



## Effect of socio-economic characteristics on grape wine productivity

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### ABSTRACT

Maharashtra has 58 grape winery units of which 32 grape winery units were selected for knowing the effect of socio-economic characteristics on grape wine productivity. Data pertained for the year 2009-10. Arithmetic means, standard deviation, coefficient of variation, correlation and regression analyses were used to draw the inferences. The results revealed that coefficient of variation with respect to interest rate, visit to foreign countries, recruited technical persons, life of firm showed more stability in grape wine production. Correlation coefficient of education level, per day crushing capacity, crushing days showed positive relationship with grape wine productivity. Regression coefficient of education level, experience, per day crushing capacity, training in wine technology and recruited technical persons showed positive effect on grape wine productivity. Thus, there was 89 per cent of variation in wine productivity due to all socio-economic characteristics together.

Kakade, A.D., Pawar, B.R. and Bankar, S.S. (2011). Effect of socio-economic characteristics on grape wine productivity. *Agric. Update*, 6(1): 43-46.

### INTRODUCTION

There are 62 grape winery units in India. Maharashtra is leading state in grape wine production. The state has about 58 grape winery units. Farmers are producing grape for wine production. Due to availability of raw material as grape for winery units, some capitalists are establishing new winery units in the study area. Grape wine production is capital intensive business. Similarly, processor must have technical knowledge and experience. Thus, in wine production one is technical side while other is socio-economic side. In technical aspect, raw material, chemicals, labour and capital are playing important role in grape wine production. In a same way, socio-economic factor can play important role in grape wine production. Similarly, the persons are entering in grape wine production in Maharashtra. Generally, they are also educated and capitalists. Some of them may be from grape growers. Some of them are having good experience and knowledge of grape wine production. They are from vary social status. By considering in view the above socio-economic aspects present study has been undertaken Pritchard (1999) revealed that wine

process were highly educated and 89 per cent of grape winery owners were good capitalists with awareness about marketing of grape wine to get more profit.

### 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 of grape winery units. In second stage, list of winery owners were obtained from Pune, Nasik and Sangli districts. Then, eight winery units from Pune, sixteen from Nasik and eight winery units from Sangli district were randomly selected for the study. Cross sectional data were collected from selected winery owners by personal interview method with the help of pretested schedule. The data pertained to the year 2009-2010.

The effect of socio-economic characteristics of grape wine producer on productivity of wine was achieved by linear functional analysis. Fitted linear function as follows :

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + b_6x_6 + b_7x_7 + b_8x_8 + b_9x_9 + b_{10}X_{10} + b_{11}X_{11}$$

### Key words :

Grape wine,  
Socio-economic,  
Linear function,  
Productivity,  
Correlation,  
Regression

*Received:*  
*June, 2010;*

*Revised:*  
*July, 2010;*

*Accepted :*  
*September, 2010*