

A STUDY OF AGRICULTURAL MARKETING SYSTEM WITH SPECIAL REFERENCE TO ONION IN THE NASHIK DISTRICT OF MAHARASHTRA

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ABSTRACT:-

"Of all the things before us, agriculture comes first." Jawaharlal Nehru India has made lot of progress in agriculture since independence in terms of growth in output, yields and area under many crops. It has gone through a green revolution, a white revolution, a yellow revolution and a blue revolution. Today, India is the largest producer of milk, fruits, cashew nuts, coconuts and tea in the world, the second largest producer of wheat, vegetables, sugar and fish and the third largest producer of tobacco and rice. According to National Commission on Agriculture XII Report "agricultural marketing is the process which starts with a decision to produce a suitable farm commodity or product and it involves all aspects of market structure or systems, both functional and institutional, based on technical and economic considerations and includes pre and post harvest operations like assembling, grading, storage, transportation and distribution."

Key words:-green revolution, blue revolution, white revolution, agricultural marketing, harvest, grading, distribution etc.

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INTRODUCTION:-

Onion (*Allium cepa*) is one of the important commercial vegetable crops grown in India. It is widely grown in different parts of the country mainly by small and marginal farmers. Annually around 40 to 45 lakh tons of onion is traded globally. Onion export stood at all time high of 46.46 lakh tons during the year 2004. India stood first in the export list with export quantity of 8.33 lakh tons. China, Egypt and USA are other major exporters of onion. Russia is the largest in importers contributing 12 % of the total world onion imports followed by Bangladesh with 7.77% other major importers are UK, Japan, Germany, Saudi Arabia, Malaysia, Belgium and Canada.

OBJECTIVES OF THE STUDY:-

- 1) To study the onion marketing system with the special reference to Nashik District.
- 2) To examine overall agricultural development in the Nashik district.
- 3) To study the development of onion related service provider.
- 4) To find out drawback of onion marketing this may impact on agricultural income.

LIMITATIONS OF THE STUDY

- 1) The first limitation of the study is related to only Nashik district.
- 2) For this study limited period is considered, from 2015-16 to 2017- 18.

RESEARCH METHODOLOGY:-

The extensive use of both the methods of data collection i.e. Primary and Secondary data collection method are used for this study.

Primary Source: - Questionnaire for farmers & service providers

Secondary Source: - Articles Published on Agricultural Development in different journals & State department of Horticulture & Agriculture

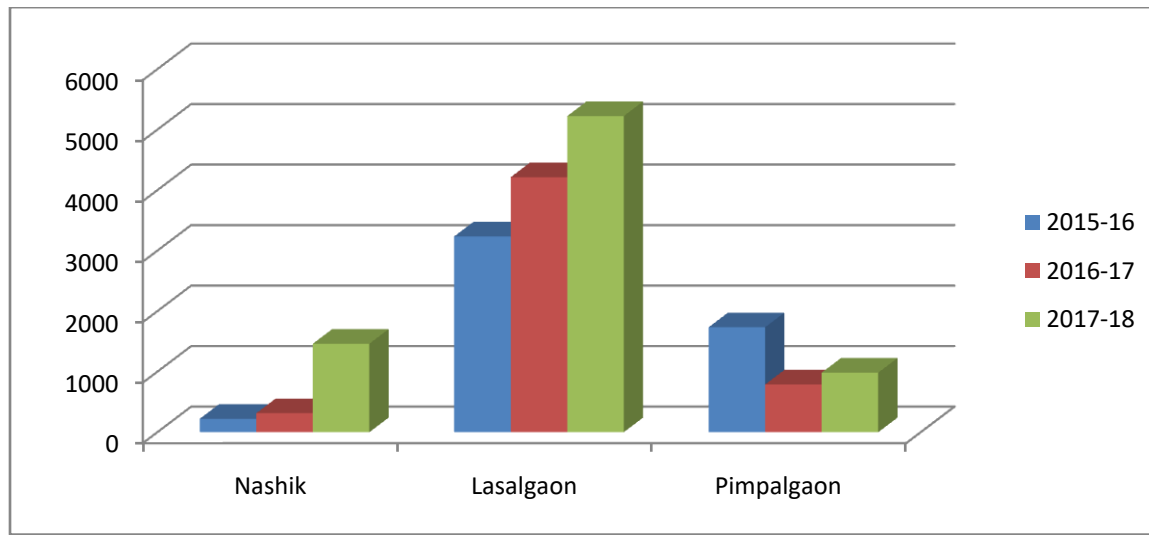
Sample Size: - 100 farmers and 100 service provider

Sampling Technique:- Sequential sampling technique

Type of Research: - Descriptive type of research

DATA ANALYSIS & INTERPRETATION:-**i) Onion Production in (MT) in Nashik District.**

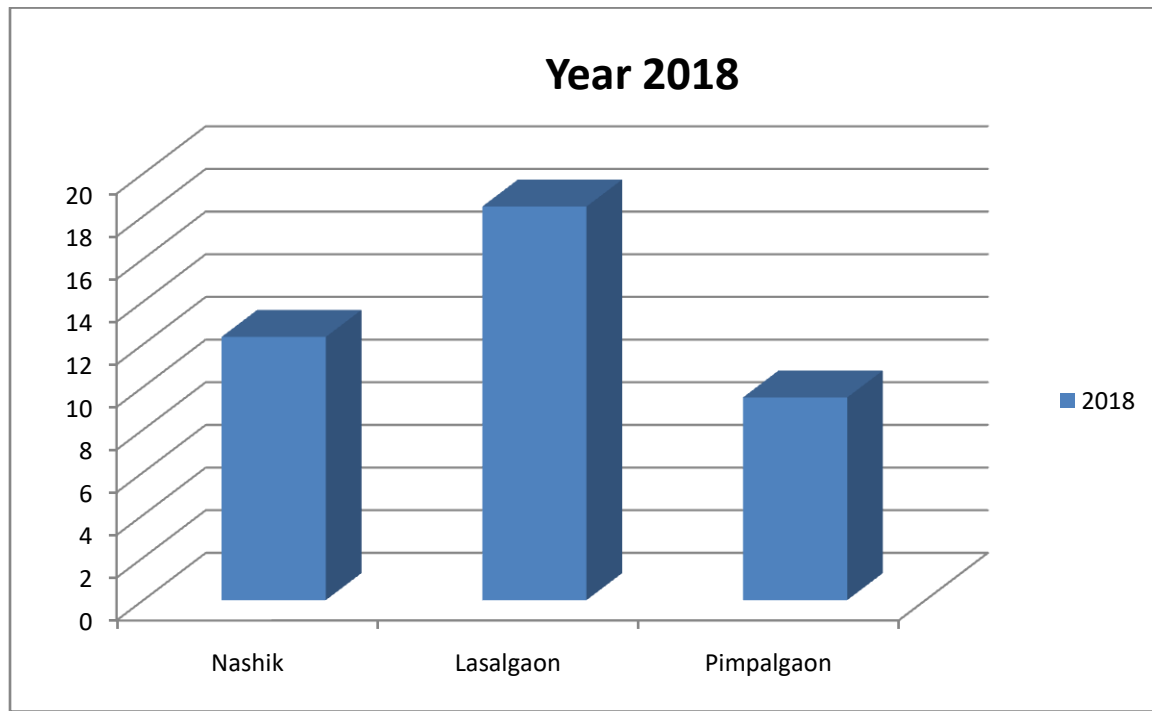
Market	Year	Onion Production (MT)	% Share
Nashik	2015-16	221	1.21
	2016-17	314	1.72
	2017-18	1462	8.04
Lasalgaon	2015-16	3235	17.79
	2016-17	4215	23.18
	2017-18	5225	28.74
Pimpalgaon	2015-16	1734	9.53
	2016-17	789	4.34
	2017-18	984	5.41
TOTAL		18,179	100

Table:-1.1**Fig.1.1**

Interpretation: - Above fig.1.1 shows that, total production of onion is **18,179(in MT)** in Nashik District.

ii) Present Status Onion Stored in Major market in Nashik District.

Market	Estimated storage during 2018 (Lakh M.T)
Nashik	12.34
Lasalgaon	18.45
Pimpalgaon	9.50
TOTAL	40.29

Table:-1.2**Fig.:-1.2**

Interpretation:- Above fig.1.2 shows that, total onion stored is **40.29 (in Lakh MT)** in Nashik District.

iii) Wholesale & Retail Prices of Onion in major markets in Nashik District.

Market	Year	Wholesale Prices (Rs/Quintal)	Retail Prices (Rs/Kg)
Nashik	2015-16	821	25

	2016-17	985	80
	2017-18	1462	45
Lasalgaon	2015-16	1235	50
	2016-17	2145	90
	2017-18	1789	25
Pimpalgaon	2015-16	1012	30
	2016-17	1236	40
	2017-18	1121	25
AVERAGE PRICES		1,311	45.55

Table:-1.3**Fig.:-1.3**

Interpretation: - Above fig.1.3 shows that, an average wholesale price of onion is Rs.1311 per Quintal in Nashik District.

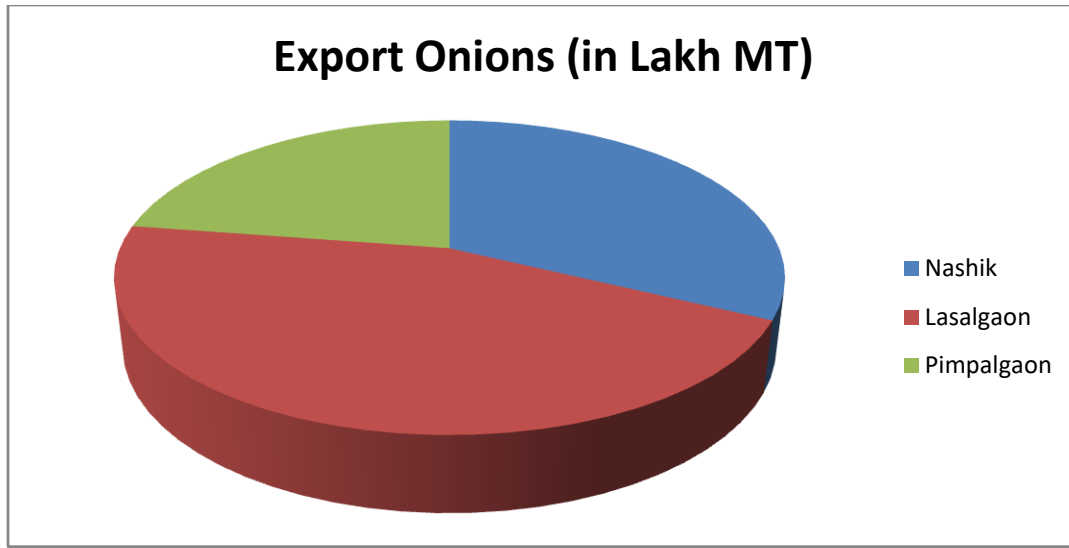
**Fig.:-1.4**

Interpretation: - Above fig.1.4 shows that, an average retail price of onion is **Rs.45.55 per kilogram** in Nashik District.

iv) Export Onions from major markets in Nashik District.

Market	Year	Export Onions Quantity (in Lakh MT)
Nashik	2015-16	30.24
	2016-17	35.14
	2017-18	45.35
Lasalgaon	2015-16	42.45
	2016-17	52.36
	2017-18	33.35
Pimpalgaon	2015-16	21.24
	2016-17	23.28
	2017-18	41.85
TOTAL		325.26

Table:-1.5

**Fig.:-1.5**

Interpretation:-Above fig.1.5 shows that, Nashik district is the biggest market to export onions to other country. From, last three years total onions exports are **(325.26 Lakh MT)**

v) Sales of Onion (Rs.Lakh) from Nashik District.

Market	Year	Sales of Onion (In Rs.Lakh))
Nashik	2015-16	221
	2016-17	314
	2017-18	522
Lasalgaon	2015-16	885
	2016-17	955
	2017-18	755
Pimpalgaon	2015-16	665
	2016-17	789
	2017-18	550
TOTAL		5,656

Table:-1.6

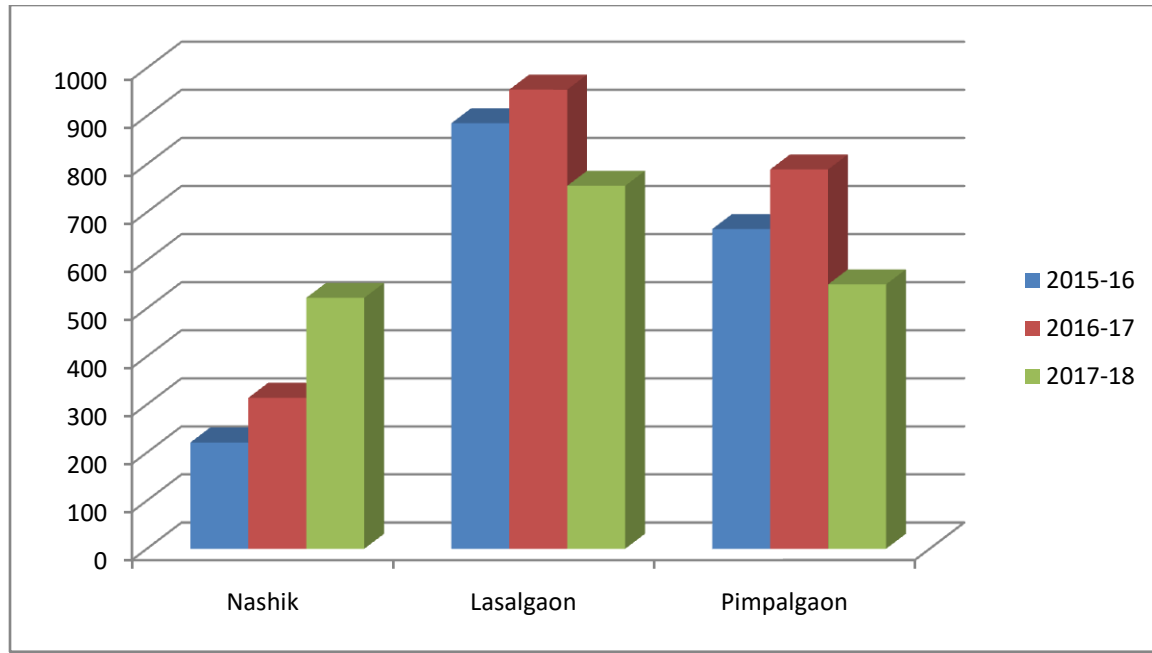


Fig.:-1.6

Interpretation: - Above fig.1.6 shows that, total volume of sales of onion is 5,656 (Rs.lakhs) from Nashik District.

FINDINGS AND OBSERVATIONS:-

- 1) The market functionaries involved in the onion marketing were assembling, grading, production, pricing, packing, transportation, selling, export, storage and intelligence.
- 2) The cultivators in the study area are did not know about specific standards and grades of onion.
- 3) The onion growers in Nashik area used to sell their produce without packaging therefore they got less price as compare to other area.
- 4) In the study area transportation of onion was made through private transport agencies situated at Tahsil place.
- 5) The price of onion was mostly settled by the open auction system.
- 6) In distant market, the producer got payment within 8 to 15 days.

SUGGESTIONS:-

- 1) Marketing systems encompassing onions need improvement in their efficiency, so that the

producer has a better stake in the consumers' rupee.

2) Since onion requires high cost during transportation apart from high cost of production, instead of exporting onion to other part of world it would be more appropriate to find the markets in Indian subcontinent and in the south east region, which would fetch high net price owing to shorter distance.

3) The cultural operations like transplanting, weeding and harvesting, where labour required on mass level should be planned well in advance.

4) As most of the onion farmers experienced high fluctuations in market prices mainly due to uncontrolled arrivals, an immediate step should be taken to avoid glut in the market price. In this regard control measure like storage export and processing should be promoted as early as possible.

5)The seed quality of non research agency is never up to the standard, therefore onion seed production programmed should by undertaken on large scale at Agricultural Universities to ensure the seed quality and maintenance of the genetic purity.

6) The farmers should be encouraged to grow onion crop by support price policy and creating cold storage facilities at reasonable rate of onion.

7) State Government should provide infrastructural facilities for onion storage, marketing, transport, packaging, processing and export.

8) Adoption of post harvest technology is observed sincerely.

CONCLUSION:-

The arrivals of the onion showed the positive linear growth rate. The price of onion should positive and significant linear growth in all the selected markets. The onion growers received market information from the transport agency, regulated markets, and other farmers who have sold their produce a day before commission agents, Akashvani Kendra and daily newspapers.

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