



Constraints and suggestions of grape wine producers in Maharashtra

B.R. PAWAR, A.D. KAKADE AND S.S. BANKAR

ABSTRACT

In grape wine production, producers are facing problems in production and marketing. Solution of problems must be given on the basis of suggestions. In regard to these aspects, the study was undertaken in the year 2009-10. Data were collected by personal interview method. Frequency and percentage method was used to analyze the constraints and suggestions of grape wine producers. Results revealed that high initial investment was severe problem which was expressed by 93.75 per cent of grape wine producers followed by that of import of yeast and other chemical (90.63 per cent) and non-availability of skilled labourers (78.13 per cent). Similarly, lack of required quantity of raw material, absence of uniformity in license fee for sale of wine and high burden of VAT charges were also important problems in grape wine production and marketing. In order to solve the problems, provision of policy for initial investment was expressed by 93.75 per cent of producer followed by reduction in cost of yeast and chemicals (87.50 per cent) and reduction in VAT charges (62.50 per cent). Thus, severe problem could be controlled by considering the suggestions for policy implication.

See end of the article for authors' affiliations

Correspondence to :

B.R. PAWAR

Department of
Agricultural Economics
and Statistics, College
of Agriculture, LATUR
(M.S.) INDIA

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INTRODUCTION

Grape production is capital intensive business. After production, the farmers are facing many problems in a marketing of grape. They are selling the grape produce for only table purpose. When the higher production occurred, it is very difficult to dispose the produce. Ultimately, it is a loss to farmer in grape production. Sometimes, at a farm level, farmer is processing the raw grape and converting into raisin. Due to favorable climate for grape production, the farmers are establishing new gardens for wine production. Some of the capitalists as well as the group of farmers are investing to establish wine production units. In wine production, the processors are facing production as well as marketing problems. They are unable to get sufficient quantity of grape as raw material. In processing, the skilled labours are not easily available in the locality. Similarly, there are also problem in storage transportation and distribution. It is obvious that is one has to solve the specific problems, so, the opinion of problem facing person must be considered. In other

words, the solution must be based on the suggestion given by the person who is in that problem. Thus, such suggestions can be useful in policy making in regard to problems. By keeping in view the above aspects, the present study of constraints and suggestions of grape wine producers in Maharashtra has been undertaken.

METHODOLOGY

Multistage sampling design was adopted for selection of districts and grape winery owners. At the first stage Pune, Nasik and Sangli districts were selected purposely on the basis of availability winery units. In second stage, the lists of winery units was prepared from Pune, Northern-Nasik, Southern-Nasik and Sangli districts of Maharashtra. Then, from Pune district 8, from Northern Nasik 8 and from Southern Nasik 8 while from Sangli district 8 grape winery units were selected randomly. Cross sectional data were collected from the grape winery owners by personal interview method with the help of pretested schedule. The data were related to constraints and

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