

Pattern of marketing of pomegranate and constraints faced by the growers

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ABSTRACT

The study carried out in Bagalkot district of Karnataka regarding entrepreneurial behaviour of pomegranate growers, which revealed that majority of the respondents (91.66%) had sold their produce through middleman or retailer at the farm, 25.00 per cent of the respondents sold their produce directly to consumer by self marketing. Majority (90.83%) of the respondents sold their produce at district market followed by Taluk and local market as responded by with 50.00 and 37.50 per cent, respectively. Growers opined that, they were facing problem of lack of storage facility for storing pomegranate fruits. Other major problems as expressed by farmers included high incidence of pests and diseases (90.83%), non-availability of skilled labour (90.00%), labour shortage for intercultivation (85.00%) and high cost of pruning operation (79.16%). With regard to other problems costly chemical fertilizer (56.66%), lack of processing unit (52.50%), non-availability of appropriate plant protection chemicals (37.50%), expensive plant protection chemicals (20.00%), irregular supply of electricity (16.66%) and non-availability of fertilizer at required time (13.33%) were also faced by the pomegranate growers.

KEY WORDS : Marketing, Pomegranate, Constraints

How to cite this Article: Nagesh, B. and Halakatti, S.V. (2011). Pattern of marketing of pomegranate and constraints faced by the growers, *Adv. Res. J. Soc. Sci.*, 2 (2) : 259-260.

Article chronicle : Received : 13.06.2011; Sent for revision : 23.08.2011; Accepted : 28.11.2011

INTRODUCTION

Pomegranate is one of the important horticultural crops of the arid tract, which is largely grown in the low rain fall area due to its wide adoptability, hardy nature, low maintenance etc. It also has high nutritional and therapeutic values and longer keeping quality.

In Karnataka and is grown largely in the northern belt of Karnataka. Just as any other horticulture crops, pomegranate also faces problems with respect to marketing leading low returns to the producers. Therefore, the study has been taken up in Bagalkot District in order to highlight the constraints, costs and any other problem associated with marketing of pomegranate.

METHODS

Bagalkot district, comprises of six Taluks viz., Badami, Bagalkot, Mudhol, Jamakhandi, Hungund and Bilagi. Among these, three taluks, Bagalkot, Mudhol and Jamakhandi were selected based on the highest pomegranate production, cultivable area and productivity.

From each of the selected Taluka, four villages were

selected based on highest area, production and productivity of the pomegranate. The villages selected were Kaladigi, Shadadhal, Saunshi and Ankalagi in Bagalkot Taluk, Hebbal, Badnur, Bantnur, Algundik, from Mudhol taluk and Siddapur, Savalagi, Tungala and Bidari from Jamakhandi Taluk. Thus, in all 12 villages were selected for the study.

List of farmers growing pomegranate was prepared for each of the selected villages in consultation with the Agricultural Assistant. Ten farmers were selected from each of the twelve selected villages following random sampling procedure. Thus, a total of 120 farmers formed the sample for the study.

OBSERVATIONS AND ANALYSIS

The data presented in Table 1 show that most of the pomegranate growers (91.66%) sold their produce through middleman or retailer at the farm, whereas 25 per cent of the respondents sold their produce directly to consumer by themselves. Majority of the pomegranate growers sold their produce at district market (90.83%). Half of the respondents sold their product to Taluk market (50.00%)

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Sr. No.	Mode of marketing	Frequency*	Percentage
1.	To middleman or retailer at the farm	110	91.66
2.	Directly to consumer	30	25.00
3.	Marketing at		
	District market level	109	90.83
	Taluk market level	60	50.00
	Local market level	45	37.50

*Multiple responses obtained

Sr. No.	Constraints	Frequency*	Percentage
Production problems			
1.	Lack of storage unit	120	100.00
2.	High incidence of pests and diseases	109	90.83
3.	Skilled labours are not available for pruning operation	108	90.00
4.	Labour problem for intercultivation	102	85.00
5.	Pruning is expensive operation	95	79.16
6.	Costliness of chemical fertilizer	68	56.66
7.	Lack of processing unit	63	52.50
8.	Non-availability of appropriate plant protection chemicals	45	37.50
9.	Expensive nature of plant protection chemicals	24	20.00
10.	Irregular supply of electricity	20	16.66
11.	Non-availability of fertilizer at required time	16	13.33
Marketing problems			
1.	Costliness of packing material	116	96.66
2.	High transportation charges	102	85.00
3.	Spoilage during transportation	98	81.66
4.	Lack of knowledge about packing	25	20.83
5.	Lack of transport facility	18	15.00

*Multiple responses obtained

followed by local market (37.50%). They might have been able to get good price for their produce by selling at different market places. Further, careful observation of the table reveals that the most preferred sources of market information by the pomegranate growers were who visited markets, personal visits to market in addition to radio and newspapers.

The data presented in Table 2 indicate the nature of constraints encountered by respondents in pomegranate production and marketing. Lack of storage facility was the major constraint encountered by the pomegranate growers as there were no cold storages in the area. Cold storage requires high investment and proper maintenance. High incidence of pest and diseases (90.83%) was the next major constraint faced by the farmers.

Non-availability of skilled labourers (90%) for pruning was next major constraint faced by the farmers. Day by day, the scarcity of labourers was increasing in the agricultural sector. There is a further dearth of skilled labour in the horticultural sector resulting in earlier cited fact. The cost of major inputs like chemical fertilizers and

plant protection chemicals is increasing every year resulting in perception of these inputs as costly. Lack of processing unit (52.50%) in the pomegranate growing area was also another constraint faced by the farmers. Non-availability of appropriate plant protection chemicals (37.50%) was the other production constraint faced by the farmers.

With regard to constraints in marketing of the pomegranate, costliness (81.66%) of packing materials was perceived as the prime constraint. Spoilage during transportation was another important marketing constraint expressed by the farmers. This was due to non-availability of systematic transport facilities. Even the transportation charges (85.00%) were also perceived as high by the farmers. The results are in conformity with reports of Srivastava *et al.* (1998).

LITERATURE CITED

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