

UGC SPONSORED MINOR RESEARCH PROJECT

“A Study Of Production And Marketing Of Raisins With Special Reference To Tasgaon Taluka Of Sangli District”

-Project Investigator Mr. J. G. Mulani

EXECUTIVE SUMMERY

The role of agro-industries is quite significant in the developing as well as developed countries. Agricultural processing is one of the most important agro industry have significant importance in development of agricultural economy as well as industrial economy of the country. Indian agriculture has already passed through various technological, cultural and such other forces. But now it is expected that due to liberalization, there will be tremendous changes in agricultural production activities. It will transform from-subsistence farming to commercial one and marketing forces will determine the level of production.

From the last three decades viticulture is well developed by our farmers in the Western Maharashtra. Maharashtra State having rank first in grape growing in India. Fresh grapes from Maharashtra have attracted the attention of consumers all over the world due to its best quality and sweet taste. Maharashtra Rajya Draksha Bagayatdar Sangh was established in 1960 for cultivating grapes, finding new markets and research activities in grape cultivation. Mahagrapes is another co-operative organization enters in international market for grape export from 1991. Mahagrapes is a largest grape exporter in India for Seedless grape. They have their excellent infrastructure for pre-cooling and cold storage all over Western Maharashtra. At present Sangli district is famous for grape cultivation as well as Raisin production. Green and Yellow varieties of raisins are produce in this region.

In India 55000 tones of Raisins was produce in 2002-2003 out of which 35000 tones of raisins was produce only in Sangli district which contributes to 65% of the total produce. Tasgaon and Sangli Market are the important organized markets in India doing auction for the farmers. Viticulture is developed because of the help and research assistance provided by Agricultural Universities, Agricultural College, I.I.H.R. Bangalore, MRDBS- Pune, APEDA and Mahagrapes- Pune.

Raisins are one of the most nutritious dried fruits in world. Raisins are cholesterol free, low in sodium and totally fat free. They provide us with many necessary vitamins and minerals including iron, potassium, calcium and certain 'B' vitamins. Raisins are a good sources of fiber and rich in antioxidants. Raisins are 70% pure fructose (a natural form of sugar) which is easily digested for quick energy.

From 1990 onwards raisins production from Sangli district has been increased and many farmers are making quality yellow and green raisins. Near about 30% of India's raisins production is only from this area. Raisin auction sale stared on 13th March 1994 at Tasgaon Agriculture Produces Market Committee. In first two Years total raisins market reached to 13500 tones out of that total actual sale were 13120 tones.

Sangli district has a second place in Maharashtra in grape cultivation and raisins production and Tasgaon Tahsil stand out as a unique center for grape cultivation and raisins production.

Seasons of grape crops are of short period i.e. February to April as well as from the year 1990 onwards grape cultivation and production has been increasing tremendously in Sangli district. Due to that farmers are facing problem of grapes marketing and are getting very low prices for their quality grapes. As raisins is an

important produce of grapes and as farmers get better price so that they are making raisins on a large scale. During the year i.e. 2007-08, 90,000 tones raisins produced in Sangli district.

Farmers individually and some entrepreneur produce the raisins from the grapes. These raisins sold through organized market i.e. Tasgaon Agriculture produce Market committee. This market started sale of raisins in 1994. After that Sangli, Pandharpur, Nashik (Maharashtra) started auction sale of raisins marketing on the basis of Tasgaon market. Tasgaon and Sangli market runs 12 months. The raisins production is useful and income earning occupation for farmer. It is one of the leading exportable dry fruits with significant potential for foreign exchange earnings.

Highlights Of Tasgaon Tahsil

1. Tasgaon Tahsil is famous for its world-class grapes. At the beginning grapes are exported mainly to Asian countries like UAE, Singapore, Hon Kong, Sri Lanka, and Bangladesh etc. from 2003-04 grapes also exported European countries like America, England etc.
2. Raisins production started in Tasgaon Tahsil is first raisin production in India.
3. Auction sale started for raisins from 13th Mach, 1994 at Tasgaon market committee this is the First auction sale market in India.
4. Tasgaon Market committee is running First in India in Raisin auction sale market. In the year 2010-11, there was a turnover of more than 25 crores, which shows that 1/3 turnover of raisin is only from Tasgaon Tahsil as compared to India.

5. Mahagrapes has two member societies in Tasgaon Tahsil at manerajuri and sawlaj. They are directly exporting grapes to European countries and middle East.
6. Raisin industries in Tasgaon Tahsil are functioning well.
7. An ancient “Ganpati” temple in Tasgaon city which is older than 225 years is unique as the trunk of lorg Ganesha is bent towards right. The gopur (5 storey) ancient construction as entrance to temple of Ganesh Temple is the tallest 996 Feet) in Maharashtra.
8. Firework festival held in Kavathe Ekand village on the occasion of Dashahara in Tasgaon Tahsil which is the biggest firework festival in India.
9. Chitale Dairy bears the quality tag of chitale group= the compony manufactures and markets highly functional products. Up to 2001 chitale dairy situated in Tasgaon Tahsil but in 2001 new palus tahsil created and chitale dairy now situated in palus tahsil.
10. There are 37 cold storages in Tasgaon Tahsil for storing fruits, grapes and raisins, which is highest cold storage in India in and tahsil.
11. Chilimkhada (big cylindrical stone) victory Place of chouhan Rajputs over muslim warriors in pundi village.
12. Radhagopal Temple and home place as ISCON situated in Aaravade village.

Up to 1980 raisin was not produced in India. India depended on foreign countries in respect of raisins. During the year 1972 in Tasgaon Tahsil Late Vasantryao Aarwe, Late Ganpatrao Mehtre, Mr. Namdeo Mane and Mr. Shripad Dabholkar prepared 100 Kgs raisins with the help of local engineers. These four experts played vital role in raisin production in India. After that Mr. Vasantryao

Aarwe went to Delhi and showed the 100 Kgs prepared raisins to scientist of Indian Institute of Agriculture Research. At that time scientist were shocked. They are not ready to believe the quality raisins produced by these Indian farmers. These farmers visited to America for observation and study of raisin process, dipping method, techniques and drying method of raisin making. After that in 1983 they do experiment about raisin shed, type of grapes for raisin making, use of dipping oil, spray system for drying and developed new and proper techniques of raisin making in India.

Sangli District has secured second place in Maharashtra in grapes cultivation and raisin production. Major production of raisin has done in Tasgaon Tahsil. Tasgaon Tahsil stand unique center for raisin production. As raisins is an important product of grapes and as farmers are getting better price from raisin production. So they are making raisins on a large scale.

At the time of survey it is observed that from the year 1983-84 farmers turned to raisin making in Tasgaon Tahsil. In the beginning they produced only yellow raisin. From 1990-91 onwards they developed new techniques i.e. Australian dipping method and decided to produce green variety of raisins. At present 95% farmers produced green raisins. Hard attitude and experimental of farmers and favorable weather condition, raisin production increased tremendously in Tasgaon Tahsil. Due to huge raisin production, there is problem of marketing of

raisins. Since 1984 raisins were sold through brokers, commission agents and by wholesale dealers. From Tasgaon Tahsil raisins are sent to Mumbai, Chennai, Delhi and Kolkata markets. But raisin producer farmers does not get better price by such marketing. In the year 1994 revolution takes place in raisin marketing. In Tasgaon Tahsil raisin auction sale have been started by Tasgaon regulated market on 13th March 1994. Honorable Adv. R. R. Patil, Sanjay Patil, Late Vasantryao Aarwe, Late Ganpatrao Mehtre, Mr. Namdeo Mane, Mr. Mahadeorao Hingmire, Ashok Bafna have been efforts to start auction sale in Tasgaon. It is first raisin auction market in India. In the first two years total raisin market reached 13120 tonnes which turnover Rs 25 Crores. During the year 2011-12 total raisin market reached 40000 tonnes and turnover of Rs 500 Crores.

The present study was intended to depict the picture of raisins processing industry in Tasgaon Tahsil, the prominent raising producing tahsil in Maharashtra state. In the light of empirical evidence brought by the study the following conclusions are drawn. From 1990 raisin production form Tasgaon tashil has been increased and many farmers performing various experiment for making quality raisins. In the beginning they produced only yellow raisins, but a now a days. About 90% of raisins of green variety were produced in this area, Today Sangli district and mainly Tasgaon tahsil is famous for raisin making not only in Maharashtra but also India. Raisins production is one of the most important activities in Tasgaon tahsil. From the year 1990 onwards grapes cultivation and production has been increasing tremendously in the study area. Due to that

farmers are facing problems of grape marketing and are getting very low prices for their quality grapes and as farmers get better price, if they are produced raisins from grapes on large scale.

Due to increase in raisins production creates economic and social development of farmers in the study area. High labor force are useful for grape cultivation and raising productions, so that raisins industry creates an employment opportunity to unemployed people Raisin marketing activity increases income of government by way of vat and other taxes. Business like fertilizers, chemical, deeping oil, shed-net, plastic crates processing and washing machine developed due to raisins industry.

First chapter relates introductory part of this project, which includes importance of raising to our life, history of raising industry, limitations of grapes marketing origin of research problem, need of study, objectives of the study, national and international status of the study and research methodology followed by researcher.

Conceptual framework and review of literature is the primary base of any research work, it clarifies the basic concept and it helpful to plan future research work. An attempt is made in this chapter to bring together the findings, views, opinions of some authors, researchers, experts on this subject and related subject. The available published and unpublished literature having relevance to the present study has been reviewed in this chapter so as to have guidelines and base for the study. The researcher reviewed the research work done by various researchers in raisin production, marketing and related subjects.

In raising production A America ranks first followed by A Turkestan, Iran and Australia. In India raisins are mostly produced in the Sangli, Solapur and Nashik district of Maharashtra state. During the year 2010-11 total production of raisins in Maharashtra reached 75000 tonnes, of that share of Tasgaon tahsil was 36000(48%) tonnes, due to this India placing 3rd in the world after USA and turkey in raising production. The major constraints faced by the raising producers are low technology used for raisins production, drying structures are not according to international standard, high charges of labor, non availability of labor, adverse climatic conditions affecting drying process, there are some minor constraints faced by raisins producer such as high cost of raw materials, non availability of quality grapes and technical knowledge etc.

Open auction sale have been started from 13th March 1994. Before that there was not any regulated market for raisins in India. This facility is available only at Tasgaon organized market. After that Sangli, Nashik, Pandharpur and Solapur market started the auction sale of raisins. From the year 2009-2010 NAFED and MAHAGRAPES have also participated in the raisin market, and prices of raisins increased because of their participation in the auction market. Efficient marketing system is required for getting higher returns. But the raisins producers are facing various problems in marketing of raisins. The most important problems in marketing of raisings were delay in payment of raisin by commission agent, low quality and rates, non-availability of labor in time, high cost of packing materials, lack of modern technology etc. The other problems also faced by the raisin producers were loss of raisins in sampling, poor quality of packing materials, information of prices not provided by regulated market and commission agent.

The cost of marketing of raisin in other cities was higher as compared to Tasgaon market due to the high transport expenses and high commission charges.

Cold storages play important role in marketing of raisins. In recent days on large scale raisin produced in Tasgaon tahsil. So raisin producer farmers faced difficulty of low rate of raisin due to bulk production. Low rate received raisin producer if marketed immediately after production. For that purpose cold storage must essential for storing raisins. The raisin producer farmer's storage their raisins in cold storage up to suitable rate received. 37 cold storage built in Tasgaon tahsil upto the year 2010-11. These cold storages are strongly and profitability working for rural a raising producers. Some storage are having their own vehicles, which are very essential for quick transportation and maintaining quality of raisins. Cold storage are essential for raisin producer farmers, agent, traders and exporters. But some private cold storages are not maintaining proper records of raisin storage. They are doing manipulation in storage as well as in taking dummy loans on the raisin stock of farmer. Such cases are happened in the study area so raisin producer farmers and banking companies are suffering problems. So there is need to improve record maintaining system and proper control on cold storages.

The Tasgaon agriculture produce market committee established for regulating the marketing of different kind of agriculture produce on 27th January 1948. The open auction sale started on 13th March 1994, which is the first open auction sale for raisin in India. The meetings of Tasgaon agriculture produce market committee held every month production and marketing of raising, rates, and quality of raisins, difficulties faced by raisins producer, traders and middlemen placed for discussion. After discussion of above subject, corrective

decisions are taken for growth of raisins marketing. There are 110 traders and 95 commission agent registered in Tasgaon agricultural produce market committee. They play vital role in marketing raisins. The raisins are sold by public auction so the raisin producers get the exact and accurate price. This auction sale is done under the supervision of responsible officer, of the market committee. For the effective public auction certain protocol is maintained. The auction is carried by classifying the quality of the raisins in categories like first, second, third quality.

In Sangli District and mainly in Tasgaon tahsil, the area under grape cultivation and raisins production has been increasing mainly because of favorable climate conditions, experimental and hard working attitude of farmers. The grape growers and raisin producers are progressive farmers and they are always in touch with latest techniques of cultivation and processing. Therefore whatever is within their reach, they try to do their best to obtain good yields. Even then all the raisin producers cannot adopt the practice which are required to be carried out at proper time with due skill. It means that production and marketing system of raisins not yet fully developed and cannot therefore meet the demand of both raisin producer and consumers. Raisins productions are not according to international quality standard so it affects on raisin marketing. If raisins are produces with the help of modern technique and principle of total quality management there is possibility to exports raisins from this area to various countries.

For this purpose the following measures could prove to be useful for the success of raisin production and marketing.

- 1) Majority raisin producer produced raisins at average quality due to lack of modern technology. So there is big difference between maximum and minimum rate of raisins for that purpose government agencies and the agricultural department should provide modern technology for good quality and low cost operation of the raisin industry in the study area.
- 2) Various time raisin producer used grapes for raisin production which are not sold as table grapes, it affects on quality of raisins. There should be grapegrowers cultivated grapes purely for raisin production. Raisin producer farmers used Thomson, tas-A ganesh and sonakka type grapes used as raw material but there is need to develop various varieties for quality raisin production.
- 3) Green and yellow raisins produced in the study area. Price received green raisins is more than yellow raisin. Green raisins also exported to gulf countries. So there is need to develop techniques of production of quality green raisins.
- 4) Black raisins are not produced in the study area. Black raisins imported from other countries there is a need to produce black raisins.
- 5) Sulphur – dioxide used for production of yellow raisins. The use sulphur – dioxide in the raisins there should not be more than 200 PPM. There are need of effective supervision while making yellow raisins.
- 6) Majority producer, produced raisins by using traditional method which decreases quality. So there is need decreases quality. So there is need raisins.
- 7) There is possibility to export raisins from this areas to various countries for this purpose raisins comply with quality standards interns of physical,

chemical and microbiological. Improvement has also to be made in respect to the cleaning of raisins preferably by adopting mechanical means.

- 8) Government should establish laboratory for analysis to ensure the high quality raisins of tahsil place i.e. Tasgaon city.
- 9) There should be adequate supply of inputs at like standard chemicals, good quality packing material and other inputs subsidiary rates or reasonable price.
- 10) 95% raisin producer faces the problem of high cost of labor and non availability of labor. For this purpose mechanical grading and packing facilities should be provided to lower down the labor cost.
- 11) It has been observed that in the months of March to June the prices were low causing distress to producer. While in the months of August to December the prices were high. In order to regulate the prices throughout the year, the government should fix the minimum support prices for the raisins.
- 12) Generally raisins are sold through commission agents in auction sale. But some producers sold their raisin at local level or cold storage level, due to these marketing low rates are received and there is chance of cheating to raising producer. For this purpose raisins must be sold through only open auction sale.
- 13) It is observed that after auction sale payment given to raisin producer within 40 days. It is long period for receiving payment. Organized market makes the rule about payment and gives payment within 15 days after auction sale.

- 14) At the time of auction sale, commission agent or his worker, toss raisin for showing purchaser, at this time 1 to 2 kgs. Raisin damaged of raisins producers. For this purpose organized market make the rules and regulation in such ways that minimum damage of raisins at the time of auction sale.
- 15) It is observed that cold storages are strongly and profitability working in the study area. But some private cold storages are not maintaining proper records of raisin storage. They are doing manipulation in storage as well as in taking dummy loans. There is need to improve record maintaining system and proper control on cold storages by the government.
- 16) Market information with respect to the prices in consuming market should be made available to the producers. Availability of information about prices will enable the producers to adjust the sale of raisins.
- 17) Commission agents and traders should provide information about adoption scientific method of raisin production. They also guides to raisin producer farmers reduction in storage and transit losses and suitable time to sell their raisin at higher rates.
- 18) Market committee should provide information to the raisin producer farmers about total production, quality, rate and marketing process, by which raisin producer take the decision about sale or not their product.
- 19) Commission agents, traders and organized market jointly advertise the raisin to getting national and international market. It also enables prospective buyers to know the quality of the raisins and decide about purchase of raisins. Television, Newspapers, Radio, internet are main media for advertisement.

- 20) It is strongly suggested that government should develop new plans and policies for exports raisin. APEDA, Marketing Federation and other government agencies promotes for export raisins.
- 21) Farmers must be aware about the government policies and facilities for export marketing.
- 22) Value Added Tax (VAT) levied @ 12% on raisin marketing but last two years Maharashtra state government reduces VAT up to 4%. The government treats as raisin is a agriculture product so VAT abolished on raisin marketing. Farmers, workers, transport business and various small businesses depend solely on raisin industry. If VAT is levied then it adversely effects on all above.
- 23) Marketing federation of Maharashtra, APEDA, and other government agencies develop and expand techniques of marketing system within the country and outside the country.
- 24) The present approach regarding market information need to be change. It should be user oriented approach for this purposes it is necessary to identify information needs of raisin producer and seller and also to find out suitable ways and means to supply information. It is recommended for this purpose that a separate information cell created.