

RAISINS MARKETING PRACTICES IN SANGLI DISTRICT OF MAHARASHTRA: A STUDY

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ABSTRACT

From the year, 1990 onwards grapes cultivation and production has been increased tremendously in Sangli district of Maharashtra. Due to that farmers are facing problem of grapes marketing and as farmers are getting better price, farmers are making raisins on a large scale from grapes. Raisin marketing plays vital role in economic development of this region of agro-based standard creation of employment and improvement to national income is possible by developing the raisin industry and with the help of raisin marketing. But on the other hand, raisin marketing system has not fully developed. The present study on raisins marketing was conducted during 2015-16 in Sangli district of Maharashtra covering 528 raisin producer spread over 26 villages. The primary data have been collected through field investigation in the study area. The marketing problems like raisin quality, delay in payment, high cost of packaging materials, low prices and lack of market information are faced by maximum number of raisin producer farmers. . It will also help to find out weakness and threats in raisin marketing. It will be helpful to improve raisin marketing efficiency and quality of raisins for increase in the competency in the global context. This study will be more beneficial to the raisin producer, farmers, raisin industrialist, commission agents and traders to find out weakness in raisin marketing.

KEYWORDS: Raisin, Marketing, Producers, Green Raisin, Healthy Practices.

Introduction

Regulated markets for raisins established at Tasgaon and Sangliin Sangli district where in auction method of sale has been followed. The traders and wholesales from the different places in the country take part in open auction sale in the market. The raisin produces before their sale of produce, first contacts with the commission agents in the market and after his consent, handover the sample of their produce for auction. The price received in auction sale according to the quality and grade of the raisin. Price is also affected by supply and demand factor. Some raisin producers market their raisins at Delhi and other markets. Some raisin producers market their raisins directly to wholesaler. Different marketing channels followed by raisins producers in the study area are as follows.

- Raisin producers sell their product through commission agent of Tasgaon, Sangli and Pandharpur organized market (market yard).
- Raisin producers sell their product to wholesale traders at the place of production.
- Raisin producers sell their product to traders at cold storage.
- Raisin producers sell their product to local retailers.

The first important channels of marketing of raisin are marketing through commission agent. Commission agents act as representatives of raisin producer. They do not take title to the raisin, therefore do not own it. They serve as buyers or seller in effective bargaining. For this activity they receive income in the form of commission or brokerage.

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