

Study of the marketing behaviour of the pomegranate cultivators of Solapur district of Maharashtra

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ABSTRACT

Majority of the respondents sold their produce to other states or distant market, followed by other state markets, local market and district market. Major constraints faced by the respondents of pomegranate cultivation were lack of knowledge about oily spot disease management, fluctuation in prices of market, lack of knowledge about application of plant protection measures, availability of guaranteed seedlings from disease free nurseries, lack of knowledge about fertilizer and micronutrient and middle man taking more commission.

INTRODUCTION

India is the second largest fruit producing country in the world and produces about 50 per cent of world production of pomegranate. Total fruit production in India has been estimated up to 54.4 million tones from 5.9 million hectares of area (National Horticultural Board, 2005-06). Horticulture occupies an important place in the agriculture economy of India. The contribution of horticulture was estimated about 10 per cent of the total value of agriculture in the country. In India 2 lakh hectares are under pomegranate crop, which is mainly grown in states of Maharashtra, Gujarat followed by Rajasthan, Uttar Pradesh, Haryana, Andhra Pradesh and Karnataka. At present, area under pomegranate is 89.930 ha *i.e.* 85 per cent of India and production was 509475 metric tonnes in 2006-07. The cultivation of pomegranate is mainly confined to districts like, Solapur (33028 ha), Sangli (5550 ha), Nashik (26011 ha), Ahmednagar (7138 ha) and Pune (4914 ha). Area under pomegranate is increasing very rapidly because of its hardy nature, excellent keeping quality of fruits and remunerative prices of export market. It has been observed that researcher in social science gave mainly attention towards the adoption of cultivation practices of different areas.

The present study related hardly any study was conducted to study marketing behaviour of the pomegranate growers. So this study was

undertaken to know marketing behaviour of the pomegranate cultivators of Solapur district.

METHODOLOGY

The study was conducted in Solapur district of Maharashtra State. The data were collected from 128 respondents from sampled villages of Sangola and Pandharpur tahsil of Solapur district with the help of well-constructed and pre-tested interview schedule. In view of the objectives of the study, appropriate statistical tests were used for drawing the inferences.

RESULTS AND DISCUSSION

Marketing behaviour of the pomegranate cultivators:

The information about marketing behaviour of the pomegranate cultivators were collected, tabulated and analyzed. The results are presented in Table 1.

It is observed that about 67.19 per cent of the respondents sold their produce to the other state markets *i.e.* Delhi, Hyderabad and Bangalore (1607 tones), 17.97 per cent of the respondents sold their produce within the state market (430 tones) and 9.37 per cent of them had sold in local market *i.e.* Sangola and Pandharpur (205 tones). Only 5.47 per cent of the pomegranate cultivators sold their produce in district market *i.e.* Solapur (131 tones).

Key words :

Marketing
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Constraints

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