

Marketing of *Jamun* (*Syzygium cuminii*) in Sindhudurg district of Maharashtra State

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ABSTRACT

The study concluded that, the present marketing system of *Jamun* in study area is imperfect in nature. Few market intermediaries dominated the market and producer-sellers have less control in fixing the price of their produce. Due to improper grading and standardization of *Jamun* fruits, absence of sufficient market information, etc. producer-sellers are often exploited by the traders, which reduces the producer's share in consumer price. On the basis of the results of the study it is suggested that, to improve marketing system of *Jamun*, market infrastructure on co-operative basis is essential in study area.

Key words : Jamun, Marketing, Marketing cost, Market margin, Marketing channels

Marketing plays a key role in post harvest operation of fruits. The existing fruit trade is characterized by high transportation, grading and packing cost, malpractices by way of multiplicity of market charges, unauthorized deduction, lack of storage facilities etc. The objectionable feature of the system is the existence of long chain of middlemen which reduces the share of *Jamun* growers in the price paid by the consumers. The producers are scattered over the wider areas. There is lack of any collective organization among the producers, while fruit merchants, commission agents and retailers are well organized. In case of fruit crop, some producers sell their trees on contract basis at low prices even when trees are in blossom. A perfect and efficient marketing system covers all aspects of handling, from the stage of harvesting till the commodity reaches to the consumers. Due to lower marketing efficiency, the grower gets less returns and consumer pays more than necessary. In order to overcome these problems, there is need for alternative marketing channels for marketing of these fruits.

The *Jamun* fruits from Sindhudurg district are sent to different markets through various marketing agencies. However, no scientific studies were carried out regarding marketing of these fruits. Therefore, it was felt necessary to conduct preliminary survey about different aspects of marketing of *Jamun*. Considering this broad aspect, the present study on Marketing of *Jamun* in Sindhudurg district was undertaken with the following specific objectives to study existing marketing practices of *Jamun* and to identify different marketing channels with their

efficiency.

METHODOLOGY

In present study, multistage sampling procedure was followed for selection of *Jamun* growers which included study area as a primary unit, villages/clusters as secondary unit and *Jamun* growers as an ultimate unit.

In Sindhudurg district *Jamun* production is concentrated in Sawantwadi, Kudal, Malvan and Kankavli Tahsils. Therefore, these four Tahsils were selected purposively as the study area.

Ten farmers from each village/cluster were selected randomly. Thus, the final sample comprised of 80 *Jamun* growers from 4 Tahsils of Sindhudurg district.

Cost incurred for the marketing of *Jamun* by growers and market functionaries on harvesting, transport, grading, packing etc. was worked out with the help of following formula:

$$MC = C_f + \sum_{i=1}^n C_i$$

where,

MC= Total cost of marketing

C_f = Cost incurred by farmer

C_i = Cost incurred by ith intermediary

The market margin of all the market intermediaries was estimated by using following formula:

$$TM = \sum_{i=1}^n [P_{ri} - (P_{pi} + C_{mi})]$$

where,

TM= Total market margin

P_{ri} = Sale price of ith intermediary

P_{pi}= Purchase price of ith intermediary

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