CHAPTER – VIII

CONCLUSIONS

FINDINGS AND RECOMMENDATIONS

The findings of the study have been compiled with the help of primary and secondary data that were collected through questionnaires, personal interviews and various sources of secondary data such as annual reports, agri-magazines, agri-journals, newspapers and internet services.

FINDINGS

1. Agriculture sector has contributed to about 22% of the country’s GDP during 2008-09 and 12.3% of the total export in 2008-09. A rise in nearly 175% over 1999-2000.

2. Agriculture sector is providing employment to around 58% in 2008-09 of the total workforce. This is slight decrease in employment in 1999-2000 which was around 62%.

3. Even though India is the highest producer of fruits and vegetables in the world, exports are poor due to high delivery cost, fragmented supply chain and poor logistics. Indian producers fail to pass the international standard because of their poor quality standards.

4. India is still lacking in appropriate technology and infrastructure in many aspects of modern storage and shipping methods, poor harvest handleings, value addition etc. This situation is further restricted with complicated export regulations and procedures.
5. It is found that only 45% of the total farmers have a education of graduation or above graduation and technical graduations. 55% of the total farmers have a education below graduation level.

6. Of the total grape cultivating farmers 70% of the farmers choose food grain cultivation such maize, bajra and wheat as the alternate and supportive crops other than grapes. It is only 30% of the farmers who choose cash crops like fruits or cotton or sugar cane as their alternative or supportive crop other than grapes.

7. It is found that there is tremendous awareness in the grape farmers in choosing their fertilizers and pesticides for grapes. Of the total fertilizers and pesticides 80% of the fertilizer used by farmers is manure (cattle dung), 60% of the fertilizer is in the form of water soluble complex of various combinations and third largest used fertilizer is Urea. Of the pesticides most commonly used pesticides are Monochrotophast and Dichloroform.

8. While quality is considered at the highest level in export goods, the parameters such as residue percentage, acidity factors, sugar percentage and chemicals in produce are considered at 80% of the total quality consideration. Freshness is another parameter which is considered at 90%. Packing of fruits in eco-friendly materials is also looked as a quality at nearly 60%

9. The average yield per acre of grapes in 1999-2000 was 10 to 15 tonnes. This average yield per acre increased to 20 to 25 tonnes per acre by the end of 2008-09.

10. It is found that 40% of the total grape growers find private agents very co-operative and helpful in guiding them for successfully exporting their goods, while 30% of the farmers find fellow farmers who have a long experience in grape cultivation and export as the most co-operative and
helpful agents in guiding them to successfully export their goods. It is only 20% of the farmers who expressed government agents as most cooperative.

11. Of the total grape growers 60% of the farmers intend to sell their product in the international market where as 30% of the farmers are happy to sell their produce in the national markets. The new comers who constitute 10% of the total famers think of only local markets.

12. It is found that 65% of the total farmers consult private agents for exporting their goods while 15% of the farmers consult the government agencies. It is only 20% of the farmers who depend on their own knowledge and capacity for exporting the goods.

13. In 1999-2000 only 30% of the total farmers had adequate or manageable knowledge of export procedures and export quality standards while the 70% of farmers had little or no knowledge of export regulations and procedures. By the end of 2008-09 the farmers having adequate or manageable knowledge of export procedures grew up to 80%.

14. It is found that only 40% of grape grower show interest in getting information about packaging requirements, present export trends, competing countries, opportunities existing for export, present strength, availability of infrastructure and other information related to exports.

15. In 1999-2000 only 20% of the grape growers showed some or little knowledge of documents related to quality of goods such as Phyto-sanitary certificate, global-gap certificate, health certificate and organic certificate. But by the end of 2008-09 nearly 55% of the farmers developed and acquired sufficient knowledge about the above said certificates.

16. It is found that the bulk of grape export from Nashik was done to Asian and South-East Asian countries who took nearly 60% of the total grapes.
exported from Nashik, while European countries imported 40% of the total grapes exported from Nashik.

17. It is found that 40% of the farmers expressing a view that they get around Rs. 300 to Rs. 400 per kg of grapes more than the local prices for their export goods. Another 10% of the farmers expressed the view that they were commanding more than Rs. 400 per kg over the local prices.

18. It is also found that 62% of the farmers take the help of storage facility of private companies because they feel that their products are guaranteed of long duration and more freshness with the help of hi-tech facilities provided in the storage centers maintained by private parties. Only 38% of the farmers took the advantage of storage facilities that were provided by co-operative bodies or the government agents.

19. It was found that 28% of the farmers expressing a view that subsidy to the export products would be the best step by the government to protect our agriculture sector. Another 48% of the farmers emphasized on establishing and developing R&D as well as marketing information system to the farmers, 22% of the farmers express a view that reduction and subsidy in export and import duties would help in promoting the exports and protecting the agriculture sector.

20. Of the total private agents 35% of the private agents play important role in providing storage and processing facilities to the farmers, another 55% of the private agents play vital role in providing timely financial facilities and extension services to the farmers. 10% of the private agents are involved in providing knowledge of exports, R&D and marketing information system to the farmers.

21. Over the 10 years period from 1999-2000 to 2008-09 an average increase in area of grape cultivation in the select areas of Nashik district such as Nashik, Niphad, Dindori, Chandwad and Baglan was 49%. Dindori
showed highest growth rate in the expansion of area under grape cultivation with 102% growth rate, while Nashik showed least growth in area of cultivation under grapes with only 12% growth rate.

22. Over the 10 years period from 1999-2000 to 2008-09 an average increase in production of grape in the select areas of Nashik district such as Nashik, Niphad, Dindori, Chandwad and Baglan was 51%. Dindori showed highest growth rate in the production of grapes with 350% growth rate, while Nashik showed least growth in production of grapes with only 12% growth rate.

23. Over the ten year period from 1999-2000 to 2008-09 there was an 40.5% average growth rate in export of grapes from Nashik district. In these ten years period the exports jumped to the highest level and reached 27,650 tonnes in the year 2007-08.

24. It was found that 80% of the export agent and 20% of the grape growers showed complete knowledge of documents required for exports such as documents related to goods, invoice and banking, documents related to packing list, certification of origin, Shipment documents etc.

25. Due to lack of knowledge the grape growers tend to lose much on export expenditure which leads to heavy taxing on their margin of profits.
RECOMMENDATIONS

1. There is a stiff competition of India with countries like Chile, South Africa & Israel which produce grapes there for India must produce superior quality of grapes or maintain superior quality free from pesticide residues etc. for keeping up momentum of exports.

2. India needs to exploit to huge demand of grapes in Hongkong, Singapore, Malaysia, etc. by organizing fruit shows, exhibitions and buyer-seller meets frequently.

3. Export marketing managers have to arrive for the grapes exhibitions fruit shows not only in East-Asia but also in Gulf countries by providing grapes in Ramzan period by altering pruning time for fruiting.

4. Grape export marketers should study and analyze the demand season wise in demanding countries and penetrate those new areas as and when grapes from China and South Africa are not available.

5. Scientific and Technical knowledge development programmes should be arranged for farmers of Baglan, Niphad, Pimpalgaon etc. so that they understand the latest information about export trends, changing product standards and export policies and proceedings.

6. New crop cultivation methods to grow high yields, quality fruits and timely supply of harvested fruits are to be educated to the grape growers order to enhance quality production and to meet global demands.

7. Government should set up knowledge up gradation programmes for grape growers related to cultivations, use of fertilizers and pesticides, understanding of global standards, export procedures and new developing markers.
8. Government should encourage grape growers with subsidies, incentives and awards for those who grow more and excel in meeting the export targets.

9. Grape growers should organize themselves in the form of Co-operative bodies and also see that the export marketing agents and government agents will provide them all the necessary help in the form of knowledge and finance.

10. Government statutory bodies like MMA (Macro Management in Agriculture), RKVY (Rashtriya Krishi VikasYojana), NPOF (National Project on Organic Farming) and so on should focus on the basic problems of the farmers and help them with the suitable suggestions of cropping pattern, type of soil, suitable crops for the related soils, technical advise and so on.

11. Government as well as Agri-Co-operatives work hand in hand to promote and motivate the farmers for technically based farming for high productivity and yields.

12. Educational status of grape growers should also improve so that they can easily understand the quality parameters of grapes that are to be exported in the international and especially in European markets.

13. Marketing information system and as well as Research and Development centers for analysis and study of quality of grapes is necessary within the reach of farmers.

14. Government Agents participation in Export oriented areas should increase. Their involvement in cultivation and export process with the farmers will give the farmers a kind of moral support and security feeling in them.
15. Latest technologies and scientific facilities should be demonstrated and encouraged to be utilized by the farmers such as poly-house technology to save the grape plantations from unpredictable climatic changes.

16. The cold storage houses should be well-equipped with latest technology and should be farmer friendly so that farmers take best use of them.

17. Under the New Liberalization, Privatization and Globalization era, India’s role is very important making suitable amendments in AOA (Agriculture on Organic Agriculture) so that these agriments will favour Indian farmers to a large extent in the form of subsidies, (FTAs (Free Trade Agreements) with export potential countries and other bilateral agreement to safeguard Indian agriculture.

18. Most important recommendation is that the farmers who are having potential for export quality agri-producesshould be given financial assistance through rural banks at subsidized interest rates and these facilities should be made easily accessible to them through various systems like Credit cards, International Organization and Rural Development Bank Counters.

19. Use of organic fertilizers should be encouraged be excess supply of them to the farmers. If necessary suitable organic fertilizers should be imported and supplied as subsidized rates to export oriented farmers so that they are promoted to get high quality and high yield per hectare of their produce.

20. Most important system which can help the unorganized farm community is the Co-operative System. The farmers should organize themselves and form Co-operatives and claim the maximum benefits from the government to see that they are protected, promoted and encouraged for more and more exports.