ABSTRACT

Agriculture forms the primary sector of Indian economy. It is the source of dependence for more than 75% of total population. The total Indian agriculture depends more on monsoons. Now a day the agriculture scenario in this country is changing fastly. Indian farmers thus are trying to improve the quality and content of the farm produce. The conventional and traditional agricultural practices today are replaced by the modern and commercial agriculture and consequently it has changed the cropping pattern also all over the country. Instead of harvesting traditional crops, now the priority is given to the cultivation of commercial crops. The commercial cropping today includes the cultivation of sugarcane, fruits, flowers, fruits and variety of Grapes. Some of these crops are cash crops, export oriented crops, giving economic benefits to the cultivators. These new dimensions of commercial agriculture are supported by water management, time management, soil management and other required infrastructure to make it more output oriented and financially viable.

At this moment the Indian economy is exposed to the world markets. India is going for globalization since 1991. The GATT agreement and WTO, AOA and the other agencies ensure that there is a great potential for agriculture. After the green revolution, white revolution and yellow revolution the agricultural industry has shown vast development and the total scenario has changed. Under globalization the demand for Indian Agri produces has increased and the export activities are growing up. The grapes from Nasik have been in high demand since last ten years. Nasik district is well known for the grape cultivation. The climatic conditions of Nasik are favorable for the quality grape cultivation. Many of the farmers are engaged in the cultivation as well as the export activities. Recently Nasik has emerged as the WINE HUB, which is the one of the largest grapes processing industries. In view of this research topic is selected so that the research can be useful for the grape growers as well as the others related to the grape farming to the farming, export and the processing.
The present study is carried out with the objectives
To study the local as well as traditional markets for agriculture commercial produce,
To know and analyze present as well as challenges for the international markets for selected agriculture produce,
To find the problems as well as challenges for the marketing of selected commercial produce in the global markets,
To study the role and importance of various agencies involved in export marketing of grapes,
To study the role of government in terms of marketing of Agri produce, To identify the exporters of the grapes in Nasik district,
To study the cultivation practices for export purpose.

In the study it was found that,
Agriculture sector has contributed about 22% of the country’s GDP during 2008-09 & 12.3% of the total export in 2008-09. A rise in nearly 175% over 1999-2000. Even though India is the highest producer of fruits & vegetables in the world, exports are poor due to high delivery cost, fragmented supply chain & poor logistics with poor quality standards. Only 30% of Grape growers of Nasik district have some or manageable knowledge of export regulations & procedures. Only 40% of the Grape growers show interest in getting Information about packing requirements, present export trends, competing countries, opportunities existing for export, present strengths, availability of infrastructure etc. Due to lack of knowledge the grape growers are tend to lose much on export expenditures which leads to heavy taxing on their margin of profits.