
CHAPTER ONE

THE BACKGROUND AND ECONOMIC PROFILE OF REGION

CHAPTER - I

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1.1 Ratnagiri - Sindhudurg region of Maharashtra lies along the West Coast of India $15^{\circ} - 36'$ and $18^{\circ} - 50'$ north latitudes and between $75^{\circ} - 50'$ and $74^{\circ} - 36'$ East longitudes. The region occupies almost half the coast line of Maharashtra State. North South length is about 450 k.m. and East West width is of 65 k.m. This region is pierced through three parallel but distinct strips. The Western part is spread through an elevated coastal line of 288 k.m. The breadth of this strip measures about 24 k.m. The middle strip measures about 33 k.m. breadth. The third eastern strip which is about 8 k.m. in breadth represents the Slopy Sahyadri Mountains ranges. There are 16 Talukas comprising 13 Urban Centres and 1576 Villages. The region has an area of 13040 sq.k.m. As per 1981 Census figure the population of the region is inhabited 21,18,045. The boundaries of the region are, Apart from the coast line of the Arabian sea forming its Western limit, the Savitri river in the north separates over the major portion of region from that of Raigad District. The Sahyadian scarp, ending abruptly in some places to create spectacular scenery, also serves as boundary between Ratnagiri - Sindhudurg on one hand and the Satara, Sangli and Kolhapur Districts on the other.

The Savitri river forms a boundary for a stretch of 52 k.m. though along the coast some portion north of the Savitri

also belongs to this region. East of Mhapral, the boundary follows an irregular chain of hills having a north, West and south east trend. This chain joins the main range of the Sahyadri near the Hatlot Pass and separates the region from the Southern extremity of the Raicad District. On the West lies the Arabian Sea giving the region a seaboard of about 288 k.m., From the Bankot Fort in the north to the point some 5 k.m. South of Reddi port in the south. On east, the watershed of Sahyadrian main range from Hatlot to Ram in Sawantwadi forms a well defined natural boundary.

The southern boundary is more irregular. It separates the Sawantwadi portion of the region first from the Kolhapur District, then over a very small section from the Karnataka State and in the Southern extremity from the Union territory of Goa. Nearer the coast line this region extends as a narrow tongue of land between sea and the union territory of Goa almost to a point near Terekhol Fort. This part of boundary as a whole is influenced by water-sheds and forests.

1.2 Geographical Regions:

This region is typical konkan with all that is implied in the word. A monsoonal land with great contrast in nature, of heights and plains, of wet and dry seasons of forested and cultivated stretches of bare lateritic plateau surfaces and intensely tilled valleys. This region is essentially rainfed region. The average rain fall being 3200 mm. The climate of the region is as good as any other coastal region of the country with a little difference between night and days temperatures.

Meteorological data are available from four stations viz. Harnai, Ratnagiri, Deogad and Vengurla. In the hot seasons temperature rises slowly from March onwards and May is the hottest month. With the onset of the monsoon, temperature drops by three to four degrees. Day temperatures during the monsoon are lower than those in the cold season. In the post monsoon months of October and November are as hot as month as May. Night temperature the lowest in January. Areas within 20 to 25 kilometres of the Coast are the most pleasant particularly in the hot months with the sea breeze blowing, nearly throughout the day. Further inland during the hot months both days and nights can be oppressive and more so in the tract at the foot of Western Ghats. Along the Coast the maximum temperature rarely goes beyond 38° c (100.4° F), but in the interior part it may reach 40° or 41° c (104.0 or 106.0 F)

1.3 Humidity:

Owing to the proximity of the sea, the district is on the whole very hu-mid. Even during the Winter and summer the relative humidity seldom goes below 50 percent.

1.4 General Economic Survey:

The main feature of census survey from 1951 to 1981 which is note-worthy having a sociological significance is the numerical Superiority of the female. Over the male population following table reveals the same feature.

Table I

Year	Men	Female	Ratio Female to 1000 Men
1941	7,53,908	8,73,317	1,158
1951	7,69,675	9,48,329	1,224
1961	8,16,804	10,10,399	1,236
1971	8,86,995	11,03,588	1,244
1981	9,26,674	11,91,371	1,287

(Source Census Report of Ratnagiri, Sindhudurg District, Published by Central Government).

This tendency is contrary to the general trend in the population pattern of the whole of India, where the ratio of Male to Females comes to about 1000: 947. Data on economic characteristics of the region also reflect the under developed nature of Ratnagiri Sindhudurg areas.

1.5 Occupation:

Agriculture and Horticulture are predominant occupations of this region. But the gain from these activities are very insignificant, because the proportion of land under these activities is very small and the region depends heavily on monsoon. Only 18.33 percent of the region's area are under use for agriculture and Horticulture activities¹. The process of urbanisation has been distinctly slow. Two towns with a population of more than 50,000 in this region. Few practically no town worth the name has sprung up during the last seventy years. Ashok Mitra states this region as one of the region of India which has the lowest level of development computed in terms

of a ranking device which takes into account physical features, population characteristics and potential manpower available in agriculture, trade and industry ².

1.6 Food crops:

The main food crops are rice and ragi among cereals Kulith (horse gram) and black gram among pulses, mango and cashew nut constitute the important fruit crops. Food crops covers more than 73 percent of the total cropped area. However, food production is inadequate and cannot meet the total demand of the region for the whole year.

1.7 Agricultural tools:

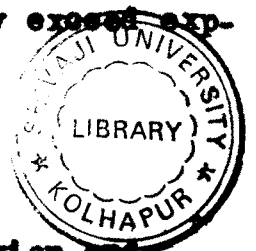
The field tools and implements used generally by agriculturists continue to be the old and indigeneous, though some modern, improved implements have been introduced.

1.8 Trade:

The region is primarily dependent on Bombay both for the sale of its products and for the supply of its day to day needs. Besides food grains all other articles like cloth, sweet oil, medicines, hardware sugar, gur, and chillies imported from outside. The Chief articles of export from the region are mangoes, coconuts. The volume of export and import trade indicates a very unfavourable position from economic point of view because imports considerably exceed exports, in the terms of quantity and price.

1.9 Mango:

Mango is one of the most important crop of this region and occupies about 60 percent of total area under fruits.



History of mango can be traced back to Kalidas's period. There are references in 'Meghdoot' a famous work of Kalidas of Mango as 'Amrakuta'. Mango has also wellknown in Buddhist period. Mango is common fruit all over India. But it varies in its nutritional value and taste. In this region cultivation of Mango is as old as 300 years. At Kunkeshwar, a tree said to be 300 years old is in existance . Hill slopes near the coast where drainage is assured and climatic conditions are ideal, this region is most suitable for mango cultivation. Mango is considered as a garden crop. Typically moist and annual rainfall around 300 c.m. in the period between June to Sept. months with less seasonal variation in temperature, bright sunlight are some of favourable factors for fruits farming in this region. As stated by Mr.Mohan Tawade, this land may be utilised for different fruits crops on the basis of their merits³

In this region Mango and other crops are considered as a tool for economic development in last 30 years. Even Horticultural Development Schemes introduced in this region by State Government from 1962-63 onwards and at that time there was Harticultural Co-operatives was considered as a tool for Development for mango growers. Mango is considered not only as a popular fruit, But now a days it is useful fruit for many other reasons. Mango is one of favourite fruit throughout India. Mango is also useful for health and body development. Chemical analysis of mango can be presented as follows:

a) Moisture	73.9%	to	86.7%
b) Carbohydrate	11.6%	to	24.3%

c) Protein	0.3%	to	1.00%
d) Fat	0.1%	to	0.8%
e) Minerals	0.3%	to	0.7%
f) Vitamin -A	6.5	to	8.3 mg/100 g
g) Vitamin -C	3.00	to	8.7 ME/100 g

Sugar constitute main bulk of the carbohydrates and most of the soluble solids in ripe mango.

(Source: Indian Council of Medical Research Report No.42(1966))

Mango season is generally short in nature and it units are March to May end. Some cases it may be extends towards June. But in June generally Monsoon starts in this region and creates further problem for Mango crops.

The Mango is not only popular through-out the India but also at abroad. It is also a ~~physikkex~~ feasible business from commercial point of view but at present the economic position of Mango growers is not change considerably in last 30 years. It is necessary to find the reasons for this circumstances. As stated people in this region are now concentrating on plantation of Mango orchards even on the large scale. But this is proper time to study and develop suitable Marketing system for this valuable crop not only with regional importance but also important from national point. At present India's export of mango majority to oil producing countries which can be quoted as good as 91.6 percent in the year 1979-80 of total mango export, which indicates the important of this business from different angle. Particularly to settle balance of trade problem with oil producing countries. More mango export will be one of the favourable solution to increase the over all

export and reduce gap between export and import. But for this purpose mango growers should be rewarded sufficiently. Whether he is getting an adequate reward ? What problems he faces in Marketing of the mango ? What alternatives are available to make marketing more efficient and beneficially to mango growers ? There are some of the important questions in this context. A detail study of marketing system may provide answers to these questions. This research, therefor aim at analysing the Marketing system for Alphonse mango. The chapter to follow explain, Methodology of this study and subsequent chapters deals in details regarding Marketing and other problems of mango growers in this region.

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