

CHAPTER VI

CONCLUSION AND SUGGESTIONS

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6.1 Introduction

6.2 Observation and findings

6.3 Suggestion

6.4 conclusion

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6.1 INTRODUCTION :

Many studies have proved that strawberry farming is comparatively most profitable. The present study concentrates on the cost of strawberry production. Observation is made on the basis of analysis and interpretation of data collected. Some suggestions have been given which may become valuable for strawberry farmers these observation, findings and suggestion are as under.

6.2 OBSERVATION AND FINDINGS:

1) Observation about Mahabaleshwer Taluka:

Mahabaleshwer taluka is famous for quality strawberry in India as well as outside India. The main occupation of majority peoples in Mahabaleshwer taluka is strawberry farming and Tourist place. Agriculture in Mahabaleshwer taluka mainly depends on monsoon. Out 85% area is irrigated in Mahabaleshwer and fully depends on monsoon types of irrigation used are mainly wells, boring and lake. Among the area under strawberry was the highest. On the average area under the strawberry was in 1993-132 as on acre, and during the current year 2012 as less than 2500 acre.

2) Observation about Sample Strawberry Growers:

The 80% selected strawberry farmers belong to mature age group 21 to 60 years. 20% sample strawberry farmers are highly educated which leads to higher efficiency productivity and quality, which is seen in the sample. Strawberry farmers have spread to different social classes and are not necessarily restricted to rich or big farmers. However, strawberry farming is undertaken by mainly medium size and small size farmers. Strawberry farming in Mahabaleshwer taluka mainly depends on well irrigation and bore irrigation. Farmers face the problem of shortage of employee mainly 70% farmers use drip system indicating farmers are ready to adopt the advance technology strawberry growers are members of primary or state level co-operative strawberry organization strawberry growers co-operative societies and state level organization play dominant role in strawberry farming.

3) Observation about Cost:

The total cost of strawberry production as per acre on the average was 264534. It showed consistent increasing trend in the successive study years due to increase in prices of input total prime cost of strawberry Rs. 105282, production cost Rs100127, selling distribution cost Rs.44598, main component of fixed cost are cost of plants, fertilizer, water, pipeline and drip system and other expenses variable cost per acre. Cost of growing strawberry and other annual expenses, increased consistently as during the study period main component of variable cost are land revenue, cost manners, fertilizers pesticides and labor cost, other expenses out of variable cost highest exp is on respectively. Output of strawberry per acre on the average is 7.5 tones (7500Kg).

4) Observation about price:

The study revealed that the prices of arrivals in all the months in year is almost the same throughout the period of the study the cyclical trend of increase or decrease in arrivals is observed during 6 months this is because of variation in prices and hence the growers are shifting their crop pattern to other can crop .the strawberry prices is highly fluctuating because strawberry prices are changing day to day and month to month.

5) General observation and findings

1. More than 50% farmers were having small size of the land Up to 2 acres the small size of land compelled farmers to resort to subsistence farming only.
2. The average production of strawberry per acre minimum 6 to less than 8 tones.
3. Farmers are not recording the books of accounts which are related to their strawberry cultivation.
4. Strawberry production is increasing but rate of strawberry is not increased or not constant. All strawberry industries, markets and traders, are given separate price of the strawberry growers the price at strawberry changes the day today and month to month.
5. Most of the farmers in Bhilar, Panchgani, Bhole, Avkali strawberry cultivators 2 acre under crops. Very few members more than 4 to 6 acres under the crop.
6. In the present study it is observed that strawberry farmers are getting low prices for their quality strawberry.

6. Findings

1) Low quality of strawberry:

It is observed that various natural factors affect the quality of strawberry and ultimately it affects the strawberry export. Nearly maximum farmers face the problem of thunder storm strawberry growers face the problem of change in climate. So many cultivators have their 20% production every year to board climatic condition strawberry are not accepted as export quality of strawberry. It is observed that quality of strawberry is affected because of various strawberry diseases and pests. So there is a need of pre harvest management for export promotion strawberry growers from Mahabaleshwer area have been facing such problems.

2) Problems of pre harvesting and post harvesting:

Harvesting is a very important aspect in strawberry export, being non climate fruit; need to be harvested when ready for consumption. It is observed that maximum strawberry growers have been facing the problem of pre-harvesting and they are ignorant about the recent development of new technology of post harvest mgt.

3) Problems in pre cooling and cold storage:

It is observed that in Mahabaleshwer taluka there are few cold storage and pre cooling unit. A compare to the total product, thought the production is 18000 M.T. In Mahabaleshwer area recalling and cold storage facilities is not sufficient.

4) Problem in export procedure:

In rural area the strawberry growers are illiterate and they do not share the problem with export producers. They are not interested in export of strawberry because they want imminent payment their production.

5) Packaging problem:

It is observed that packaging is very important in strawberry marketing consumers demand for good quality of packaging and it should be attractive. At present every farmers and expert tries to use good quality and special boxes, strawberry guard paper, plastic punched bags used in market this type of packaging material is costly exporter have to face financial problems.

6) Problems of employee:

Agriculture labor is important problem in this area; the labor is not available in time to time of strawberry farming.

6.3 SUGGESTIONS:

1. The farmers should come together and form a cooperative marketing organisation so that transportation and packing costs can be reduced .
2. The state government should provide minimum support price to the strawberry. This would eliminate the risk of price fluctuation and it would facilitate stability in the market which is beneficial to the producer .
3. Strawberry cultivation in the Mahabaleshwer taluka is profitable and therefore area under strawberry cultivation must be increased.
4. Prices of the strawberry of the market should be communicated throughout the district by the F.M. radio, local cable network television, for the benefits of the farmers and consumers. 5.3. The strawberry farmers should maintain the proper books of account and other financial record to enable them to know the profit and loss from strawberry farming.
5. To improve the water management system through drip irrigation should be standardized for each of the agro climatic areas suitable for strawberry cultivation. In this connection, government of India's is providing assistance for installation of drip irrigation system for various horticultural crops, including strawberry.
6. An economic packing system for strawberry export should be developed and be made easily available to growers of the Mahabaleshwer taluka.
7. There is need to establish new pre-cooling units at every village or at every village at every export center from Mahabaleshwer taluka having facility of grading packing and marketing information for strawberry exporting.
8. Advertising and publicity media should be expanded within the country and outside the country. It is strongly suggested that there should be international company launched by the various strawberry growing states with foreign marketing association and organization.
9. Important object in strawberry cultivation is it creates employment opportunities in rural areas because it is labor intensive as well as foreign

exchange earner therefore; a strong co-ordination among the growers, researchers, processors exporters is needed in this regard.

10. Farmers should develop the pre-harvest and post harvest management techniques for better quality strawberry which is needed for strawberry export.
11. Farmers must be aware about the government policies and facilities of export marketing.
12. It is essential to develop one central co-operative market for strawberry exporting at the district level.
13. There is a need of a research center to be developed for district level in which new varieties are to be evolved, new techniques to be developed for pre and post harvest management and give others helpful information to the farmers.
14. It is required to develop the new crop insurance scheme for strawberry Cultivation.
15. There is need to train and educate the farmers for the development of pre harvest management.
16. There is excellent scope for export of strawberry to foreign countries due to climate advantages in India, already exports are flowing out of Satara District to Arab and other countries market the cost of transport is high and hence alternative strategies to reduce the cost of transport have to be explored so that the Indian strawberry can have competitive foreign markets.
17. The government should give more subsidiary plant capital and managerial support to the strawberry growers.

6.4 CONCLUSION:

Strawberry is a one of the best fruit in many part of the world. Strawberry is important commodity of food and it is used to sweet jam's jellies, biscuits, any others. Strawberry as essential consumer item has its significance both in domestic as well as essential consumer item has its significance both in domestic as well as in the international market. Mahabaleshwer is almost 85 percent of India's total production. In 15% production provided to processing industry and 85% production provided to other country export and other states and cities in India. Only 3 to 4 percent strawberry export to other countries.

There are various broad cost element of strawberry cultivation. Prime cost plantation cost, production cost, selling and distribution cost. Most of the farmers in Mahabaleshwer village strawberry cultivation up to 2 acres under strawberry crop very few members more than 4 to 6 acres under strawberry crop.

The strawberry per acre production cost of strawberry was estimated and it was found to be per acre averagely cost Rs 261534 in selected villages. Cost of planting was found to be major cost item for 39.83% Percent of goods production cost manures and fertilizer were found to be another major cost item. Labors charges, transportation cost, box packaging and there expenditure to be the most important cost items. Strawberry is profitable crop because calculated and it was found that farmers start earning profit from the year as the production cost is high in initial years whereas volume production is high. The prices of strawberry are not fixed by the process of perfect competitions. Strawberry prices decided are strawberry factory and APMC price considering agriculture price cost and prices commission recommendation and state government advice. The ultimate price is residual price in nature .the quality of strawberry there are divided by three quality of strawberry as on class 1, class 2, class 3. In the present study result shows that strawberry prices are fluctuating.