

Study of marketing behaviour and suggestions of brinjal growers from Rahuri tahsil of Ahmednagar district

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ABSTRACT

The study was conducted in Rahuri tahsil of Ahmednagar district situated in the central part of Maharashtra in which 120 respondents from 15 villages were selected. It was observed that majority of the respondent brinjal growers sold their produce in Mumbai market followed by Surat, Rahuri and Ahmednagar, respectively. The major suggestions made by the respondents for overcoming the technological gap were provision of good seed and seedling material with technical know-how, establishment of co-operative marketing societies, stable market price for brinjal and effective and efficient marketing system.

INTRODUCTION

A vegetable plays a very crucial role in human diet. The main vegetable crops grown in Maharashtra are; onion, chilli, brinjal, methi, palak, tomato, cabbage etc. Among these vegetables brinjal is the most popular vegetable crop. Brinjal [*Solanum melongena* (L.)] is a commercial vegetable crop belongs to the family of. solanaceae. It is an annual crop. It is mainly used for culinary purpose. It is a good source of vit. A, C and B like thiamine and riboflavin and also small quantities of other ingredients like carbohydrates, protein, fibres etc. Pickles and industrially processed foods are also produced.

Maharashtra is the leading state of India for brinjal with the total area of 37 thousand hectares and the total production of 5.88 lakh metric tonnes. In Maharashtra brinjal is mainly grown in kharif and *rabi* season but it is also grown in summer season wherever the irrigation facilities are available. The Ahmednagar, Nashik, Jalgaon and Pune are important brinjal growing districts in Maharashtra. It was found that researcher in social science have mainly gave attention towards the adoption of cultivation practices of different area like pomology and floriculture the present investigation entitled A study of marketing behaviour of brinjal growers from Rahuri tahsil of Ahmednagar district (M.S.) and

their suggestions, has been taken for study purpose with the objectives to study the marketing behaviour of the respondent brinjal growers and to invite suggestions made by the brinjal growers from sample areas.

METHODOLOGY

The study was conducted in Rahuri tahsil of Ahmednagar district. The Rahuri tahsil is situated in the central part of Maharashtra. The list of brinjal growing villages of Rahuri tahsil was obtained from the Taluka Agril. Officer. There are 95 villages in Rahuri tahsil out of these 15 villages were selected randomly From Rahuri tahsil of Ahmednagar district for the study purpose on the basis of maximum area under brinjal crop. Eight brinjal growers from each village were selected randomly on the basis of maximum area under brinjal crop. Hence, in all 15 villages and 120 respondents were selected for the present study. The structured interview schedule serves as a tool for collecting data keeping in view of the objectives of the study an interview schedule was prepared, which includes relevant questions for seeking information in respect of independent and dependent variables. Efforts were also made to formulate a schedule with clear and easy questions. The schedule was prepared in local language *i.e.* in Marathi being a mother tongue of the tahsil, district and state

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