

CHAPTER - VI

THE IMPACT OF HORTICULTURAL DEVELOPMENT ON SOCIO-
ECONOMIC LIFE IN SANGOLA

CHAPTER VITHE IMPACT OF HORTICULTURAL DEVELOPMENT ON SOCIO-
ECONOMIC LIFE IN SANGOLAINTRODUCTION :

The main object of the present study is to evaluate the impact of changing cropping pattern i.e. development of horticultural sector on the socio-economic life of the people of Sangola taluka. The cultivable land is not so rich here. For the development of agricultural sector water is a must. But the average rainfall and artificial water sources are low or poor. There is hardly any industry in the region and the people depend mainly on agriculture, which is a subsistence sector. It is, therefore, quite imperative that some ways be found which can help improve the living standards of the people of Sangola taluka.

In the given conditions it is difficult to change the traditional agriculture sector practices, and also the industrial sector. Fortunately in the prevailing condition in Sangola taluka horticultural development is possible to a considerable extent. With the assistance of Agricultural Universities, Scientist and experts, change has taken place in the agricultural sector. That change reflects in the development and importance of the horticulture.

Since 1980 the era of horticultural development has started in Sangola taluka. Within a very short period this new type of cropping pattern has become popular among the farmers

particularly because the returns from horticulture or fruit crops are higher than on the traditional crops per hectare. No doubt this new changing cropping pattern definitely assists in improving the socio-eco life of the people of Sangola taluka. Today **th**is horticulture helps to convert the agricultural sector, which is a subsistence sector, into a profitable one. Most of the farmers, along with their traditional farming, are adopting new cropping patterns i.e. Pomegranate, Ber and Grape farming. At the same time most of the farmers who have horticultural plants are reinvesting their profit in the development of horticulture. Above all these events show that the development of new cropping pattern is affecting the socio-economic conditions of people of Sangola taluka favourably. The following tables help reinforce this point.

In order to evaluate the impact of the horticultural development in Sangola taluka, a personal survey and interview were under taken. There are nearly 300 families (farmers) having horticultural farms. For the present study, about 15 percent of the total fruit growers was selected as a sample, totalling 50 farmers.

These farmers are spread over 24 villages. The average family is made up of 8 persons. In order to that new agricultural technology is adopted, education is must in Sangola taluka. The percentage of educated persons among fruit growing families is high in Sangola taluka (Table 6.1).

TABLE 6.1
EDUCATED FARMERS AMONG SAMPLE MEMBERS

Uneducated	upto Xth Std.	Degree holder
10	29	11

Eighty percent of the fruit growers (from the sample size) are educated. Among them 22 percent are degree holders, and only 20 percent are uneducated. The high percentage of educated among the sample members makes for easy adoption of newer technology and also for innovation.

The main occupation of all farmers was traditional agriculture. The average size of the farm of the sample members can be seen in Table 6.2

TABLE 6.2
THE SIZE OF THE FARM (ACRES)

1 to 5	5 to 10	10 to 15	Above 15
4	18	5	23

Before plantation of fruit crops most of the farmers were growing traditional crops on their land. The number of small farmers i.e. land holding of upto 5 acres is low. The farmers having land of between 5 acres and 10 acres is 18. The table shows that the percentage of big farmers i.e. those who have more than 15 acres of land, is comparatively higher. Almost all farmers have one or another type of water resource. Some part of their land is under irrigation. Traditionally

they grow Jawar, Bajra, Groundnut, Sugarcane, Cotton, Wheat, Chilly, Oilseeds and some pulses.

Records however show that traditional agriculture in Sangola taluka has not been profitable. Thus, farmers have turned to horticulture in an increasing way in the belief that it will yield them much higher incomes. Therefore, after 1980 the era of horticulture was started in Sangola taluka.

Of the 50 farmers 27 have taken to Pomegranate growing only (Table 6.3), followed by Grape only 9 and Ber only 3. But there were eleven farmers from the sample size who grew a combination of these fruits on their farms. Thus in all there were 42 farmers growing pomegranate, 15 Grapes and 13 Ber (Table 6.3)

TABLE 6.3
NUMBER OF FRUIT GROWING FARMERS.

Pomegranate	Ber	Grape	Pomegranate & Grape	Pomegranate and Ber	Pomegranate, Ber and Grape
27	3	9	5	1	5

Total No. of Farmers

Pomegranate	Ber	Grape
42	13	15

The total land area coming under the three fruit-cultivation was 154 acres (Table 6.4)

TABLE 6.4

LAND UNDER DIFFERENT FRUIT CROPS (ACRES)

Pomegranate	Ber	Grape	Total
92	41	21	154
(59.74)	(26.62)	(13.64)	

Out of total 154 acres 92 acres (60 percent) is under pomegranate, remaining 26 percent under Ber and only 13 percent under Grapes.

The horticultural practices in Sangola taluka are of recent origin, and are carried out along side the traditional food crops. Comparatively the horticultural practices seem to be proving more profitable. If we compare the total income per acre from traditional crops and new crops we find that the latter are more profitable (Table 6.5). Following table shows it clearly.

TABLE 6.5
COMPARATIVE INCOME LEVEL (Rs. Per Acre)

Crop	Items	Cost of Production with marketing	Net Income
Traditional crops	Jawar	450	350
	Bajra	100	50
	Sugarcane	7,000	5,000
New fruit-crops	Pomegranate	62,894	31,106
	Ber	35,712	20,288
	Grape	81,192	59,200

The substantial incomes earned from the horticultural practices have had an effect on the living standards of people in the taluka, where durable assets of the sample farmers have increased substantially (Table 6.6). It seems that after developing fruit growing agricultural sector in Sangola taluka, considerable increment in respect of fixed assets has taken place.

TABLE 6.6
INCREASE IN FIXED ASSETS

Sr.No.	Items	Before plantation	After plantation
1	House	50	-
2	New houses	-	2
3	House repairy	-	5
4	Well	50	-
5	New well	-	7
6	Well repairy	-	15
7	Bullocks	40	-
8	Electric pumpset	50	-
9	Gobar Gas	-	1
10	Motor-cycle	-	3
11	Jeep	-	1
12	Tractor	-	1
13	T.V.	-	5
14	Bank (Investment)	-	2 persons
15	Share Certificates	-	7 persons
16	Investment in new fruit garden	-	33 persons

The table depicts the picture of the economic condition of the farmers before and after the plantation of fruit crops (amongst the sample farmers). Before plantation these people had a limited number of fixed assets namely houses, well, bullock, electric pumpsets etc. After adopting new practices

and cropping pattern, they received a considerably higher income from these fruit farms. Therefore, the economic conditions have been changed. New houses have been constructed. They have new wells, and have old ones repaired. Some now also have Gobargas, Motorcycles, Jeep, Tractor, T.V. etc.

The changed cropping pattern have another two important effects. One is the saving habit of the farmer has increased. It is reflected in the farmers buying shares, National Saving Certificates, LIC and other types of savings. Secondly, 33 farmers have reinvested their net income on their farms with the idea of developing the sector to a considerable extent. Therefore, it indicates that the position of the fruit growing farmers is becoming more sound.

For the adoption of new cropping pattern, methods of cultivations, marketing of produce and guidance are necessary. Most of the farmers have been guided by the Agricultural officers of Panchayat Samitee and Training and visit department (Table 6.7).

TABLE 6.7
NATURE OF GUIDANCE

Own	Agriculture officer	By neighbours	Total
5	37	8	50

The table indicates that the role of agricultural officers is important in respect of the development of horticulture in Sangola taluka.

Like guidance, capital is also an important factor contributing to the changing crop pattern. People have raised financial assistance from their own resource (20), from the banking system (28) and from non banking sources(2) (Table 6.8).

TABLE 6.8
SOURCE OF FINANCE

Own	Bank	Other	Total
20	28	2	50

Financial institutions like banks have played an important role in releasing necessary loans to fruit growers. Fifty six percent of the farmers have received assistance from various financial institutions which are at the regional level. Some big farmers have reinvested their previous savings in this new agricultural venture. Only two farmers have had to depend on 'other' sources of finance is friends, relatives and/or money lenders.

To be able to dispose off the produce in time and at remunerative prices is an important aspect of horticulture, as with any other agricultural produce. In reality the producers

will get ready guidance and finance, but marketing the produce does not bring about such easy solutions. This becomes important, particularly when it is considered that the fruits grown are all perishable 'commodities'. Thus they should have a ready market. But in general this does not happen. Many difficulties e.g. grading, packaging, storage, transport, distant markets, middlemen will be faced in the marketing process.

Fortunately Pandhari Prasad Fal Utpadak Sangha, Sangola is available for fruit growers as a media in marketing. Almost all farmers are selling their production through this Sangha, as this Sangha has been established by the fruit growers - themselves. Almost all farmers are members of the Sangha.

The present Sangha provides many require services to its members in respect of increasing production, standardisation and providing ready and profitable market. The Sangha is providing transport and packaging facilities, besides fertilisers, insecticides, pesticides and guidance etc. It also conducts some seminars, discussions and lectures with respect to standardisation of fruits, packaging, cutting, giving regular doses and other facilities.

The Sangha sells its fruit in the markets of Bombay, Delhi, Calcutta, Madras, Bengalur, Kanpur, Nagpur, Lucknow etc. In fact Ber has been exported to some foreign countries also. These are important profitable markets. Naturally the better quality fruits will sell more easily in the markets of the

above important cities. Lesser quality fruits are sold in the local and nearby markets.

The price of pomegranate depends upon its weight and colour, generally the weight of an individual fruit will vary from 200 grams to 1100 grams. The weight of an average fruit is 450 to 500 grams.

TABLE 6.9
MARKET RATE OF POMEGRANATE
(per dozen)

Sr. No.	Weight of Fruit in grams	Bombay Rs	Calcutta Rs	Delhi Rs
1	100 to 200	15 to 20	16.50 to 22	18 to 24
2	200 to 300	20 to 30	22 to 33	24 to 36
3	300 to 400	30 to 40	33 to 44	36 to 48
4	400 to 500	50 to 60	55 to 66	60 to 72
5	500 and above	70 to 80	77 to 88	84 to 96

Source : Pandhari Prasad Fal Utpadak Co-op. Sangh, Sangola

Pomegranate sells at prices ranging between Rs.15 and Rs.96 per dozen, depending upon its weight and the place in which it is sold (Table 6.9). Delhi is a profitable market as compared to Bombay and Calcutta.

The price of grapes varies from Rs.16 to 35 for a pack of four (4) kilograms. Recently, Ber has also found a profit



market not only in India but also in foreign countries. Generally, it is sold for Rs.7 to 10 per kilogram.

However, almost all farmers interviews indicated that the new cropping pattern has not adversely affected the traditional cropping pattern. This is mainly because, for the development of new cropping pattern they have used previously uncultivated, poor and barren land. At the same time, this new crop does not require much water. Therefore, this new crop pattern was developed along with traditional type of agriculture.

Again almost all the sample farmers have indicated that fruit farming is a profitable business and helps to raise the standard of living. Therefore, this new cropping pattern has got an important place and a role to play in agriculture.

The study has indicated that fruit growing farmers now are in a better condition. They are satisfied with their respective business and they are motivated to develop horticulture sector and expand it as much as possible.