



**Research Paper**

## Marketing pattern followed and constraints faced by of lime grower

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**ABSTRACT :** The present study was conducted in the Vijayapura and Kalaburagi district of Northern Karnataka in the year 2013-14 on basis of largest cultivated area under lime. The purpose of fixing the criteria of five years and above old orchard was that the Lime requires more than five years to harvest good crop, so in five years one can harvest at least one crop which facilitates to study the knowledge and adoption of Lime grower. The total sample size of the respondents is 140 for the study. The study revealed that with respect to nature of marketing reveals that, 63.57 per cent of lime growers marketed their lime fruits through commission agents, while 36.43 per cent of the lime growers were selling to local retailers. In case of reasons for selling through local retailers 33.57 per cent of farmers quoted the reason of it helps to buy other necessary material, followed by nearest distance from market (29.29%), shortage of manpower/family members (20.71%) and helps to realise higher profit (16.43%). Majority 72.86 per cent of lime growers faced the constraint of non-availability of labour followed by non-availability of sufficient loan and high rate of interest (70.00 %).

**KEY WORDS :** Marketing pattern, Citrus fruits, Lime growers

**HOW TO CITE THIS PAPER :** Attar, Jameer R. and Aski, S.G. (2018). Marketing pattern followed and constraints faced by of lime grower. *Internat. Res. J. Agric. Eco. & Stat.*, **9** (1) : 156-159, DOI : 10.15740/HAS/IRJAES/9.1/156-159.

**Paper History :**

**Received :** 06.09.2017;

**Revised :** 27.01.2018;

**Accepted :** 11.02.2018