

Economics of aonla processing business unit in Maharashtra

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ABSTRACT

Investigation was carried out during the year 2008-09 in Marathwada region of Maharashtra. In all, ten aonla processing business units were selected for the study. Cost concept of variable cost and fixed cost was used to determine profitability of different product enterprises and ultimately the profitability of the processing unit as whole. The results revealed that age old, educated, experienced and trained persons engaged in aonla processing business in the region. The unit as whole consisted with eight aonla product enterprises in which raw aonla was processed about 60 quintals in 75 days per annum. Net profit of the unit as whole was Rs.226020.05 in which aonla-murraba and aonla-candy enterprises were dominant. Cost of production of aonla-murraba was Rs.30.02 /kg which was the lowest among all the aonla products.

Key words : Aonla, Processor, Total cost, Gross return, Net profit

Aonla (*Emblica officianalis*) is popularly known as Indian goose berry. Aonla is one of the oldest fruit crops which has been grown in India. It has maximum diversity in the country. Germplasm variability is wide spread particularly in Gujarat, Maharashtra, Rajasthan, Uttar Pradesh, Tamilnadu, Andhra Pradesh and Haryana. Aonla is highly nutritive and it is one of the richest sources of ascorbic acid. It contains 500-1500 mg ascorbic acid over 100 g of pulp. This fruit is extensively used in the preparation of Ayurvedic and Unani medicines. The fresh fruit is generally not consumed due to high astringency but it has got great potential in processed forms. Hence, attention has been focused on the investigation of different value added products of aonla. Large proportion of aonla production was sold in unprocessed form before 100 years ago. Nowadays the great deal of the processing has been done by the processing unit. Processing converts the raw material and brings the product nearer to human consumption. In aonla processing unit, the different products are formed namely, aonla-candy, aonla-jam, aonla-sauce, aonla-murraba, aonla-squash, aonla-syrup, aonla-powder, aonla-supari, aonla-chuttnay, aonla-trutifrutti, aonla-toffee, aonla-laddu, aonla-pulp, aonla-triphla churna, aonla-hair oil, aonla-gulkand, aonla-jelly, aonla-halwa, aonla-tea, aonla-tooth powder and so on.

It is important to note that Marathwada region of Maharashtra has good climate for production of aonla. In the region, area under aonla is expanding largely. On the

other sides, aonla processing units on small scale are being established in the region. There is need to know the socio-economic characteristics of aonla processor as well as cost, return and profitability of aonla processing unit with respect to consideration of various aonla product enterprises. Most people who work in the agricultural industries do not work on farms but rather are employed in the feed, seed, fertiliser, farm machinery and food processing business. In the region, specially small farmers are engaged in fruit processing business. Keeping in view above aspects, the present study has been undertaken in order to know the socio-economic status of the aonla processing unit owner and profitability of the business unit as stated by Rana (1989), Pandey and Ghosh(2008).

METHODOLOGY

Multistage sampling design was used for selection of region, districts and aonla processing units. In first stage Marathwada region of Maharashtra was purposely selected because of high area under aonla production. In second stage, Aurangabad, Jalna, Latur, Nanded and Parbhani districts were selected purposely because of availability of aonla processing units. In the third stage, tehsils like Aurangabad, Kannad, Vijapur from Aurangabad district, Latur tehsil from Latur district, Nanded tehsil from Nanded district and Parbhani tehsil from Parbhani district were also selected purposely on the basis of viable aonla processing units. Thus, in all 7 tehsils were selected for the study. In fourth stage, Pushpak aonla processing unit Satara Road, from Aurangabad tehsil, Kandde aonla processing unit Dhabhade from Kannad tehsil, Swikar aonla processing unit Talwada from Vijapur tehsil, Bholeswar aonla

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