

CHAPTER 2

*Profile of Nandani Fruits & Vegetables  
Growers Co-operative Union Ltd.  
Nandani*

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## **Chapter: II**

### **Profile of Nandani Fruits & Vegetables Growers Co-Operative Union Ltd. Nandani.**

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## **Chapter: II**

### **Profile of Nandani Fruits & Vegetable Growers Co-Operative Union Ltd. Nandani.**

#### **2.1 Introduction:**

Maharashtra state is initiative in Co-Operative movement in India. NFVCU Ltd. Nandani was established on 3<sup>rd</sup> Nov.1986, in the village called Nandani, Tal. Shirol, Dist. Kolhapur (Maharashtra). The field of this agricultural institute can get easily water for all the seasons from the irrigation department of Krishna and Panchaganga rivers. The farmers of this area has been running lift irrigation scheme only because of the cultivated field and more than sufficient water for all the seasons. So the availability of all the natural needs, we found the growth of irrigated land in large scale in this area. Because of this farmer of this area moved towards the fruits and vegetable farming. Farmers of this area can get reasonable prices for their product, fruits and vegetables, because of increase of products in this area. The process of selling of goods in local is stopped in local markets. More than five to six farmers come together and in union they send it to the market of pune. But the lack of advanced material like packing of goods, and inconvenience of traveling of goods, it creates again less benefit to farmer. Over production in the market of pune also less benefited to the farmer. So they send their products in the market of Mumbai. Now they need Co-operative institute for their convenience to the availability of packing material to pack their good properly, management of fruits & vegetables, transport their goods to the markets and self presence of the farmer in the market.

#### **Establishment:**

It was established on 3<sup>rd</sup> Nov. 1986 in Nandani, under the name of "NANDANI FRUITS & VEGETABLES GROWERS CO-OPERATIVE UNION Ltd. NANDANI. IN SHIROL TALUKA" with only 100 farmers and 10000 share capital.

## **Registration:**

It was registered on 17<sup>th</sup> Aug. 1990 under the name of NFVGCU. Ltd. Nandani, after to set the guiding principle of Fruits and Vegetables production, marketing & processing.

## **2.2 Marketing Facilities Provided By Nandani Union:**

On behalf of the Union to create proper management of the providing the entire needful things and marketing facilities for the farmers of fruits and vegetables of this area, they divided their work by making different department like 1) Seeds, pesticides, fertilizers Department. 2) Transport Department. 3) *Patti-Payment Department*. 4) Main Department. 5) Billing Department 6) Pre-cooling Cold Storage Department etc.

### **1) Seeds, Pesticides & Fertilizers Department:-**

Through this department the guidance about modern technology for under irrigated field, developed kinds of seeds, pesticides, biofertilizer and its use are given to the farmers of this area. The union arranges workshops to guide the farmers of this area. Developed kinds of seeds, pesticides, chemical and fertilizer and needful packing material are provided to the farmer with reasonable price, by cash or by credit also. The material which has been purchased by farmers on their credits, the payment will recover from their produce by selling it in market.

### **2) Transport Department:-**

Computer, Fax, Internet facilities are available in this department. With these facilities they can easily get information about prices vegetables in national market every day. This union sends their production to Calcutta, Delhi, Mumbai, Baroda, Ahmedabad, Nagpur, Raipur, Pune etc. for to sell it in market. The farmer has to enroll his name to send their product to the market, before the day or on the day before 8.00 a.m. There is coolie in each motor. Farmer will

select his strategy to export his product when he gets fax of the market prices and weight of that good before 7.00 pm on that day from agent.

### **3) Patti – Payment Department:-**

This department will give protection to the agent. There is a bond between the agent and the union. There are 100 agents who are connected with union by bond. That respective agent should have pay money by DD to the Union. If farmer has purchased needful material from the union, then union will recover its payment from the money which agent has paid by DD and it will distribute in local bank.

### **4) Main Department:-**

This department will get 1% share in advance and 0.5% cutting from the money which will get from selling of that goods with the range of Rs. 100, Union will recover capital amount from the selling goods Union is take care about farmer. Main department will control & manage all the workers of the Union.

### **5) Billing Department:-**

This department has established for the recovery and implementation of rules and regulations made by the director body. The implementation of rate, condition and proportion of the credit is decided by director body. The department worked on various problems creates between farmer and institute because of the seeds, pesticides, fertilizers taken by farmer on credit, about transport about agent etc. The department has the rights to take legal action on that cause.

NFVGCU have also preceding and cold storage department which machinery is imported from California of the project, but now overloading work of Union this dept has been department from union in 22/06/2001 and that is established on new name is mapcos. If it is department from union. Mapcos provided precooling and cold storage facility to union.

## 6) Pre-cooling Cold Storage Department:-

NFVGCU have precooling and cold storage deptt. Machinery of this project was imported from California (USA). Due to preceding & cold storage union have been exported grapes and pomegranate to the European Nations, so it is important part of union. But how overloading work of Union & some problems this precooling & cold storage department has been department from union and that is establishment on new named as MPCOS – Marketing & Processing CO-Operative Society Ltd. Nandani. If it is departure from union MAPCOS provided precooling & cold storage facility to union.

However NFVGCU has been working and provide all facilities through these all department in the different villages of Shirol and Hatkangle taluka.

Further Sections deals about general information of grower's members as well as land use pattern in study area. The general information of farmers includes cast wise distribution, education position, and type of family age wise distribution.

## 2.3 General Information of Households: -

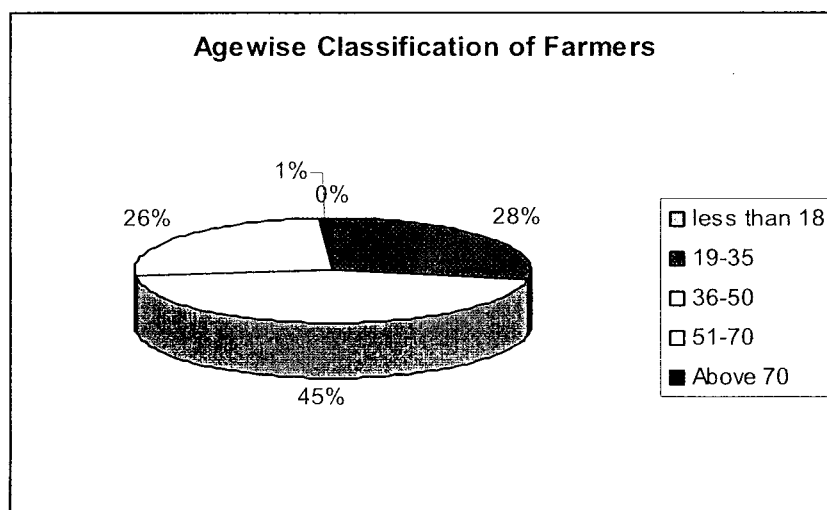
### 2.3.1. Age Wise Classification of Growers: -

Age is the most important parameters, which plays vital role in the occupation. Hence the Household were classified on the basis of age and presented in

**Table no. 2.1 Age Wise Classification of Growers**

Sr. No.	Age Group	No. of Families	Percentage%
1.	Less than 18	0	-
2.	19-35	28	28%
3.	36-50	45	45%
4.	51-70	26	26%
5.	Above 70	1	1%
	Total	100	100.00

Source: - Field work.



It was observed that out of the total households, no one households were in the age group of less than 18 years. 28% of households were in the (19-35) years age group, (45%) households were in (36-50) year's age group and (26%) households were in (51-70) years age group and lastly 1% households were in above 71 years age group. Thus among these age group it could be observed that (36-50) years age group is working group accounted for (45%) share followed (19-35) age lastly above 51 years age group.

The age wise classification of families shows that the majority of families were concentrated in the age group of (36-50) years.

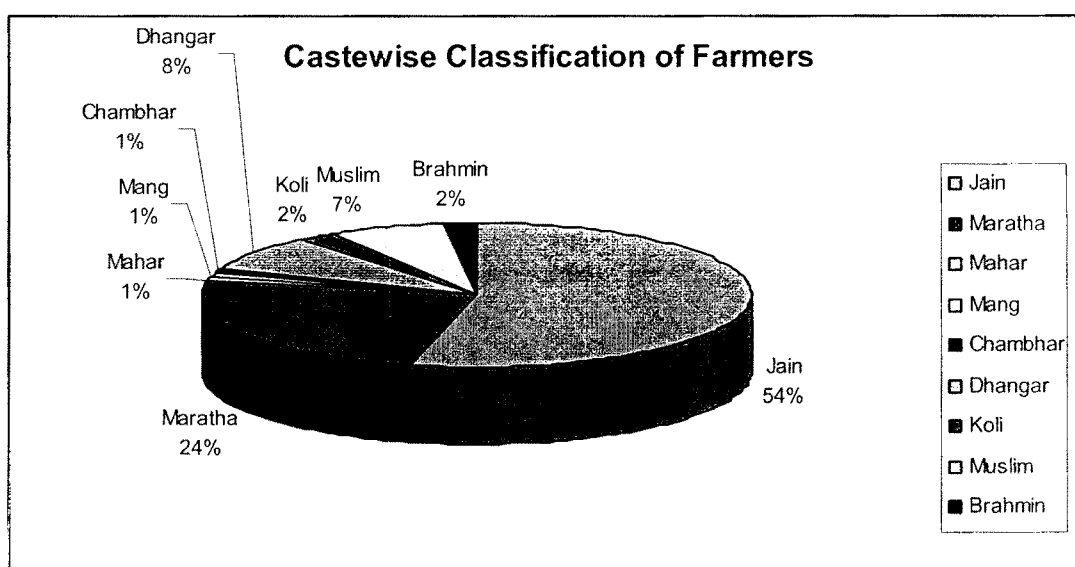
### **2.3.2 Caste wise Classification of Farmers in the Study Area:**

Country, state or region is diversified by various things such as caste, race, religion etc. Table No. 2.2 show that out of the total sample grower members were belonging 54% members were belonging Jain religion or caste which was the highest percentage in study area and mahar, mang & Chambhar each caste which was lower percentage in study area and out of total sample (100) Jain 54 (54%), followed by Maratha 24(24 %) Mahar Mang Chambhar each 1(1%), Dhanagar 8 (8%), Koli 2(2%), Muslim 7(7%).and Brahmin 2(2%).

**Table no. 2.2 Caste wise Classification of Farmers**

Sr. No.	Caste	No. Of Families	Percentage %
1.	Jain	54	54
2.	Maratha	24	24
3.	Mahar	1	1
4.	Mang	1	1
5.	Chambhar	1	1
6.	Dhangar	8	8
7.	Koli	2	2
8.	Muslim	7	7
9.	Brahmin	2	2

Source: - Field work.



Pie chart of caste wise classification of member growers shows that the majority of growers were Jain followed Maratha, Dhangar, Muslim, Koli, Brahmin, Mahar, Mang and Chambhar.



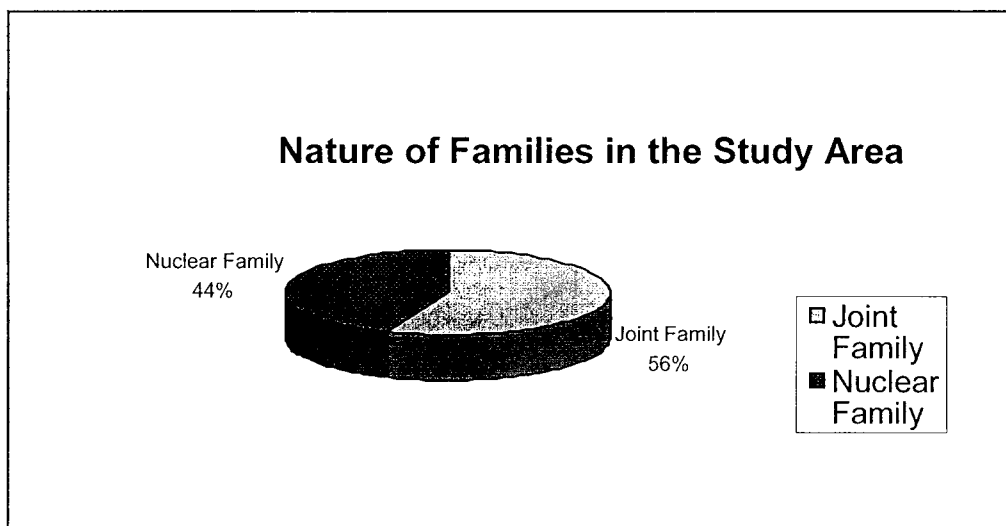
### 2.3.3 Nature of families in the study area: -

It showed that total sample families (100) are distributed in two categories one is joint family and second is nuclear family.

**Table No. 2.3 Type of Family.**

Sr. No.	Type of family	No.of family	Percentage
1.	Joint Family	56	56%
2.	Nuclear Family	44	44%
	Total	100	100.00

Source: - Field work.



It shows that out of total families 56% of families were in the category of joint family and 44% of families were in the category of nuclear family. This majority of families were in favour of joint family rather than nuclear family. In the rural areas people prefer joint family because it is beneficial compare to nuclear family thus, study indicates that still rural areas joint families have preferred.

### 2.3.4. Level of Education: -

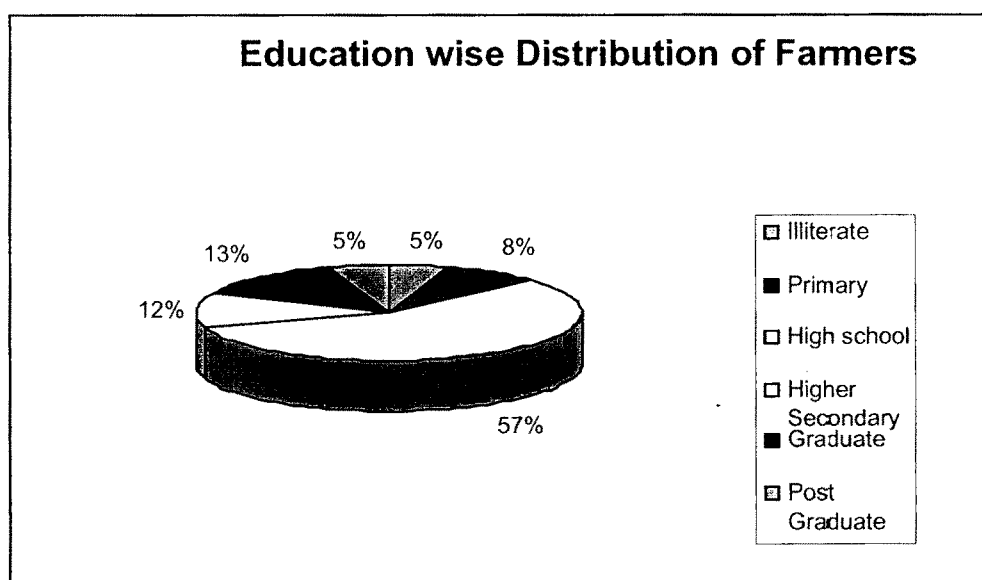
Education is one of the significant parameter in human life, which can change human beings life. The level of education is grouped in various categories like 1) illiterate group, 2) (1<sup>st</sup> -4<sup>th</sup> ) standard group (primary school) 3) high school (5<sup>th</sup> -10<sup>th</sup> ) 4) higher secondary school (11<sup>th</sup> -12<sup>th</sup> ) 5) Graduation and 6) Post graduation. The details are given as ahead.

### 2.3.4 Education wise Distribution of Farmers

**Table no. 2.4 Education wise Distribution of Farmers**

Sr.No.	Particulars	No. Of Respondents	Percentage (%)
1	Illiterate	5	5.0
2	Primary	8	8.0
3	High school	57	57.0
4	Higher secondary	12	12.0
5	Graduate	13	13.0
6	Post graduate	5	5.0
	Total	100	100.0

Source: - Field work.



As above Pie chart shows that out of total sample there were 5 respondents illiterate, 8 respondents were primary educated, 57 were high school educated, 12 were higher secondary educated, 13<sup>th</sup> graduated and lastly 5 respondents were postgraduates. Thus majority of member growers had high school education, followed higher secondary and graduates.

## 2.4 Distributions of Farmers by Taken Loans

Loans are the important source of farmers to the fulfillment of agricultural needs. Because income from agriculture is not just come in hand, thus various purposes of agricultural works farmers taken loans by several institutions. Following table shows the loans scenario of sample farmers in the study area.

**Table No. 2.5 Distribution of Farmers by Taken Loans**

Sr.No.	Particulars	No.of Farmers	Percentage %
1	0	40	40
2	10000-500000	25	25
3	50001-100000	17	17
4	100001-200000	8	8
5	200001-400000	9	9
6	Above 400000	1	1
	Total	100	100.0

Source: - Field work.

Above table no. 2.5 shows that out of 100 sample farmers 40 farmers information were not available about loans. Out of total sample farmers 25 farmers were taken loans in the range of Rs. 10000-50000, it was the higher proportion of loans takers. 17 farmers were taken loans in the range of Rs. 100001-200000, 8 farmers were taken loans in the range of Rs.200001-400000 and 1 farmers was taken loan above Rs.4 Lakh. Means that out of sample

farmers 60% farmers were taken loans for fulfillment of various agricultural activities.

## 2.4 Classification of Farmers by Types of Land

### 2.4 .1 Classification of Farmers by Owned Land

Land resource is the most important & necessary wealth of the country and its proper utilization is a matter of almost concern to the people. The utilization of the land according to its use capability ensures that this moral obligation of the percent genarion to this sustainable development and pass valuable resource on to next generation without deteriorating quality.

**Table no. 2.6 Area of own land of Farmers**

Sr. no.	Particulars	No. of farmers	Percentage (%)
1	Marginal	21	21.0
2	Small	32	32.0
3	Medium	30	30.0
4	Large	17	17.0
	Total	100	100.0

Fieldwork

Above table shows that frequency of landowners in the study area. Sample members are divided into four groups as marginal farmers, small farmers, medium farmers and lastly large farmers.

Out of total farmers 21 farmers were marginal landowners, 32 small farmers, medium farmers were 30 and lastly large farmers were 17. It means that in our sample number of small and medium farmer's proportion is lower. So we can say it is unequal distribution own land in the study period.

### 2.4.2 Classification of Farmers by Land Taking on Tenure Based

Table no. 2.6 shows the classification growers by land taking on tenure base. There were 6 farmers land taking on tenure base in that five farmers were marginal farmers and 1 was small farmers. So it was shows that out of sample 6% of farmers were land taken on tenure based and it was very less proportion compare to own land of farmers.

**Table no. 2.7 Land taken on Tenure base**

Sr. no.	Particulars	No. of farmers	Percentage (%)
1	Marginal	5	5.0
2	Small	1	1.0
3	Medium	0	0.0
4	Large	0	0.0
	Total	100	100.0

Fieldwork

### 2.4.3 Classification of Farmers by Size of Irrigated Land

**Table no. 2.8 Classification of Farmers by Size of Irrigated Land**

Sr. no.	Particulars	No. of farmers	Percentage (%)
1	Marginal	73	73.0
2	Small	20	20.0
3	Medium	7	7.0
4	Large	0	0.0
	Total	100	100.0

Fieldwork

Irrigation is the crucial factor in agricultural production process. Table no. 2.7 shows that distribution of farmers by size of irrigated land in the study area. Out of 100 sample farmers 40 % marginal farmers land were under irrigation, 27 % small farmers land under irrigated, 11 % were medium farmers and 22 % were large farmers land were under irrigation.

#### 2.4.4 Classification of Farmers by Barren land

Table no. 2.9 Classification of farmers by Barren land

Sr. no.	Particulars	No. of farmers	Percentage (%)
1	Marginal	50	50.0
2	Small	16	16.0
3	Medium	14	14.0
4	Large	20	20.0
	Total	100	100.0

Fieldwork

Table no. 2.8 shows that classification of farmers by barren land. Out of total sample 50 % were marginal farmers land was barren, followed by small farmers 16 % land was barren, medium farmers 14 % land was barren and large farmers 20 % land was barren. It means that over all study area barren land is one of the leading problems in the study area.

#### 2.4.5 Classification of Farmers by Facilities Taken From Union.

Nandani Union provides several facilities to member growers of fruits and vegetables in this region. Such as union provide pre harvest and post harvest facilities to member growers. Seeds, pesticides, fertilizers such pre harvest facility and post harvest facilities include packaging, grading, transportation, curing and ripening and storage. These facilities are essential for increasing the marketability of the horticulture produce, adding value to the produce, increasing profitability and reducing losses. It is proposed to create a network of infrastructural facilities for horticulture storages, transportation, marketing, packaging and grading, and export.

**Table No.2.10 Classification of Farmers by Facilities Taken From Union.**

Sr. No.	Facilities	No. of Farmers	Percentage (%)
1).	Seeds, pesticides, fertilizers facility	67.0	67.00
2)	Pooling, packaging & grading facility	62.0	62.00
3)	Transport facility	71.0	71.00
4)	Pre-cooling Cold Storage facility	22.0	22.00
5)	Billing facility	100.0	100.00
6)	<i>Patti-Payment</i> facility	81.0	81.00

Fieldwork

The above Table no. 2.10 shows the several marketing facilities provide union to member grower and member growers taken benefits from that.

Out of total sample 67 farmers had taken benefits of seeds, pesticides, fertilizers of union. Post harvest facilities like pooling, packaging and grading facilities taken 62 farmers by union. Transport facility is one of the essential things of marketing. Our study 71 farmers had been taken benefits of transport facility of union. Further pre-cooling and cold storage facility provide union and our sample 22 farmers had taken benefits from this facility of union. There was all 100 sample farmers were taken benefits of billing facility provided by union, because agent send bills of production of farmers to unions billing section. Out of total sample farmer there was 81 farmers were taken benefits of *Patti-Payment* facility.