

Pattern of marketing of pomegranate and constraints faced by the growers

■ B. NAGESH AND S.V. HALAKATTI

ABSTRACT

The study carried out in Bagalkot district of Karnataka regarding entrepreneurial behaviour of pomegranate growers, which revealed that majority of the respondents (91.66%) had sold their produce through middleman or retailer at the farm, 25.00 per cent of the respondents sold their produce directly to consumer by self marketing. Majority (90.83%) of the respondents sold their produce at district market followed by Taluk and local market as responded by with 50.00 and 37.50 per cent, respectively. Growers opined that, they were facing problem of lack of storage facility for storing pomegranate fruits. Other major problems as expressed by farmers included high incidence of pests and diseases (90.83%), non-availability of skilled labour (90.00%), labour shortage for intercultivation (85.00%) and high cost of pruning operation (79.16%). With regard to other problems costly chemical fertilizer (56.66%), lack of processing unit (52.50%), non-availability of appropriate plant protection chemicals (37.50%), expensive plant protection chemicals (20.00%), irregular supply of electricity (16.66%) and non-availability of fertilizer at required time (13.33%) were also faced by the pomegranate growers.

KEY WORDS : Marketing, Pomegranate, Constraints

How to cite this Article: Nagesh, B. and Halakatti, S.V. (2011). Pattern of marketing of pomegranate and constraints faced by the growers, *Adv. Res. J. Soc. Sci.*, 2 (2) : 259-260.

Article chronicle : Received : 13.06.2011; Sent for revision : 23.08.2011; Accepted : 28.11.2011

INTRODUCTION

Pomegranate is one of the important horticultural crops of the arid tract, which is largely grown in the low rain fall area due to its wide adoptability, hardy nature, low maintenance etc. It also has high nutritional and therapeutic values and longer keeping quality.

In Karnataka and is grown largely in the northern belt of Karnataka. Just as any other horticulture crops, pomegranate also faces problems with respect to marketing leading low returns to the producers. Therefore, the study has been taken up in Bagalkot District in order to highlight the constraints, costs and any other problem associated with marketing of pomegranate.

METHODS

Bagalkot district, comprises of six Taluks viz., Badami, Bagalkot, Mudhol, Jamakhandi, Hungund and Bilagi. Among these, three taluks, Bagalkot, Mudhol and Jamakhandi were selected based on the highest pomegranate production, cultivable area and productivity.

From each of the selected Taluka, four villages were

selected based on highest area, production and productivity of the pomegranate. The villages selected were Kaladigi, Shadadhal, Saunshi and Ankalagi in Bagalkot Taluk, Hebbal, Badnur, Bantnur, Algundik, from Mudhol taluk and Siddapur, Savalagi, Tungala and Bidari from Jamakhandi Taluk. Thus, in all 12 villages were selected for the study.

List of farmers growing pomegranate was prepared for each of the selected villages in consultation with the Agricultural Assistant. Ten farmers were selected from each of the twelve selected villages following random sampling procedure. Thus, a total of 120 farmers formed the sample for the study.

OBSERVATIONS AND ANALYSIS

The data presented in Table 1 show that most of the pomegranate growers (91.66%) sold their produce through middleman or retailer at the farm, whereas 25 per cent of the respondents sold their produce directly to consumer by themselves. Majority of the pomegranate growers sold their produce at district market (90.83%). Half of the respondents sold their product to Taluk market (50.00%)

Author for correspondence:

S.V. HALAKATTI, Department of Agricultural Extension Education, College of Agriculture, University of Agricultural Sciences, DHARWAD (KARNATAKA) INDIA

Email : sunilvhalakatti@rediffmail.com; sunilhalakatti@gmail.com

Address for the coopted Authors:

B. NAGESH, Department of Agricultural Extension Education, College of Agriculture, University of Agricultural Sciences, DHARWAD (KARNATAKA) INDIA