



Research Paper

Marketing and post harvest loss assessment of vegetables in Varanasi district (U.P.)

■ AVANISH KUMAR SINGH, NEERAJ SINGH AND B.B. SINGH

See end of the paper for authors' affiliations

Correspondence to :

AVANISH KUMAR SINGH

Department of Agriculture Economics and Statistics, Tilak Dhari (P.G.) College, JAUNPUR (U.P.) INDIA
Email : aksinp10@redifmail.com

Paper History :

Received : 17.10.2012;

Revised : 25.01.2013;

Accepted : 26.02.2013

ABSTRACT : Post harvest loss assessment in marketing and the methods of estimation are important areas of research in post-harvest management. A study was taken up in Varanasi distt. of Uttar Pradesh. This study were conducted with three major contributors in vegetable production and marketing in farmers, wholesalers and retailers, therefore a multistage sampling procedure were adopted for selecting villages, whole sale markets and retailers. As a result of which five vegetable growing village and two wholesale markets were selected from each of two major dominants block of the distt. *i.e.* Araziline and Kashividyapeeth. Hence, for the present study were selected randomly 100 vegetable growers, 40 whole sellers and 80 retailers. Seeing the area and production of crops in Varanasi distt, five major vegetables *viz.*, Tomato Brinjal, Chilli, Cabbage and Cauliflower were selected. Data were collected by using a well designed pre-tested questionnaire by personal interview method. Finding of this study the post harvest losses in vegetables crop vary from 9.47% to 26.57% at different stage of marketing. The maximum post harvest loss occur in tomato, followed by brinjal, cauliflower, cabbage and chilies. This findings of the present study draw the attention that the vegetable growers, wholesalers and retailers must be educated in field of post harvest management of vegetables to reduce the losses. Different mean of education and training on Post harvest management of vegetables must be studied and their impact of analysis show be done to see the effect on farmer, wholesalers and retailers.

KEY WORDS : Post harvest loss, Assessment, Marketing of vegetables

HOW TO CITE THIS PAPER : Singh, Avانش Kumar, Singh, Neeraj and Singh, B.B. (2013). Marketing and post harvest loss assessment of vegetables in Varanasi district (U.P.), *Internat. Res. J. agric. Eco. & Stat.*, 4 (1) : 47-50.

INTRODUCTION

Vegetables are important source of food and income. They can play a significant role in food and nutritional security as well as the poverty amelioration. They contribute largely to solve the food and nutritional problems of the country. India is the second largest vegetable producer in the world, sharing 12 per cent of total world vegetable production. But still it fails to fullfill the basic requirement of ever increasing population of the country because of low productivity and huge post-harvest losses from farmer's field to market and finally to consumers. The considerable gap between the gross production and net availability of vegetables has been felt due to heavy post harvest losses.

Post harvest losses of perishables are more serious in a developing country like India. Mangal and Siddiqui (1996) studied that the post harvest losses of vegetables ranged 8 to

40 per cent varying from one crop to another varieties, packing, infrastructure and from season to season. Assuming an average loss of around 25 per cent there is a loss of Rs. 8000 crores per annum to our country (Annonymous, 1998). Thus, there is a dire need to minimize the post harvest losses of vegetables, for which it is essential to understand control of various factors which contribute to such losses.

The development of any vegetable crop depends on its net income, which is solely based that how efficiently the produce is marketed. The marketing system in Varanasi district. by and large, operates under the normal forms of supply and demand. The trade of vegetables is still mainly in the hands of private enterprises. The price of vegetables varies from one zone to another according to the season, production and marketing. Rapid price fluctuation in vegetables shows how vegetables growers are suffering in getting the fair price for their produce.