

## CHAPTER - V

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CHAPTER - V

CONCLUSION AND SUGGESTION

The cultivation of grapes in Maharashtra is increasing. Farmers are introducing grape vines on parts of their farms. This is also true of Jath Taluka, and Prima face it appears that the attraction, in financial terms, is not as bright as expected taking total costs and income earned from grape cultivation both at the minimum and maximum levels, the prospects do not look as bright. According to Dr. B.G. Bhujbal of Mahatma Phule Agricultural University, Rahuri, the grape growing business would be a business of no profit no loss during normal circumstances. Any deviation from that norm is bound to tend to result in loss to the grape producers. Thus if the grape products activity has to be of any meaningful activity, its marketing process must be modernised and run more efficiently. These are a large number of problems which are faced by grape cultivator in Jath, Taluka which cry out for rectification.

1. IMPORTANT DIFFICULTIES :

a) TRANSPORTATION :

Produced grapes are to be immediately packed and sent to the various markets through so many means like Tempos Railways, etc. In the developed countries, modern methods of packaging are



used. Transportation is provided with airconditioned trucks from vineyards to the marketing places eliminating the need for frequent loading and unloading. But in India the grapes are transported by railway and road transport which lack refrigeration facilities, thereby contributing to increased costs and spoilage in transit. Besides no ventilation facility is available in these transportation means. This poses further threat to spoilage particularly in view of the summer which follows immediately after—in fact the summer season blends in the season. So grape/<sup>deteriorate</sup>almost immediately after harvesting, requiring farmers to sell them at reduced rates.

Maharashtra varieties of Thomson Seedless Anab-e-shabi and Cheema are demanded all over India, and the Thomson Seedless proper has a market in foreign countries also. If the transportation means are improved it is possible to get reasonable prices from foreign countries.

✓ If a cheaper air bulk transportation can be arranged then it is likely that benefits would accrue to the producers. One must however, realise that this is a distant dream in Indian conditions.

Due to the lack of developments of transportation, the grape grower has to bear more expenses and therefore, possible losses.

b) DEFECTS IN SELLING METHODS :

Since grapes are not sold through open auction method, it is inevitable that this should result in the entry of middlemen.

The grape grower has to bear unnecessary heavy commissions charged by the middlemen. If the grapes are sold by the open auction method, there would be no need to give commissions to middlemen or dalals. The grower will get a reasonable reward for his efforts.

c) SHORTAGE OF ELECTRICITY :

The problem of selling becomes more acute in the absence of non availability of immediate transportation facilities, even if open auction facilities were available. Before this process begins, the grapes should be put in cold storage immediately after harvesting from vines. Such cold storage facilities are not available to grape growers on their farms as well as at well as at railway stations. It is therefore, necessary to build cold storage facilities to enable the grape grower to take advantage of market conditions, for such cold storage facilities, continuous supply of electricity is a must. But rural India cannot boast of regular let alone continuous, supply of electricity.

d) NOT SUFFICIENT IRRIGATION FACILITIES :

In the scheme areas the benefits covered, comprises well irrigation facilities. The wells are about 30 feet to 40 feet deep. The water table in the area is normally below 30 feet deep. But the water table in the command area of percolation tanks and minor irrigation tanks is rather high, upto 20 feet or even less. The scheme area consist of many percolation and minor irrigation tanks. Thus there is adequate source of water to manly wells in the area. The electric motor pumpsets are installed on the wells for lifting the water from the wells. Generally the flow irrigation system is not sufficient in the area.

f) PROBLEM OF FINANCE :

Grape is a crop of uncertainty. Prosperity of this crop depends upon nature. The grape grower has no guarantee until safe marketing and sales are made with satisfactory returns. The grower thus has no control ( in effect) on the disposal of his produce. He grows grapes on the hope that things would out right. In this situation if an insurance company or the Government ensure the loss in transit and loss arising out of say rain fall in odd season, of harvesting time the grape grower may be encouraged to increase the area of cultivation and production. } So insurance facility should help. Then thus, } insurance facility is expected by grape growers.

g) PROBLEM OF CONCESSION IN TAXES :

The grapes of Jath are represented as Maharashtra's grapes and have large demand within the country as well as abroad. The quality of grapes is high due to the care taken by the farmers. For example, the grape growers give special treatment of gibberelic acid to improve quality of grape and use come or trunk gardling get much higher yields. After harvesting this grape is put under the grape guard papers to avoid deterioration particularly, white packing. Cut of these gibberelic acid and grape guard paper (sulphur wated paper) is required to be imported. Maharashtra Rajya Draksha Bagayatdar Sungh imports 100 Kilograms of G.A. for the members, costing Rs. 30 lakhs of which Rs. 24 lakhs have to paid as taxes. To avoid the mildew grape guard paper is used, while packing grapes in to boxes every year. The Sangli is importing this paper costing Rs. 5,00,000 over and above this 200 per cent as taxes have to be paid. The sulphur wated paper is not manufactured in India, this devil of a tax has to be sustained by grape growers until the preparation of G.Acid and manufacture of the grape guard paper is possible in India.

h) ABSENCE OF TELEPHONE FACILITY :

To day Maharashtra's total sale of grapes has reached Rs. 55 corers figure and the Sangli district's share is Rs. 17 crores.

In the coming 4 or 5 years Maharashtra's share <sup>Rs.</sup> 100 crores. Thus, to reach this objective it is not sufficient to provide facilities like electricity and transportation, but also it is necessary to ~~contract~~ various market places <sup>(an)</sup> regular basis. If the cultivator of Jath, Vita, Miraj has this facility he can easily contact the distant places. By knowing the conditions prevailing in the market, he may follow the harvesting. For the grower it is possible to maintain equilibrium between demand and may acquire higher prices. For example Vita, Miraj, Tasgaon, Jath grape growing areas should be put on S.T.D. Telephone lines with Bombay, Calcutta, Bangalore etc. which are market centers in India. The source could further be extended to Solapur, Nasik etc. A well knit communication facilities help to contact various marketing centres which may help is higher prices accuring to the grower rather than the middlemen.

2) MARKETING DIFFICULTIES :

Following difficulties are faced in the grape marketing.

1. Shortage of modern packaging and packing materials.
2. Non availability of modern suitable and cheaper boxes in adequate numbers for packing for packing for far way stations and export purposes.
3. Non availability of sulphur coated paper called ' grape guard required to be used for keeping freshness of grapes in

boxes for a number of days in transit. This is an imported article and no indigeneous substitute is available.

4. Lack of precooling and post pack cooling facilities by way of cold storage near the grape growing regions.
5. Prohibitive transport charges by road and exorbitant parcel rates in railways.
6. Shortage of railway wagons.
7. Non existence of refrigerated van service by mail or express or containers service between definite points.
8. Cold storage facilities before shipment to foreign countries.
9. Prohibitive Air freight and inadequate air space.
10. Containers in Indian ships either not available or their availability is nearly negligible. Export is mainly through foreign ships.
11. Direct contact with traders in foreign countries not easily available and claim settlement is difficult and not always guaranteed.
12. Grape growers left at the mercy of private marketers and exporters in the absence of recognised machinery to handle market and in the process remuneration received is not commensurate with toil and every spent, and amount invested on cultivation.



13. Lot of commission given to the middlemen.
14. Self selling method is not suitable.
15. Grape rate of per tax is not quite economical. - }
16. Advertisement is not sufficient.

CONCLUSIONS :

Grape culture depends upon nature. Still the people of Jath struggled their level best to reach genith of success in grape culture. The area of Jath is just like a famine area, drought prone where the normal rainfall is very low. In this low average rain fall ( average 38 cm per year) cash crop like sugarcane will not prosper. So the farmers turned to the cultivation of grape and got some measure of success in it.

In Jath Taluka the area under grape cultivation is nearly about 202 Acre. This is mainly in the villages around the Jath town, Bilur, Dafalapur, Revenal and Mendgari. The variety cultivated in this area Thomson seedless, which has become very popular not only with-in the country but it also attracts the foreign costmers. ✓ This credit goes to Mr. Ganpatrao Mhetre of Tasgaon, Mr. Vasantao Arve of Borgaon and Mr. Bhagvanrac Power of Vita, and above all to directions on cultivation technique given by Prof. Dabolkar and Prof. Bhimrao Bhujabal.

✓ In order to cultivate one acre grapevines, the cost could be roughly divided thus : working capital Rs. 39,000, Term finance Rs. 24,500. However, the unit cost some times may be ranging

from Rs. 70,000 per acre<sup>1</sup> in certain cases in the area. Taking into consideration the total production of Jath area it is difficult to sell and to get reasonable prices. Without the help of Dalals and middlemen, grapes are not marketed.

Producing organisations are able to acquire distant markets and profits by deducting all the expenses concerned. It is possible to maintain equilibrium between demand and supply by sending the grapes into various markets instead of sending them into local or domestic markets. Producing organisations are working as alternative to private dealers or middlemen, who are charging unnecessary expenses. There is much scope for working of producing grapes effectively. Specifically to diminish influence of middlemen, to export the grapes to foreign countries, to increase the durability of grapes by putting them into cold storage and preparation of raisins by processing grapes.

If the working area of producing grapes is vast, definitely the grape growers do not go without profit and help to control malpractices by middlemen, fertiliser dealers and fungicides dealers etc.

Today grapes are marketed in various places in India e.g. Bombay, Pune, Bangalore, Calcutta, Delhi etc. There is a good demand for the grapes produced in Jath as compared to other area in India, for their attraction and taste. These grapes are also

marketed in the Gulf countries.

SCOPE OF GRAPE CULTIVATION :

The Jath Taluka has 22,58,828 hectares of land. Out of the above, 1,35,189 hectares have been brought under cultivation for seasonal crops. India produces a large variety and volume of grapes they also have a significant place with its production being of the order of 2,37,000 tonnes during the year 1982-83 cultivated over an area of about 12,000 hectares.

In the world the share of grape cultivation is more than the cultivation of fruit trees. Grapes are used to eat, for preparation of Kismis and raisins and to make wine and it is also used as tonic and medicine. Grapes is highly labour oriented and it yields much return for at least 10 years once cultivated. Total area under the grape culture in the world is one crore hectares. World production of grapes is estimated at 65 million tonnes in 1983. India has about 10,000 hectares and in it Maharashtra's share is about 5,000 hectares. The average production in Maharashtra is also high at 31.50 tonnes per hectares. The production of grapes in India in 1982-83 was 2,37,000 tonnes and the share of Maharashtra was 50%. In southern India grape culture is made prominently in the states of Karnataka, Andhra Pradesh, and Kerala. The following table shows the area and production of grapes in 1982-83.

TABLE NO. 5.1

THE AREA AND PRODUCTION OF GRAPES IN 1982-1983

State	Area(Thousands)	Production(In Tonnes)
Andhra Pradesh	0.84	19.10
Haryana	0.47	1.42
Kerala	0.95	3.32
Karnataka	6.98	174.60
Maharashtra	2.10	31.50
Punjab	0.71	7.08
Total	12.05	237.02

SOURCE : P.S.Brinivasan Secretary, Processed Food Export Promotion Council.

According to Dr. Alask a good wine is made from grapes cultivated in Maharashtra. Every year in India Kismiss imports account for Rs. 5 to 7 crores. Today in the area of Sangli district 60 acres of Jath got success to some extent in preparation of Kismiss. If the proper technique is followed the problem of importing of Kismiss may be washed out by Maharashtra viticulture. For the export and preparation of Kismiss the Thomson Seedless variety is proved useful. But on the contrary the grape growers have to face some difficulties with respect to regular supply of water to vines, facility of cold storage and continuous research.

If the above difficulties are overcome then there is much scope for grape culture for exporting and for preparation of Kis miss and together proper national and international markets.

GRAPE CULTURE AND INDUSTRY :

The world Industry refers to production of goods through utilisation of the available practices and resources. Production is a generic term embracing the whole series of human efforts leading to generation of want satisfying potential in the safe shape of goods and services, farms, factories and wines, juice make available a wide assortment of goods essential for catering to needs and conveniences of the people, growing of crops on a farm processing of raw materials, manufacturing, a finished product or fabrication of parts and components of all goods are all grouped under the category of Industry.

Rational utilisation of natural resources and their skillful adjustment in such a way as to make them serviceable and acceptable to the people constitute the logic behind industrial activity.

INDUSTRY CREATES UTILITY :

This means that it aims at ensuring supply of goods, in that from which suits the objects, needs and convenience of the persons expected to use them. The purpose of industrial activity

is to mould the resources through the factors of production land, labour and capital in different forms in order to make them fit for use or consumption.

KINDS OF INDUSTRY :

1. Genetic Industry.
2. Primary Industry.
3. Manufacturing Industry.
4. Extractive Industry.
5. Construction activities.

Grape culture is included in the primary industry which is concerned with growing of crop on farm, for example agriculture, forestry etc. These are mostly nature oriented industries requiring comparatively lesser amount of human efforts. But grape culture is an exception to those industries. It requires larger amount of human capital leading to number of sub occupations like manufacturing of corrugated boxes, making of stripes, preparation of lables, opening of retails stalls and employing road vendors etc.

Today the <sup>u</sup>cojntry is suffering from servere unemployment problem. If the grape culture is encouraged it can help to solve problem of unemployment of a larger extent. In all the primary industries grape culture is the only industry which requires larger

amount of man power. If grape cultures are given status of the industry, the area under grape culture may be increased yet.

Jath Taluka is recognised as a drought prone area, with very little rainfall and limited irrigation facilities. In Jath the farmers indulge in grapes cultivation grape culture needs high investment and expenses. (following suggestions are very importatn.)

1. For the heavy investment that the farmer has put, an exemption facility may be expected from customs duty on imported materials and price control in indegenous products to check the increasing cost of cultivation.
2. The crop insurance facility against natural calamities like rainfall in odd season, and storm may be introduced as to enable the farmer to cultivate land.
- 9: 3. Adequate and regular facilities for under supply.
4. Easy availability of fertilisers.
5. Fungicides and hormones wether indegenous or imported.
6. Use sufficient gebberalic acid.
7. Availability of cement and steel for bowers at controlled rates on quota basis should be provided which would give returns in longrun.
8. Use modern packing materials.

TYPES OF MODERN MATERIALS :

a) CORRUGATED FIBRE BOARD BOX :

The advantages of using this material, over wood are wellknown. However, packages of this material as are being used today can still be improved upon by using board of better of quality with good box designs and attractive printing specially for exports so that they have good display value in the super market shelf in the overseas markets. One such example is the box of grapes which has won the India star award for the year 1984. It is a 3 ply corrugated fibre board single price die-cut box which has a unique feature of interlocked stacking and is attractively printed in three colours.

b) MOULDED EXPANDED POLYSTYRENE BOXES :

This is plastic pack which is moulded from expanded polystyrene materials into boxes and which can be usefully adopted for packing of fragile and perishable items. These boxes have an added advantage of being light in weight and having constiming as well as insulating properties. The insulation provided by the box would help in maintenance of low temperature of the product when the packages are removed from the cold storage and exposed to ambient conditions during loading and unloading or at any other times. The packs are also waterproof and suitable for withstanding low temperatures. Since the cost of these packs is on the higher side these could be adopted from multitrips.



c) POLYPROPYLENE BOXES :

Polypropylene corrugated sheets are now being manufactured in India and could also be considered for packing of grapes as returnable waterproof and has a good bursting strength. The board can be either formed into trays or boxes. Which are collapsible.

d) MOULDED PULP TRAYS :

The moulded pulp trays are now available indigenously from a number of sources and are already being used extensively for packing of eggs and fruits. A suitably moulded pulp tray, in shape to accommodate one or two bunches of grapes can easily be made available and such a tray could be used as a consumer pack after overwrapping with suitable transparent films.

e) STRETCH FILM :

Recently introduced in our country is the stretch film which is actually unilaterally oriented polyethylene or polypropylene film. It has a property that under tension it stretches and when the tension is released it comes back to its original form. This property helps in packing the product in this film which holds it tight and the whole operation can be carried out without application of heat. Since these films are clear the product that is packed inside is also visible.

f) POLYETHYLENE NET :

Another introduction in the field of plastics is the polyethylene net, which can be available in bottom sealed bags of different colours. The bag can be closed by either twist knotting or plastic clip. Besides being attractive and light in weight, the perforation of the net provide good ventilation for the fresh produce. The possibility of using this type of netted bags for grapes seems to be quite interesting.

g) Quick transportation is needed.

h) Marketing of grapes must be done according to open auction selling method and at the same time control on malpractices of deals are to be stopped.

i) Necessary measure for the increase of grape selling.

This can be done through the process of advertisement whereby the common man must be made aware that even he can afford today grapes.

CONVENIENCE OF THE CUSTOMERS PROFITABILITY :

12. Producers approaches. | 9

13. Salemen approaches. |

14. Customers approaches.

15. For increasing the life to pluched grapes ventilated wagons must be provided.

16. Careful handling in loading and unloading of grape is to be considered.

17. Availability of cold storage at marketing. Must be provided and rent can be levied for that particular period.
18. Research should be undertaken in providing packaging boxes at minimum expenses and to enhance the time of durability.
19. Timely information about in world of grape, demanded and rates in various markets are to be provided and this information can be broadcast on All India Radio often. By this expenses on stationary postage and telegrams and telephone can be controlled.
20. Organised effort can be made to remove these defects and mulpractices by middlemen and private markets.
21. Quality of grapes is to be considered while marketing.
22. Research work should be undertaken for the preparation of rainins by by processing with technique and enhancing durability of grapes quality improvement.
23. Supply as per demand.
24. Distribution of market places.
25. Period of selling to functioned. ?
26. Cold storages to be developed.
27. Bedane, manuka (kissmiss) to be thought over.
28. Production of other by products.
29. Arrangements for its sell. ?

These facilities can encourage the farmer to take initiative to further promote grape culture.