

CHAPTER - II

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1. Dr. Dnyandev Kasar and Nanasaheb Kale(2001), “Problems of Grapes selling and improvement in selling process” he stated in his article about solutions for improving grapes selling in India-

i) Like Andhra Pradesh’s govt have to start “Raytu Bazaar” and Tamilnadu’s ‘Woowar Sadai’ for grape selling direct to consumer making arrangement for its.

ii) Near the Metropolitan city provide place at national highway for grapes and raisin selling spot.

iii) By the use of internet selling process can be improved.

iv) Providing cold facility van for transporting grapes.

v) By the use of internet grapes and raisins rate, production, variety etc. information has to provide by APMC

vi) Make surveys of consumption and production by district wise.

vii) Providing license to the grape purchasers depending on the goodwill and financial position.

viii) Providing support to grape grower society.

2. Dr. V.B. Rahudkar(2001) “Production of raisins by the use of Solar Drier in Morocco” in his article he viewed by the use of new technique raisin can be maid in less time and best quality. It’s a costly process but useful for the raisin producers.

This process is succeed in the morocco but in India have to use this process by the farmers. For effective marketing of raisins there is need of good quality raisin and it can be made by this way.

3. **Dr. G.S. Karibasappa (2002)**, “ Various types of Raisin productions and Raisin production in India” by the using of good quality grapes raisins production are done. For quality raisin making good climate. Racks for raisin making have to prepare in proper condition. For that farmer have to know various types of raisin making and that is as under-

- i) Natural Raisin.
- ii) Golden/yellow raisin.
- iii) Sulfur processed raisin.
- iv) Soda and oil processed raisin.
- v) Australian Dipping oil method.

This various methods are used in the world and farmers have to accept methods which are demanded from the consumer.

4. **Mr. Rambhau Patil(2002)**, in his article about the “Grapes production and sales management”, he stated every products success depending on the sales management. It's a economic principal so when producing grapes and raisins he have to make surveys of consumer consumption power, size of market, transportation, storage, demand and supply all this factors have to take in consideration.

With that for the export also have to concentrate, because it's also one of the good options for selling the product. For that have

to do study of the various norms and condition of that market. Because every states norms and conditions are different and very difficult.

5. *Shree Ravsaheb Shahane(2002)*, “Grape Marketing Management” he stated in his article for selling the grapes in India have to make group and provide quality grapes to the consumer. For the agricultural goods quality is the main problem. Size, colour, bricks, grading all these aspects are the problematic for the marketing of grapes and raisin.

Management of all these things are essential for better marketing of the grapes and raisins. With that marketer have to concentrate on the finding more areas where the grapes and raisins are not arrived. With that manage other things which are required for the marketing of grapes and raisin like finance, storage, marketing information etc.

6. *Shree Chandrakant Keshavrao Deshmukh(2002)* “ Raisin market: problems and solutions” he stated in his article in India maharashtra is largest producer of raisins but only some few destinations are selling raisins but in America(U.S.A.) ‘SUNMAID’ organization doing marketing of raisins. He provides to farmers color sorting machine, size grading machine, packing materials etc.

For improvement in the raisin consumption he also doing try by the ways of publishing information about the raisin, advertisement etc. like that government of Maharashtra have to provide support to the raisin producers.

7. Dr. V. B. Kodag (March 2004), in his research study under the title of “A study of problems in marketing of Grapes in Sangli District”, has stated that Sangli District Farmers were producing grapes and raisins. But after making grapes and raisins problem of marketing arising. In that traders cheating, financial unavailability, insufficient storage facility, lack of marketing information etc.

For that which remedial action can be taken for the improvement marketing of grapes and raisins. That research was done on the government policies, farmer’s survey, and various institutions help etc.

8. Dr. Jaydip K. Kale(2005), “ Government Promotions for Grape Cultivation” Production of grapes increasing in Maharashtra. Nashik, Sangli, Pune, Solapur, Satara, Ahemedanagar, Latūr, and Usmanabad district are leading in cultivation and production. In Maharashtra so many time because of bumper production problem of selling was arising. For tackle the more production problem there have to need of improving the processing on the grapes, so government of Maharashtra have to take decision to promote for the processing on the Grapes.

In the processing on grapes raisin is the main product can be maid. For the making raisin government promotes by the various ways, like providing subsidies for the making racks, subsidies for the crates and pack houses with that National Horticulture Board also providing the subsidies for cold storages for storing the raisins in the cold storage. With that APEDA also providing assistance to improve the production of the raisins.

With that Government also providing the support for making the wine from grapes. For that government provides the subsidies and makes reservations in the MIDC area.

9.R.G. Adsule, G. S. Karibasappa, K. Bannergy, K. Mundankar. (2006), “Status and prospects of Raisin Industry in India” he stated in India the raisin industry has tremendous prospect of increasing national wealth and thereby achieving social and economical benefits. An improvement in the making of raisin technology have to change for entering in the international market. Besides we also need to improve in the spheres of the technology of maintaining proper moisture level, packaging, and labeling.

Establishing the raisin industries with international standard can be useful and get the potential benefits of the grapes cultivation, such as product diversification and value addition will be improve the profitability and sustainability of grape industry. This will further minimize the post harvest losses and help a obtain more income and provide additional employment through value addition.

10. Vijay Sardhana and Ashish Dokras (2006) “ Global Grape Trade and Changing Requirement: Challenges before Indian Grape industry.”

There is a need to educate our growers to concentrate on the pesticide residues. There is also an imperative need to develop neco varieties of import of such improved planting material to extend the availability of grape fruits over a longer period of time in country. This will not only enhance the grapes production in the

country but also facilitate the export of grapes to different countries during the season.

The entrepreneurs may like to set up the in transit cold facilities as per requirement of farmers. Simultaneously the packing houses are also required to strengthen themselves. For quality packaging as well as they have to keep records of the production.

11 .Dr. Chandrakant Govind Patil(2007) “Economic History of Grapes Cultivation in Tasgaon Taluka” in his project report Grape cultivation in Tasgaon Taluka increasing every year because of it’s a money crop. With that climate and soil condition are useful for the grapes production. Dry and hot climate is also useful for the raisin making. Increasing grapes production also useful for increasing the raisin production.

In short period grape cultivation are increasing in this area and future is also increasing, because of in Tasgaon Talukas economy is depending on the grape crop.

12. Dr. V. B. Kodag (2007). “ A study of export marketing of grapes and raisins in Sangli District” his research on the knowing the problems of marketing of grapes and raisins in the international market. How the export of grapes and raisins easily done by the farmers. For that which action can take by the government and various institutions.

He focused on the present position of grapes and raisin export and growth in the future with the process of grapes and

raisin export. How the various institutions providing help to the farmers for raisin making and marketing.

13. S. D. Shikhamany (2009)“Grape Production In India” he viewed in his article Grape is cultivated over an area of 34,000 hectares with an annual production of 1,000,000 tonnes. Although, the returns per unit area of land are very high with grape cultivation, the area under grapes is not expanding fast owing to the high initial cost of establishing the vineyards and high recurring cost of production. The risk of losing a crop due to unprecedented changes in weather is also very high. Since the highest productivity in grapes has been achieved, efforts are needed to extend grape cultivation to newer areas. Soil and water salinity and drought are the impediments in this direction, for which suitable rootstocks are to be identified.

There is a need to diversify the uses of grapes. Currently more than 80 percent of the produce is used for table purposes. The major bulk of the produce is harvested in March-April, but as cold storage facilities are currently inadequate there are frequent market gluts. Diversification of uses as wine/juice and export of table grapes can ease the marketing problems. Maintenance of quality of table grapes by crop regulation is the priority consideration to increase exports. For the survival of the grape industry in India, the produce should be quality and cost competitive. Future efforts are to be concentrated in this direction.

14. Mr. Ajit Zallke. (2010), “Raisins: No Advance” in this article he stated APMC’s traders providing advance to the farmers for cultivation grapes and making raisin from last some years. But from this year association of traders taking decisions of the ‘no advance’ to the farmers.

Traders acquiring the 2% interest per month and providing advance on the capability of the farmers. Mostly farmers are taking advance for making the raisin, purchasing of chemicals. Making the racks. But some farmers not treating well to the traders so the traders taking decision ‘no advance’ to the farmers, but it is harmful for the farmers.

15 Mr. Shashikant Shinde.(2010), “ 15 crores project in the Kavathe Mahankal for raisin processing” he provides information for improving export of raisin there is need of good processing on the grapes and made quality raisins. For the start of making quality raisins requirement of 15 crores investment. But government supports for the agriculture production, for that 90 % subsidy and 10 % entrepreneurs participation.

APMC also interested in this project because of marketing of quality raisin there is need of quality production. And this project can provide good quality raisins to the market it will improve business of APMC also.

16. Rohit Pandhre. (2010), “Grapes harvesting, Handling, Transportation, Packing and storage” in his article management of post harvesting of grapes affecting on the quality of grapes in the

market. So that much important to management of all this aspects like handling, transportation, packing and storage.

It's also effecting on the marketing of grapes and raisin. Good attractive packing are useful for the every step, like handling of its, transportation, storage and impressing on purchaser also.

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