

A STUDY OF MARKETING OF POMEGRANATE FRUITS IN INDIA

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Abstract:

The Government of India, United Nations Conference on Trade and Development and Department of International Development, UK has jointly implemented a five year project entitled 'Strategies & Preparedness for Trade & Globalization in India'. A large number of government and Non-government organizations are working to facilitate the formation of a virtual network of existing national, regional and state level institutions dealing with the trade in agro products.

KEYWORDS:

Marketing ,Pomegranate Fruits ,Agricultural , globalization.

INTRODUCTION

Agricultural Finance Corporation Ltd as Tier II partner have been identified to facilitate in increasing the level of awareness and building the capacities of the stakeholders at various levels to meet the opportunities and challenges on export promotion of Pomegranate from India in the present era of globalization.

OBJECTIVES OF THE STUDY

The followings are the main objectives of the research studies.

- a. To prepare a detailed report on export promotion of Pomegranate from India
- b. To identify the constrains in export promotion of Pomegranate
- c. To identify constraints in profitability of pomegranate growers etc
- d. To identify and suggests the action plan for the establishment of backward and forward linkages in the present scenario

RESEARCH METHODOLOGY

Preparation of the project on Pomegranate from India involved collection of primary as well as secondary data from published as well as unpublished sources. The primary data is obtained from the sources like, Orchards farmers of Maharashtra, Service providers, Company persons, Fruit Mandis, Competitors stores etc. The Secondary data is collected from different sources like, The National Research Centre for Pomegranate, Solapur, Maharashtra, Maharashtra State Agricultural Marketing Board, Pune, Maharashtra State Horticultural Mission, Pune, MPKV, Rahuri, FAO reports, India state, India harvest, State Agriculture and Horticulture departments, several other magazines and Search engines like Google, Msn etc.

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HYPOTHESES OF THE STUDY:

- 1- The constraints in export promotion of Pomegranate in India are good position.
- 2- The constraints in profitability of pomegranate continue to satisfy growers.

Research period:

The study is depended on primary and secondary data. The period of study is only limited to the accounting year 2012-13.

Data collocation:

We have collected information and data by the way of primary and secondary method.

Primary method:

We have collected primary data & information through the interview of the board of directors, employees and members, also with the help of questionnaires and my own observation.

Secondary method:

We have collected secondary data from various sources as given bellow.

- 1-Journals, periodicals, and news papers.
- 2-Research papers published in conference and seminars.
- 3-Internets.

Limitation of the study:

- 1)The study is limited to only export promotion of Pomegranate from India
- 2)The study is limited to only one financial year i.e. 2012-13
- 3)The study is limited to only performance evaluation.

DATA ANALYSIS AND RESULTS:

Agriculture plays a multifunctional role with every 1% rise in agricultural productivity cutting poverty by an estimated 0.6%. Notwithstanding this, world agriculture exports have not kept pace with the growth in exports of either manufactured products or mining products. Although world agricultural exports picked up in 2005 growing by 8.1% in value terms, they totaled only US\$ 852 bn. Over the years, the growth in agricultural trade has been less strong than total merchandise trade, thereby resulting in its share decreasing from 12.6% in 1990 to only 8.6% in 2005.

United States remains the largest exporter of agricultural products with exports totaling US\$ 83 billion in 2005. Other major agro exporters included The Netherlands, Germany, France and Canada. It is interesting to note that during the period between 1990 and 2005, while the share of Brazil and China in world agro exports increased from 2.4% each to 4.1% and 3.4%, respectively, India's share only increased to 1.2% from 0.8% during the same period. The top five agriculture exporters accounted for more than one-thirds of global agro exports. As against this, India was ranked the 22nd largest exporter of agro products with exports totaling US\$ 10.1 billion in 2005.

India's Agri. Exports: An Overview

Agriculture forms the backbone of the India economy contributing more than one-fifth to the GDP and providing livelihood support to about two-thirds of country's population. In fact, it is the single largest private sector occupation. Any change in the agriculture sector has a strong multiplier effect on the entire economy. The multiplier for food industry is much higher than that for industries such as power and telecom, reason being that the food industry directly and indirectly triggers growth in a number of other industries such as transport, refrigeration, pesticides and fertilizers.

The most significant positive aspect of our agricultural exports is that a majority of the items in the agriculture export basket are net foreign exchange earners, with negligible import content unlike high

import content in many manufactured products. Export of agriculture products increased from US\$ 6.0 bn in 2000-01 to US\$ 11.2 bn in 2006-07. However, the share of agriculture and allied products in total exports has come down from 13.6% to 8.9% during the same period. During the period 2000-01 to 2006-07, India's overall exports grew faster than agro exports. The difference has always been substantial except in 2001-02 where both experienced negative growth.

Trends in Exports of Fruits and Vegetables

Within the agricultural sector, it has been the fruits and vegetable segment that has shown dynamism. India is the second largest producer of the fruits and vegetables in the world after China. Since the 1980s, the international trade in fruits and vegetables has expanded rapidly. The numbers of commodities as well as the number of varieties produced and traded have drastically increased during the past 25 years. There is an overall increase in the demand of fruits and vegetables for consumption both in fresh and processed form.

Pomegranate - the Fruit

Pomegranate is a high value crop and its entire tree is of great economic importance. Apart from its demand for fresh fruits and juice, the processed products like wine and candy are also gaining importance in world trade. All parts of pomegranate tree have great therapeutic value and are used in leather and dyeing industry. The calorific value of the pomegranate fruit is 65. Its juice is easily digestible and contains about 15 percent invert sugar. It is a rich source of sodium and also contains a good amount of riboflavin, thiamin, niacin, Vitamin C, calcium and phosphorous. Protein and fat contents are negligible.

There has been a steady increase in area and production of pomegranate in the country. It is estimated that by the year 2025, the area under pomegranate is projected to increase to 7.5 lakhs ha, from 1.25 lakhs ha at present. Consequently production is expected to increase by 10 folds and export by nearly seven folds by the year 2025.

Pomegranates in Maharashtra

Pomegranate is an important fruit crop of Maharashtra. It is cultivated in an area of 43,151 ha with a total production of 4,31,510 tones producing about 85% of the total Indian production, thereby leading in Pomegranate production in the country. Within Maharashtra, production of Pomegranate is mainly concentrated in the Western Maharashtra region and the Marathwada region. Pomegranates are commercially cultivated in Sholapur, Sangli, Nasik, Ahmednagar, Pune, Dhule, and Aurangabad, Satara, Osmanabad and Latur districts. The variety Ganesh, Bhagwa (Red Ruby) cultivated in Maharashtra is suitable for export purposes. At present fair amounts of exports of Pomegranate takes place from the state in Reefer containers by sea.

Sholapur, Nasik, Sangli, Ahmednagar, Pune have the maximum amount of area under pomegranate in Maharashtra and Bellary, Bijapur, Chitradurga have maximum area under this crop in Karnataka. The Pomegranate cultivating area has been increased by five times and the quantity has been increased by 166.64% in Maharashtra.

The desirable fruit characters of fresh Pomegranate for export purpose are

- Dark rose pink colour of the fruit.
- Fruit weight around 500 Gms.
- Round and globes shape of the fruit.
- Uniform size and shape of the fruit in a pack or box.
- Dark rose- pink arils.
- Softness of the seeds.
- Free from scars, russeting, disease spots, insect injury, scratches, etc.
- Smooth cutting at the stem end.
- Pleasant flavor and aroma

Consumer's Preference:

Consumer preference is changing from time to time and from country to country. Earlier, Ganesh variety with big sized fruits was the preferred one, and the fruits were exported to the Gulf countries such as

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Bhagwa (Kesar), Mridula are the suitable and accepted ones.

Soft seeded, coloured varieties with high per cent of juice with easy to remove arils are preferred. Fruits weighing more than 500 Gms with superior qualities have immediate and ready acceptance in the international market.

Company has quality control persons to look after the quality aspects of the fresh fruits. Quality aspects include, Size of the fruit, Shape of the fruit, Colour of the fruit, Sunburn effect, Sugar content, Mealy bug, Bacterial spot, etc.

RECOMMENDATIONS

Good Agricultural Practices as recommended by National Research Centre, Sholapur should be promoted. In addition, special attention is needed on black cells and spots (Tailia, common name) & mealy bug disease management. As the disease has affected on large scale and the farmers are uprooting the plants on large scale. Awareness generation on harvesting and post harvest management with due attention on mechanized harvesting, sorting, grading, precooling, waxing, packaging, palletisation etc. should be given. The export consignments for Europe require proper palletisation and fumigation. The pomegranates are required to be packed in trays and usage of paper cuttings to be discouraged.

The pomegranate farmers/traders and even exporters are not aware about the pesticide spray schedule for exports as out of common 43 chemicals under different trade name with different active ingredients are used on large scale. There is need for creating awareness about the chemicals viz trade name Bavistin, Kavach, M-45, Redomil, Polygram, Antracol, Z-78, Cuman-L, Benofit which should be avoided. There is high chance of residue detection.

Awareness generation on EurepGap Certification and promotion of Organic farming in phased manner should be encouraged. The pomegranates growers should be registered with the horticulture/agriculture department of the concerned states to ensure traceability from farm level to the consumer end.

It is recommended to strengthen the residue testing system especially for fresh pomegranates for exports.

There is need for backward and forward linkages by adopting contract farming in pomegranate.

CONCLUSION:

Contract farming based on centralized model may be adopted as the processor buys the commodity from a large number of farmers under contract with that particular firm.

Institutional credit facilities during pest management should be ascertained to the small farmers.

The Agric- Export Zone on Pomegranate could be promoted to include export promotion of fresh pomegranates as well as processed products. The pomegranate growers / processors, value adding processing firms can get fiscal incentives in terms of tax concessions under the schemes of government of India.

It is also recommended to develop literature on pomegranates for distribution in international exhibitions and the exporters should be encouraged to participate in exhibitions/fair etc on horticultural crops.

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