

CHAPTER - IV

CO-OPERATIVE MARKETING AND PRESENT  
MARKETING SYSTEM OF MANGO IN KONKAN  
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IN KONKAN REGION:

4.1 The strategy to increase area under cultivation to enhance the production and steps to apply improved technology is no doubt essential, yet this would not be sufficient to sustain the growth of mango industry. An efficient mango, marketing system a pre-requisite for stable and remunerative prices to producers. This can be alone provide the necessary stimulus and an incentive to increase production. Now the this is proper time to consider suitable marketing of Mango from future development. Same observations was stated by Khan Mohamad in other words 'Marketing problems have been felt by the Indian Fruit farming for a long time'. In this context co-operative marketing. System should be considered .

4.2 Objectives of good marketing system:

A good system of marketing must have two objectives in view. One to assure to the farmer i.e. producers a proper return for his labour to enable him to stay in Occupation. The reward offered must be adequate enough to provide the necessary incentives for improving both the quality and the quantity of his produce. The another thing is to assure the consumer that he is not paying more than a fair price for the produce which he is purchasing. The agriculturist producer in most of underdeveloped and developing countries of is generally a poor man. To fight against the poverty two things are necessary for him. He must either improve his out put both quantitatively

or he must be enabled to get a larger share of the final price, paid by the consumer. But at present his share is smaller than what he deserves. The distributive system of which he is the victim operates more to the advantages of the intermediate agencies than him. This situation can only be remedied if the farmers sell their output collectively through their own marketing co-operative; instead of selling individually in the private Markets. A co-operative association of producers is an attempt of self help to overcome the difficulties arising out of the smallness of operations and to undertake one or more functions performed by the middlemen and others servicing agencies. Apart from the consideration of other non material benefits the purpose of a farmer's selling co-operative organization is usually related directly or indirectly to some priceed to the advantages in the sale of products for its farmer members. Co-operation is a weapon tobring about the correction of many abuses of the private marketing system<sup>2</sup>. It is absolutely true particularly in the case of cultivator's co-operatives.

#### 4.3 Marketing co-operatives:

While stating aims marketing cooperating Miss Margaret Digby and Gretton writes the aim of every Marketing co-operatives is to sale, the members product directly in the best market and in a State which attracts the best price. It gives the same service to large growers and small. It helps the members to produce the best products and which was demand more.

It gives fair weight. It grades the produce in such a way that the best price is obtained for all qualities. It aims at handling the crop, cleanly, without damage or waste, in a way it will increase and not decrease, its value. It stands for fair trading practices and uses its influence against rings and manipulation of prices. By advances on fair terms it helps the member to finance himself while he is waiting for his crop to ripen. It does what it can do even out the difference between good and bad years. It divides any surplus among all members in proportion to the contribution they have made to the business of the cooperative. It gives farmers a better understanding of all stages in the Marketing Process<sup>3</sup>.

It may be noted that modern marketing is a complicated process and a small farmers can have a little or even no influence except on one or two links of chain similarly marketing problems are ever changing in nature. Similarly Co-operative marketing should not consider as an easy task. Though in countries like Den Mark and U.S.A. Marketing co-operatives have no doubt made considerable strides and achievement. Co-operative Agricultural marketing is also significant in the third word countries like Taiwan, Philippines, Thailand and South Korea at this stage it is necessary to understand how co-operative is considered and realised by other countries. Let us consider the characteristics of various co-operatives in different countries.

#### 4.5 Marketing cooperatives in other countries:

Organisation of marketing co-operatives in Taiwan.

The marketing co-operatives in Taiwan are known as the farmers' Association. The service area of these farmers' association with the administrative area towards the Government at the same level. This is the main characteristic of these association. There are altogether 273 township farmers' Associations, 19 country/city association and one provincial association, with total membership 9,14,843<sup>4</sup>.

While in Philippines the cooperatives Marketing system is structured on three levels: Village, province and national. The system also includes cooperative Rural Banks, which provide agricultural production credit to farmers through society<sup>5</sup>.

In Thailand, cooperative Marketing system could be classified into two distinct groups a) agricultural co-operatives and b) Co-operatives stores. The former is organised by the producers and the latter by the consumers<sup>6</sup>.

After emphasising the nature and role of cooperatives marketing at international study of level present Marketing system of Mango in the region.

In this region mango is important commercial crop. As per one survey it is estimated that yearly production of Mango is round about 4200 M.T. to 4500 M.T. from large production point leading talukas may be named as Ratnagiri, Deogad, Dapoli, Vengurla, Guhagar and Rajapur. To understand present marketing method 70 mango growers selected from Ratnagiri and Deogad Taluka to study them as the representative sample. By analysing the information collected through informal interviews the following observations are available present

#### 4.6 Present Marketing Methods of mango:

Three district methods of Marketing of mango were observed in Ratnagiri Shidhurg districts by researcher.

##### Method I :

Growers are giving mango orchards to preharvesting contractors on long lease. This lease period may be as long as 25 years in some cases. But normal lease period may be 3 to 5 years. Pre-harvesting contractor pays lease charges in lumsun in one amount or every year during lease period as agreed. At the end of lease period there is option for to continue lease with new or old terms or to discountinue agreement accordingly to both parties.

##### Method II

Growers are giving mango orchards to preharvest contractors on annual contract. Annual Contract means contract limited to one particular harvest season only. Next year there will be new contract which will depend upon the will of both parties.

##### Method III

Growers selling fruits directly in wholesale market through commission agent . Here mango grower generally sales the fruits to one particular commission agent in wholesale market of particular location. Commission agent deals with the fruits on wholesale basis subsequently.

Now in recent time particularly after 1980 there is change in marketing rattern of Mango from Konkan and new channel are also realised in addition to existing one, which are shown in Table as follows:

Table 1

Distribution of Mango growers according to system of sale.

year: 1983-84:

<u>S.No.</u>	<u>Name of channel</u>	<u>No. of growers</u>	<u>Percentage to total No. of growers.</u>
1.	Direct Sale to consumer	5	7.15%
2.	Sale to Cooperatives	4	5.71%
3.	Sale through commission agent	44	62.85%
4.	Sale through Pre-harvest contractors	17	24.28%
	Total:	<u>70</u>	<u>100.00%</u>

This table indicates one important aspect that 62.85% growers sales fruits through commission agent. So even now commission agents dominate entire mango business. While sale through co-operatives is lowest in percentage (5.71%) indicates the failure of Co-operative movement in this area. Direct sale to consumers though it is just (7.15%) marginal it may be considered as an important channel from mango grower's point of view. Pre-harvest contracts now in majority cases limited to annual lease with few exception of long lease . As now mango realised which was observed in informal interviews with growers that long term lease agreements with preharvest contractors are not beneficial to them. Secondly the business is gaining popularities. So loyalty with one preharvest contractors is also diminishing producer prefers a contractor who is offering more price. So result of this change lease agreement period is reduced to one year.

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