



Constraints and suggestions of grape wine producers in Maharashtra

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ABSTRACT

In grape wine production, producers are facing problems in production and marketing. Solution of problems must be given on the basis of suggestions. In regard to these aspects, the study was undertaken in the year 2009-10. Data were collected by personal interview method. Frequency and percentage method was used to analyze the constraints and suggestions of grape wine producers. Results revealed that high initial investment was severe problem which was expressed by 93.75 per cent of grape wine producers followed by that of import of yeast and other chemical (90.63 per cent) and non-availability of skilled labourers (78.13 per cent). Similarly, lack of required quantity of raw material, absence of uniformity in license fee for sale of wine and high burden of VAT charges were also important problems in grape wine production and marketing. In order to solve the problems, provision of policy for initial investment was expressed by 93.75 per cent of producer followed by reduction in cost of yeast and chemicals (87.50 per cent) and reduction in VAT charges (62.50 per cent). Thus, severe problem could be controlled by considering the suggestions for policy implication.

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INTRODUCTION

Grape production is capital intensive business. After production, the farmers are facing many problems in a marketing of grape. They are selling the grape produce for only table purpose. When the higher production occurred, it is very difficult to dispose the produce. Ultimately, it is a loss to farmer in grape production. Sometimes, at a farm level, farmer is processing the raw grape and converting into raisin. Due to favorable climate for grape production, the farmers are establishing new gardens for wine production. Some of the capitalists as well as the group of farmers are investing to establish wine production units. In wine production, the processors are facing production as well as marketing problems. They are unable to get sufficient quantity of grape as raw material. In processing, the skilled labours are not easily available in the locality. Similarly, there are also problem in storage transportation and distribution. It is obvious that is one has to solve the specific problems, so, the opinion of problem facing person must be considered. In other

words, the solution must be based on the suggestion given by the person who is in that problem. Thus, such suggestions can be useful in policy making in regard to problems. By keeping in view the above aspects, the present study of constraints and suggestions of grape wine producers in Maharashtra has been undertaken.

METHODOLOGY

Multistage sampling design was adopted for selection of districts and grape winery owners. At the first stage Pune, Nasik and Sangli districts were selected purposely on the basis of availability winery units. In second stage, the lists of winery units was prepared from Pune, Northern-Nasik, Southern-Nasik and Sangli districts of Maharashtra. Then, from Pune district 8, from Northern Nasik 8 and from Southern Nasik 8 while from Sangli district 8 grape winery units were selected randomly. Cross sectional data were collected from the grape winery owners by personal interview method with the help of pretested schedule. The data were related to constraints and

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suggestions in grape wine production. Similarly, the suggestions of producers were also collected with respect to end of constraints. Frequency and percentage method was used to analyze the constraints and suggestions of grape wine producers. Data pertained to the year 2009-2010.

RESULTS AND DISCUSSION

The findings of the present study as well as relevant discussion have been presented in under following heads:

Constraints of grape wine producer:

Constraints faced by grape wine producers were estimated in the form of frequency and percentage and are presented in Table 1. The results revealed that the high initial investment was expressed by 93.75 per cent of grape wine producers. In next order, import of yeast and other chemicals was very costly and it was expressed by 90.63 per cent of wine producers. Similarly, non-availability of skilled labourers was expressed by 78.13 per cent of grape wine producers. Lack of required quantity of raw material was the problem of 75.00 per cent of grape wine producers. Absence of uniformity in the license fee for sale of wine was expressed by 71.88 per cent of grape wine producers. A high burden of VAT problem which was expressed by 62.5 per cent of grape wine producers. Less response from dealers and distributors in to repay the amount in time was expressed by 59.38 per cent of grape wine producers. Lack of awareness between hard liquor and wine was expressed by 56.25 per cent of grape wine producers. Costly storage of unmarketed wine was constituted 53.12 per cent of grape wine producers. Similarly, costly bottling of grape wine was also the problem of 50 per cent of grape wine

producers. Lack of training facilities to wine maker and taster in foreign countries, irregular supply of electricity and completed procedure in wine export were also considerable problems which were expressed by 46.88, 40.63 and 31.25 per cent of producers, respectively. Results are in conformity with those obtained by Shinde *et al.* (2009) regarding constraints in grape wine production, Greenwood and Hinning (1996) showed high initial expenditure on production of wine followed by high transportation cost and packing material cost as major problems. Sunandhini (2003) showed lack of adequate working capital and lack of infrastructure facilities, high packing cost, high duties and taxes, Warren and Melewar (2006) indicated high production cost and transport cost, Schiefer and Fisher (2008) showed higher bottling cost including crocking, foiling and labeling as the problem in grape wine marketing.

Suggestions of grape wine producer:

Suggestions of grape wine producers were calculated in the form of frequency and percentage and are presented in Table 2. The results revealed that provision of government policy was suggested by 93.75 per cent of grape wine producers. Reduction in cost and chemicals was essential and that was expressed by 87.50 per cent of producers. About 75.00 per cent of producers suggested creation of facilities of wine training courses. Need of cultivation of high yielding wine grape varieties was suggested by 71.88 per cent of grape wine producers, respectively. It was clear that reduction in license fee and reduction in VAT. charges were important suggestions which were expressed by 68.76 and 62.50 per cent of grape wine producers, respectively. Provision of government control on dealers and distributors in

| Sr. No. | Particulars | Frequency | Per cent | Rank |
|---------|---|-----------|----------|------|
| 1. | Non-availability of skilled labourers | 25 | 78.13 | III |
| 2. | High burden of VAT | 20 | 62.50 | VI |
| 3. | Complicated procedure in wine export | 10 | 31.25 | XIII |
| 4. | Irregular supply of electricity | 13 | 40.63 | XII |
| 5. | High initial investment | 30 | 93.75 | I |
| 6. | Import of yeast and other chemicals | 29 | 90.63 | II |
| 7. | Lack of awareness between hard liquor and wine | 18 | 56.25 | VIII |
| 8. | Lack of required quantity of wine grape raw material | 24 | 75.00 | IV |
| 9. | Absence of uniformity in license fee for sale of wine | 23 | 71.88 | V |
| 10. | Lack of training facilities to wine maker and taster in foreign countries | 15 | 46.88 | XI |
| 11. | Less response from dealers and distributors in repay the amount in time | 19 | 59.38 | VII |
| 12. | Costly bottling of grape wine | 16 | 50.00 | X |
| 13. | Costly storage of unmarked wine | 17 | 53.12 | IX |

| Table 2 : Suggestions of grape wine producer | | | | (n=32) |
|--|--|-----------|----------|--------|
| Sr. No. | Particulars | Frequency | Per cent | Rank |
| 1. | Creation of facilities of wine training courses | 24 | 75.00 | III |
| 2. | Reduction in VAT charges | 20 | 62.50 | VI |
| 3. | Government intervene in wine export | 12 | 37.50 | XIII |
| 4. | Need of regular supply of electricity | 13 | 40.62 | XII |
| 5. | Provision of Government policies for initial investment | 30 | 93.75 | I |
| 6. | Reduction in cost of yeast and chemicals | 28 | 87.50 | II |
| 7. | Creation of awareness in grape wine and liquor | 17 | 53.12 | VIII |
| 8. | Need of cultivation of high yielding wine grape varieties | 23 | 71.88 | IV |
| 9. | Reduction in license fee | 22 | 68.76 | V |
| 10. | Need facilities for training support to wine maker and taster | 14 | 43.75 | XI |
| 11. | Provision of government control on distributor and dealer in repay payment of wine | 19 | 59.38 | VII |
| 12. | Reduction in per bottle cost of bottling | 15 | 46.88 | X |
| 13. | Creation of bulk wine market | 16 | 50.00 | IX |

repayment of wine was suggested by 59.38 per cent of grape wine producers. Creation of awareness in grape wine and liquor was suggested by 53.12 per cent of grape wine producers. Creation of bulk wine market and reduction in per bottle cost of bottling were suggested by 50.00 and 46.88 per cent of grape wine producers, respectively. It was observed that need of facilities for training support to wine makers and tasters, need of regular supply of electricity and government intervene in wine export were suggested by 43.75, 40.62 and 37.50 per cent of grape wine producers, respectively.

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