

CHAPTER I
INTRODUCTION AND
RESEARCH METHODOLOGY

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CHAPTER – I

INTRODUCTION AND RESEARCH METHODOLOGY

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CHAPTER - I

INTRODUCTION AND RESEARCH METHODOLOGY

1.1 INTRODUCTION

Strawberry is one of the best fruit in many parts of the world. Indeed, people from all walks of life truly enjoy the venerable strawberry. In addition to being a delicious fruit, the strawberry also is a fruit that can be easy to cultivate and grown. The sweet red berries are irresistible to almost everyone. Strawberries are considered to be one of the excellent crops because of its quick production. These plants can be a wonderful addition to any gardening. Strawberry plants are lush and have attractive blooms. In addition, when the plants are laden with berries, they are lovely indeed. They are different from other fruits in that their seeds are produced on the outside of the fruit - this combined with their bright red colors has the unfortunate side-effect of making them very attractive to birds.

Strawberry is a major fruit of temperate region, it grows profitably well in the sub-tropical regions also. Its commercial cultivation could not become popular in semi-arid regions of India due to vagaries of climatic conditions and lack of adequate knowledge on its cultivation. Plasticulture techniques can play very important role in the manipulation of microclimate favorable for its cultivation. Scientific findings have revealed that use of plastic culture techniques in strawberry cultivation could revolutionize its commercial cultivation for higher profitability in the many regions of India.

Strawberry is important commodity of food and it is used for manufacturing of sweet jams, jellies, biscuits, ice-cream, short cake and angel food cake, as fruit leather they are also just with a sprinkling of sugar or splash of a cream, Post harvest handling marketing. Strawberry is highly perishable and hence a great deal of care in harvesting and handling as well as its marketing also requires to be organized carefully. Usually the fruit is picked late after soon, stored over night in a cool place and sent to market. Mahabaleshwer taluka in satara district is especially known as well irrigated area of to 189000 hector. In this taluka out of 11812 hector, 10196 hector lands is under plantation. But the field for strawberry crop is 2500 acre. The

feasibility and profitability of strawberry farming is always debated. In the subject of botany, agriculture science, biotechnology and biochemistry, studies have been conducted on strawberry crop. Even in economics commerce and management studies have been conducted on the topics related to food industries, jam factories and other factories and are useful for farmers. So the present researcher has come up with the topic entitled “Study of cost structure and pricing of strawberry farming in selected villages of Mahabaleshwer taluka” of satara district.

TABLE NO- 1.1

Brief profiles of Satara district and Mahabaleshwer taluka

Name of area	Rura./Aruban sector	Sq. km.	Total population	Male population	Female population	Family of no.	Literacy	Area under plantation	Area under horticulture Fruit crop
1	2	3	4	5	6	7	8	9	10
Mahabaleshwer	Total	223.01	54446	29117	25429	9623	38112	11812 (hector)	1455 (hector)
	Rural	196.10	28529	14540	13989	5379	M-21293		
	Aruban	026.91	26017	14577	11440	4244	F -16819		
Satara	Total	10480	2808994	1408326	1400668	570605	1920176	720534 (hector)	7233 (hector)
	Rural	10269.84	2410873	1201817	1209056	499758	M-1075247		
	Aruban	210.16	398121	206509	191612	80847	F-844926		

(Source: - Socio economic review of Satara district 2009 censuses of Satara district.)

STRAWBERRY FARMING IN MAHABALESHWER

Mahabaleshwer is most eminent centre of strawberry cultivation in India, which started 90 years ago. Mahabaleshwer is contributing almost 85% in the total production of strawberry fruits in India per year. Mahabaleshwer is situated on a plateau 120km away from pane and 250 km from Bombay. During the period of British rule, Mahabaleshwer become a perfect place for summer for Bombay province. Strawberry was introduced by the bruisers during 1920s in India

Strawberry is native plant of North America. The word ‘strawberry is derived coined by the farmers practicing the mulching of the plant with straw. There is another theory about the origin of the word ‘strawberry, that this crop was not cultivated as a cash crop. The word strawberry; is formed by different two words, as strewn and berries strawberry was discovered by the European 1588. In America

strawberry crops were easily and plentifully available in the wild area, hence it was not cultivated commercially by the Native American .it cultivation was started only after the demands of Europeans settlers.

1.2 CONCEPT

I) STRAWBERRY

Strawberry is a commercial crop. It is raised by bed cultivation and is found quit feasible which ensures proper drainage easy intercultural operation and facilities installation facilities of irrigation system. The land is prepared through the beds of 25cm. into 125cm and the width of convenient length should be made of 25cm .the runner should be planted at the distance of 25cm into 25cm ,with the space of four rows of plants per bed.

II) CASH CROP

In agriculture cash crop is a crop which is grown for profit. The term is referred differentiate for subsistence crop, which is fed to the producers own live stock or grown as food for the producer family. In past cash crop were usually the small parts of a farm, while today, especially in the devolved countries utmost all crops are grown for the profit. In the developing and non developed countries cash crops has export value.

III) AGRICULTURAL FARMING

Agricultural farming ensures that there is a consistent supply of foods by means of expanding improving the various agricultural mechanisms aimed at maintaining of constant supply.

IV) COST

Cost is crucial concept. It is the price of economic resource used as a result of producing or doing something. It is the amount of expenditure incurred on a given item this item could be the material, labors machine or product. It can be defines as “cost is the monetary measure of the value of economic services acquired by the unit. “In other words, cost represents the resources that have been or must be sacrificed to gain attain a particular objective.”

V) PRICE

Price is the sum of amount of money at which a thing is valued. In other words it is the value which seller sets on his goods in the market, which is offered for sale, equivalent in the money or other means exchange of current value. It is the amount of money needed for s purchase of something in the price line.

1.3 STATEMENT OF THE PROBLEMS

Though the loan is available for the cultivation of strawberry farming at the rate of 6% from banks, as per the policy of government, the farmers are taking loan from banks, financial institutions and from money lenders at higher rates on their personal credit. The main problem for the strawberry farming is the availability of credit financing, apportionment of cost and price utilization in improper manner. it is also difficult to measure the financial performance of strawberry farmers . Because their maintaining no proper accounting record. The present study is confined to the study of cost structure and the pricing problems.

1.4 SIGNIFICANCE OF THE STUDY

The present study is mostly useful to the respective farmers in predicting proper cost and price of strawberry and helpful to keep account records whenever necessary. The farmers may use of this study for adopting proper methodology for an ascertainment of profitability. It is also helpful for strawberry industries and strawberry farming and for the government authorities for the purpose of policy formulation or policy intervention. It may assist to bank and financial institution to understand the feasibility of farming. Hence this study is important to all fields such as government, strawberry industries, and Strawberry farmers.

1.5 OBJECTIVE OF THE STUDY

The main objective the study is as follows.

- i) To study the origin and growth of strawberry farming in India as well as in the study area as particular.
- ii) To know the existing cost of production and pricing of Strawberry.
- iii) To study the planning controlling and decision making function of management in determining the cost and pricing of strawberry.
- iv) To study the problem and prospects of cost structure and pricing of strawberry farming in Mahabaleshwer taluka.

1.6 HYPOTHESIS OF STUDY

- i) The farmers are unaware about maintenance of accounting record.
- ii) The strawberry farming in Mahabaleshwer taluka is profitable fruit crop.
- iii) The prices of strawberry are highly fluctuating.

1.7 SCOPE OF THE STUDY

The dissertation attempt to visualize the most important feature of cost structure and pricing of strawberry farming. The geographical scope of the study is limited to selected villages in Mahabaleshwer taluka. In Mahabaleshwer taluka cultivating of strawberry farming is in 34 villages out of which 4 villages are cultivating of strawberry at a large scale. The present study is confined to the selected four villages.

1.8 METHODOLOGY

1) Data collection:-

The primary and secondary data are collected as per the requirement of the study..

a) Primary data:-

The primary data has collected by using the structured questionnaires interviews and non participative observation. The present researcher proposes to use the cluster sampling to collect the required data. The informal discussion with the agriculture field office has also been carried out.

b) Secondary data:-

The present researcher has been collected the secondary data. By using secondary sources such as references book, research paper, articles, primary interview intimation questionnaires and other related matters and various websites.

2. Sampling technique

Four villages from Mahabaleshwer taluka have been selected for the present study. These villages have been selected on the basis of strawberry cultivation. The four villages are first largest strawberry cultivators in this taluka. These villages are Bhilar, Panchgani, Bhole and Avkali.

**TABLE NO – 1.2
VILLAGES OF STRAWBERRY CULTIVATORS IN MAHABALESHWER
TALUKA**

Sr. No.	Name of village	Population	Strawberry farmers
1	Bhilar	3250	384
2	Bhole	1560	160
3	Panchgani	14401	228
4	Marla	850	25
5	Rajapuri	1228	45
6	Velapur	1150	25
7	Nhakinda	1060	17
8	Kaswand	1450	106
9	Avkali	1450	146
10	Khenghar	955	24
11	Hatlot	768	20
12	Methguthad	1050	25
13	Pangari	475	35
14	kumbhoshri	980	16
15	Chaturbet	915	19
16	Goteghar	850	22
17	Akhegani	760	16
18	Danwali	950	28
19	Umbari	720	28
20	Bondarwadi	550	10

21	Ambral	630	18
22	Dhawli	720	16
23	Chikodi	570	26
24	Marla	855	30
25	Malabar	720	23
26	Vicar	540	17
27	Bhekawadi	450	19
28	Moleswar	625	24
29	Rengadi	633	26
30	Parut	546	19

(Source: Strawberry Growers co-operative society Bhilar)

TABLE NO- 1.3
SELECTION OF THE SAMPLE

Villages	Strawberry farmers	Sample	Percentage
Bhilar	384	38	10%
Panchgani	228	23	10%
Bhose	164	16	10%
Avkali	146	15	10%
Total	922	92	10%

The researcher has selected **Ninety Two** respondents from above mentioned villages, on the basis of maximum number of cultivators available in the total number of these villages. The sample has been selected 10 % of population on the basis of **cluster sampling method**.

3) Data analysis:-

The data has been analyzed by using statistical, tools such as mean, mode, medium, standard deviation ,correlation, regression, t-distribution software like ms-excel sp etc. the appropriate method for testing of hypothesis has been followed.

1.9 LIMITATIONS OF THE STUDY

- i) The study is confined to the four villages from Mahabaleshwer taluka only.
- ii) The period of study is restricted to only two years for 2009-10, 2010-11.
- iii) The information given by the farmers is subjective. As they do not have an authentic record.

1.10 CHAPTER SCHEME:-

1) Introduction and Methodology

The chapter starts with the introduction of the subject information about strawberry farming in India, It Covers meaning and concept of the related subject, Statement of Problems, Significance of the study, Objective of the study, and Hypothesis of the study, Methodology & limitation of the study.

2) Review of literature

This chapter deals with review of literature regarding Strawberry farming. It covers review, Research articles PhD Thesis, M. Phil Thesis related to the subject.

3) Profile of strawberry farming

This chapter deals with the historical, geographical industrial, Agriculture, Infrastructure, Growth and development in the four village which in defined separately.

4) Cost structure and pricing of strawberry farming (Theoretical framework)

This chapter deals with introduction and meaning of Strawberry, Farming, Agriculture, Cultivation of Strawberry, and cost structure and pricing of strawberry.

5) Analysis and interpretation of data

This chapter deals with data analysis and interpretation strawberry farming in selected four villages.

6) Conclusion and suggestion

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