

Research Note

Marketing behaviour of farmer in jaggery production technology

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SUMMARY : Sugarcane is cash crop and main source of income for millions of people in the Maharashtra, India as well as in world. The study was conducted in Karveer, Panhala and Shahuwadi tahsils of Kolhapur district. Expost-facto design of social research was made in the present investigation. The data were collected from 45 jaggery processor for the study. Findings of the study revealed that the respondents sold their produce immediately after the processing if prices are favourable, due to pressing needs of cash and due to the reason of indebtedness to traders. Majority of the respondents sold their produce to the wholesalers through commission agents in the regular market yard. Majority respondents got market information from the newspaper, radio and television. Majority of the respondents suggested that there should be declaration of the minimum support price before planting seasons, introduction of electronic weighing machines, reduction of commission rates and cold storage facilities should be improved.

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Sugarcane is cash crop and main source of income for millions of people in the world. It is India's most important cash crop being grown on about 3 per cent of total cultivated area occupies around 4.5 million hectares area with an annual cane production of about 300 million tones. In Maharashtra, sugarcane is being cultivated over an area of about 10.22 million hectare with annual production of about 649 million tones and productivity of 76.8 tones per hectare and stands second in India regarding area coverage next only to Uttar Pradesh. Sugarcane in India is processed in to sugar, gur and khandasari and undergoes considerable weight reduction during processing. The methods of converting sugarcane and manufacturing of sugar, gur and khandasari are different but a great value is added in the manufacturing of these consumable final products. Further, it offers employment opportunity to millions of people. Gur is prepared in almost all parts of the country where sugarcane

is grown extensively. It is known by different terms in different parts of the country, like Gul, Gud, Jaggery, Vellum, and Bella. Gur is known as the most nutritious agent among all sweeteners (Madan, 2004). Even today, this sector utilizes about 45 to 50 per cent of the total sugarcane grown in the country and provides employment to about 2.5 million people. It is therefore, imperative to expand this sector due because, it provides higher food value Jaggery and khandasari at lower cost, it boosts-up the rural economic system, the transportation cost of raw material is low, and there is no need of highly technical machinery and labour (Baboo and Soloman, 1995). Jaggery and Khandasari, which still dominate in the preparation of Indian cookies, are of ancient origin. Gur making plants are generally tiny in size and the machineries of the plants are fabricated by local artisans or engineering workshops. The plants are located in rural areas of Sugarcane leading zones of Uttar Pradesh (Cooperative Sugar,

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2006). As Compared to mill made sugar, it required very low capital requirement in production and is manufactured at the farmer's owned crushers. It is recorded as 70 per cent of gur production is done by India as compared to world production (Rao *et al.*, 2007). It was felt necessary to undertake the present study of sugarcane grower and jaggery processing.

The present study was undertaken in karveer, Panhala and Shahuwadi tahsils of Kolhapur district of Maharashtra state, from these three tahsil 9 villages were purposively selected on the basis of having large area under sugarcane cultivation. The data were collected with the structured interview schedule from randomly selected 45 farmers. The data were tabulated and processed through the primary and

secondary tables. Frequency and percentage analysis were used to study the extent of ado of the respondents on jaggery production technology.

Figures from Table 1 depicted the marketing behaviour of jaggery making farmers, it was found that 20.00 per cent of the farmers sold their produce after one or two month, 55.55 per cent of the respondents sold their produce immediately after the processing if prices are favourable and 24.44 per cent respondents sold their produce immediately after the processing with whatever the prices they had. Whereas, 66.66 per cent and 17.77 per cent of the respondents sold due to pressing needs of cash and due to the reason of indebtedness to traders, respectively. Majority of the (100%) of the

Table 1 : Marketing behaviour of farmers in adoption of jaggery processing technology (n=45)

Sr. No.	Category	No. of respondents	Percentage
When do you sell the produce			
1.	Immediately after the processing if prices are favourable	25	55.55
2.	Immediately after the processing whatever the prices may be	11	24.44
3.	If the prices are less then they store one or two month	9	20.00
Reasons for selling at a particular period			
1.	Highly perishable	4	8.88
2.	Quality was not good	3	6.66
3.	Pressing needs of cash	30	66.66
4.	Indebtedness to traders	8	17.77
Whom do you sell the produce			
1.	Local retail market	0.00	0.00
2.	Wholesale market	45	100
3.	Export	3	6.66
4.	Mall	0	00
Source of information for market price			
1.	Newspaper	15	33.33
2.	Radio	10	22.22
3.	Personally visiting to the market	5	11.11
4.	Others who visited market	3	6.66
5.	Other sources like	0	0.00
6.	TV	10	22.22
7.	Market bulletins	2	4.44
Suggestions			
1.	Introduce electronic weighing machines	40	88.89
2.	Reduce commission rates	40	88.89
3.	Fix the prices before season starts.	42	93.34
	Improve cold storage facilities	36	80.00

respondents sold their produce to the wholesalers through commission agents in the regular market yard and only 6.66 per cent of the respondents exported their produce. one third (3.33 per cent of the respondents got the information from the newspaper, 22.22 per cent of the respondents were equally distributed under getting information from the Radio and Television. Few respondents 6.66 per cent and 11.11 per cent got the market price information from the source like others who visited market and by personally visiting the market, respectively. Whereas, and the remaining respondents 4.44 per cent got the information through market bulletins. Majority of the respondents (93.34%) suggested that there should be declaration of the minimum support price before planting seasons, 88.89 per cent respondents suggested the introduction of electronic weighing machines and reduction of commission rates. the remaining 80.00 per cent respondents suggested that cold storage facilities should be improved. The present finding are comparable to Moulasab (2004), Shaikh *et al.* (2004) and Sasane *et al.* (2010).

Conclusion :

The finding of study leads to conclude that respondents sold their produce immediately after the processing if prices are favourable, due to pressing needs of cash and due to the reason of indebtedness to traders. Majority of the respondent sold their produce to the wholesalers through commission agents in the regular market yard and only few exported. Majority of the respondents got information from newspaper and then Radio and Television. Majority of the respondents suggested the introduction of electronic weighing machines, reduction of commission rates, fixed the prices before cropping systems and improve cold storage facilities.

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