



## Constraints faced by ber growers in production and marketing and suggestions made by them in Beed district

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### ABSTRACT

The investigation was made to know the constraints faced by the ber growers in production and marketing and suggestions made by them to overcome the problems. The study was conducted in Kaij and Beed Tehsil of Beed district. From Kaij Tehsil, 6 villages were selected and from Beed Tehsil 6 villages were selected in which 48 respondents were selected. The findings of the study revealed that fluctuation in market prices was the major problem which was accounted to 87.50 per cent, high commission charges accounted by 83.33 per cent followed by irrigation *i.e.* less water in summer (64.58 %), non-availability of transport facility in time and at cheap rate (54.16 %), non-availability of labour in time and proper wages (52.08 %), high cost FYM and fertilizer (47.91 %), non-availability of good quality packing material (45.83 %). To overcome these constraints, they suggested that transport facility should be made in time and cheap charges, good quality packing material be available at cheap charges, availability of mechanical grading and packing facility, should create export facility for ber, pruning should be done in second fortnight of April, need to establish cold storage houses and ancillary industries for preparation of ber products.

Ber (*Ziziphus mauritiana*) or Indian jujube is native of India. It is believed that the Indo-Malaysia region (South and Southeast Asia) is the centre of both evolution and distribution of the genus *Ziziphus*. The major production area of ber is in the semi-arid and arid parts of the country.

Among the fruit crop ber cultivation has a less establishment and operational cost. There are many problems in production and marketing of ber. Due to seasonal and semi-perishable nature of ber, there are wide fluctuations in prices both month and year to year. It adversely affects the economy of the ber growers. In addition to above factors, number of middlemen, types of market structure, number of sellers and buyers also affect price level. In the light of above, the present study was undertaken to know the constraints faced in production and marketing management of ber and suggestions to overcome them.

Multistage sampling design was adopted in selection of district, tehsils, villages and ber growers. At first stage, Beed district was purposely selected on the basis of availability of ber garden. At second stage, two tehsils of Beed district were

selected on the basis of highest area under sole fruit crop of ber. The selected tehsils were Kaij and Beed. At third stage, from each selected tehsil, six village clusters were selected on the basis of availability of ber garden. In the fourth stage, separate list of ber growers was taken from each village cluster and from that list, four ber growers were selected randomly. The cross sectional data were collected from forty eight growers. The data were collected and converted into tabular form then statistical tools like frequency and percentage were used to draw the meaningful conclusions.

The findings of the present study as well as relevant discussion have been summarized under the following heads:

### Constraints faced by ber growers in production and marketing:

Constraints faced by ber growers were calculated in the form of frequency, percentage and are presented in Table 1. The result revealed that fluctuation in market prices was severe was expressed by 87.50 per cent ber growers. High commission charges were the next problem expressed by 83.33 per cent ber growers. Irrigation *i.e.* less water in summer was expressed by