Thane, Nasik, Nagpur and Aurangabad needs to be expedited at the State level. More markets need to be established.

34. Scientific infrastructure being set up in the public sector, such as bio-control labs, leaf tissue analysis labs, plant health clinics in providing advice to the farmers in scientific management of the crops. It need to be ensured that such infrastructure is utilized to its fullest capacity for which necessary trained manpower should be in place and recurring cost met for.

35. Assistance sanctioned under NHM to credit linked projects is to be released by SHM immediately to lending banks as per laid down procedures. Timely release of subsidy will ensure that interest burden on term loan is reduced and projects are not declared NPA by the lending banks.

36. Use of ICT for programme monitoring of National Horticulture Mission activities at the Districts level needs to be activated. None of the districts are presently reporting progress on the National Horticulture Mission website. National Horticulture Mission logo and boards need to be displayed wherever assistance has been provided.
37. The staff at the district level involved in National Horticulture Mission activities needs to be strengthened. There is a need to publicize the National Horticulture Mission programmes through print and electronic media.

38. As the Maharashtra is endowed with the rich horticultural resources, the Government should start horticulture marketing training centers at important producing areas to educate the farmers and to give training in various marketing activities like picking, packing, grading and transportation.

39. In order to save the fruit and vegetable production from various pre-harvest risks and from natural calamities, like droughts etc. ‘Crop Insurance Scheme’ may be executed by the Government. In order to over-come the price fluctuations, the Government has to announce ‘the minimum support price’ for the fruits and vegetables.

40. There are marketing of horticultural crops in Maharashtra in the area under study. They are not providing any facility to the growers and the traders at present. In order to overcome the malpractices like unauthorized charges and exploitations, the fruit and vegetable trade should be regulated at all important producing areas.
41. It has to be recognized by the grower or pre-harvest contractor that improper picking of fruits and vegetables vitally affects their ultimate storage life. It is therefore necessary, that growers or traders who are engaging in this work should be educated to use suitable methods of picking. The picking should be done at a proper stage of maturity.

42. Storage is an essential marketing function as it takes place at various stages in the marketing channel. Cold storage is necessary after harvesting, to avoid distress sale and ensure remunerative prices for the farmers.

The above said suggestions, if implemented properly would prove a gateway to the future prosperity of the horticulture industry. Maharashtra state will become a leading enterprise making the States as “The Fruit Bowl of India.”