



Production and Marketing Problems Faced by Dry Grape Producers of Karnataka

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ARTICLE INFO

Keywords: Market, Package of practice, Problems, Production and Strategy

<http://doi.org/10.48165/IJEE.2022.58136>

ABSTRACT

The study was an “*ex post-facto*” research carried out in Vijayapura district of Karnataka State during the year 2020-21. Two taluks were purposively selected based on the highest production of dry grapes to make a sample size of 200. The collected problems were analyzed using Garret’s ranking methodology to develop a quantitative position of each problem. The findings showed that dry grape producers faced production and marketing problems more severely. Among the production problems, heavy investment on inputs, no standard package of practices available from agriculture or horticulture universities and high rate of interest were prominent. Similarly, in the case of marketing problems, no local market and lack of processing and storage units were ranked at top. There is an immediate need to improve various marketing practices by developing a strategy in order to overcome these impediments which will enhance the entrepreneurial access of the dry grape producers.

INTRODUCTION

The need for diversification to horticulture sector was acknowledged by the Government of India in mid-eighties by focusing its attention on investment in this sector. Presently horticulture has moved from rural confines to commercial venture and established its credibility in improving income through increased productivity, generating employment and in enhancing exports. The Department of Agriculture, Co-operation and Farmers Welfare (DAC&FW) of the Ministry of Agriculture & Farmers Welfare is the nodal department for implementation of different programmes through Departments of Horticulture/Agriculture in all the States and provides the leadership to coordinate activities for the promotion of horticulture. However, efficient implementation of programme and policies call for robust information in time.

Raisin is prepared from dried grapes of the varieties conforming to the characteristics of *Vitis vinifera* L. The grapes are processed in an appropriate manner into a form of marketable raisin with or without coating with suitable optional ingredients. Raisin provides the energy of 299 kcal, carbohydrates of 79.18 g and a good source of protein which provides 3.07 g (per 100 g) and it is

rich source of vitamins such as vitamin C, K and B. It is rich source of minerals like potassium, phosphorus, manganese, iron and contains no cholesterol (National Health and Nutrition Examination Survey, 2001–2012). In India, raisins are mostly produced in Maharashtra, Karnataka, Tamil Nadu, Andhra Pradesh, Punjab, Rajasthan, Madhya Pradesh, and Western Uttar Pradesh. Raisin production in India was 1,95,900 MT in 2017-18 in which 22,471 MT was exported. Maharashtra ranks first in production with 82.56 per cent of total grape production along with highest productivity (APEDA, 2017-18). However, the major produce is derived from the states of Maharashtra and Karnataka. In India, total grape production was 29,20,000 Tons whereas Karnataka produced 5,24,000 Tons in 2017-2018 and stands second among Indian states (*Source*: Horticultural Statistics at a Glance, 2018).

In Karnataka, Vijayapura district has highest area under grapes with 12,253 ha followed by Belagavi and Bagalakot districts. In production aspect the Vijayapura district stands first by producing 1,98,000 M. Tonnes followed by Bagalakot and Belagavi districts. In Vijayapura district, the Vijayapura taluk produces highest (1,60,185 M. Tons) grapes followed by Indi taluk (18,273 M. Tons) (Horticultural Statistics at a Glance, 2018). Considering raisin

industry, the packaging and labeling has also to be improved so that our product complies with the international quality standards in this regard. Different packing materials of food grade quality should be tested for their suitability with regards to easy availability, convenience, environmental profile and overall economics. There is urgent need to develop technology for storage of the raisins under ambient condition to save the huge expenditure incurred towards electricity in cold storage. Further, this storage technology should protect the raisins from browning or discoloration while on storage (Sharma, 2007). Thus there is a big potential of raisin industry in India in terms of the marketing of this product in domestic and international market for import substitution and better utilization. Besides, there is possibility of diversification of raisin industry by promoting the production of flavoured and coloured raisins and promoting raisins as nutraceuticals in public health care.

METHODOLOGY

The Vijayapura district comprises of five taluks among these Vijayapura and Indi taluks were purposely selected based on highest production of dry grapes (12,000 Tonnes and 3000 Tonnes, respectively. APEDA, 2017-18). From each taluk ten villages were selected. From each village ten respondents were selected randomly. Hence, the study covered 20 villages from 2 taluks of Vijayapura district to form a sample of 200 respondents. Through the use of the literature review, expert opinion, different forms of problems were collected. Data were obtained using a structured interview schedule. Garrett’s score was used to determine the most important problems among the two groups as perceived by dry grape producers. The formula for percent position suggested by Garret (1981) is

$$\text{Percent position} = 100 (R_{ij} - 0.5) / N_j$$

Where, R_{ij} = Rank given for the i^{th} variable by j^{th} respondents,

N_j = Number of variables ranked by j^{th} respondents

RESULTS AND DISCUSSION

The level of problems encountered by dry grape producers and their ranking of different level (both group-wise and overall ranking) as perceived by dry grape producers in relation to production and marketing aspects are presented in Table 1 and Figure 1. In case of production problems, heavy investment on inputs (53.16) was assigned an overall third rank and group ranked

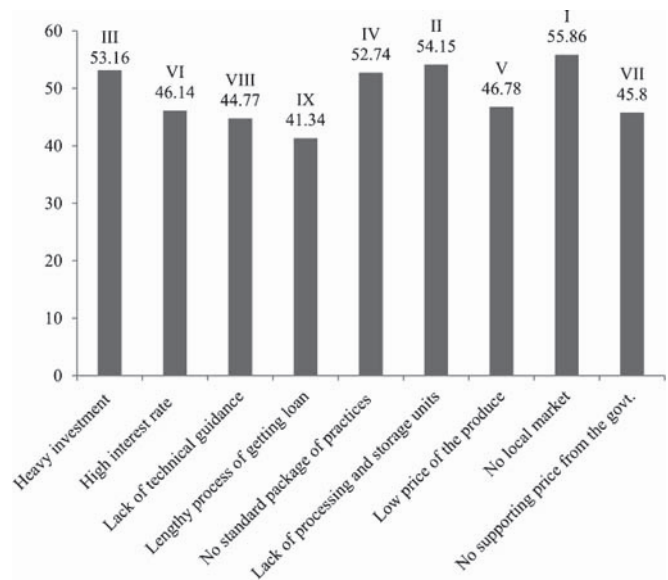


Figure 1. Problems faced by dry grape producers

first, no standard package of practices available from Agriculture or Horticulture Universities (52.74) has overall ranked fourth and group ranked second, high rate of interest (46.14) has overall ranked sixth and group ranked three. The problems such as lack of adequate extension support/ technical guidance (44.77) and lengthy process of getting loan (41.34) were expressed in fourth and fifth place in group wise ranking. Das et al., (2014) also observed similar type of constraints.

The reasons might be that, grape growers are following improved production practices to attain international standards and explore better opportunities for export. Operations like pruning, vineyard management, irrigation, fertilization, crop protection, appropriate stage and method of harvesting, packaging, storing and transporting are important. These practices involve high initial investment which is difficult for small and marginal farmers to afford this huge cost. To fulfill his farm requirements, farmer rely on banking institutions but due to high interest rate and lengthy process of obtaining loan, the farmer is not able to attain his financial requirement on-time. There is no standard package of practice is available from Agricultural or Horticultural universities with respect to dry grape production. Farm literature and technical guidance is

Table 1. Problems faced by dry grape producers

Problems	Sum of the Garret's score	Mean	Overall ranks	Group ranks
<i>Production problems</i>				
Heavy investment on inputs	10633	53.16	III	I
High rate of interest	9228	46.14	VI	III
Lack of adequate extension support/ technical guidance	8954	44.77	VIII	IV
Lengthy process of getting loan	8268	41.34	IX	V
No standard package of practices available from Agriculture or Horticulture University	10548	52.74	IV	II
<i>Marketing problems</i>				
Lack of processing and storage units	10830	54.15	II	II
Low price of the produce	9357	46.78	V	III
No local market	11172	55.86	I	I
No supporting price from the government	9160	45.80	VII	IV

required for the needy dry grape producers because these materials helpful to improve the production and quality of dry grape which fetches high price in the markets. The results similar with the findings of Prabhugouda (2011) indicated that high cost of plant protection chemicals, lack of adequate extension support, low rate of subsidy and non-availability of labour were the problems faced by farmers. Shindedesai (2011) expressed heavy investment, shortage of capital, high rate of interest on loan and lengthy procedure for getting loan as major constraints. Wadekar (2016) indicated that high investment followed high rate of interest and lack of technical guidance were the major constraints expressed by farmers. Rajasree et al., (2017) concluded that large investment on application of machines in heavy soil was ranked first followed by lack of technical support ranked second. Lack of credit facility, lack of technical knowledge and skill ranked third and fourth respectively. Gupta et al., (2013) also observed lack of technical guidance as the major constraint, similarly, Rajina (2017) observed that majority of the respondents faced high cost of chemical fertilizers, high interest rate and high labour cost were the major problems. Kumari & Malik (2020) revealed that lengthy loan sanctioning procedure was the main problem among farmers.

In case of marketing problems, no local market (55.86) was assigned first rank in both overall and group wise ranking. Lack of processing and storage units (54.15) has second rank in overall and group. Low price of the produce (46.78) has overall ranked fifth and group ranked three. No supporting price from the government (45.80) was expressed in seventh place in overall and fourth place in group wise ranking. The reason be might be that, there is no local market for raisin and farmers need to take the produce to neighboring state to sell the raisin and there is no regulation policy by the government on price of raisin so it is often that farmers face the problem of price fluctuation, low price for the produce. Further there is no provision for announcing the supporting price for the processed products. Inclusion of processed products under Minimum Support Price would help the dry grape producers from low price which affect the farmers' income stability. The results are in line with Singh et al., (2011) found that majority of the farmers have expressed lack of marketing facility and lack of processing and storage units as major constraints. Lwelamira et al., (2015) revealed that no local market was the most important constraint followed by low price for the product. Patra et al., (2019) found that marketing of produce was the most important problem. Kumari & Malik (2020) observed that lack of storage facilities nearby was the main problem among farmers.

CONCLUSION

No local market, lack of processing and storage units, heavy investment on inputs, no standard package of practices available from agriculture or horticulture university, low price of the produce, high rate of interest, no supporting price from the government, lack of adequate extension support/ technical guidance and lengthy process of getting loan were the major problems faced by the dry

grape producers in relation production and marketing aspects. These problems could be solved by the government by implementing the policies in the favour of farmers. Entrepreneurship development programs for the dry grape producers need to be conducted so as to make them capable of realizing the full potential of dry grape production.

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