

DIRECT SELLING OF AGRICULTURAL PRODUCE TO THE CUSTOMER WITH SPECIAL REFERENCE TO VEGETABLE

Dr. Sahebrao Daulat Nikam

RNC Arts, JDB Commerce and NSC Science College, Nashik Road, Nashik, Maharashtra, India

Abstract

India's economy is an agrarian economy and vegetables are being grown on a large scale in India along with various crops. The only one from the vegetable group is "Tomato". Tomato is widely grown in India. China is the world's largest producer of tomatoes, India is second largest. Tomatoes from India export their tomatoes to Pakistan, Bangladesh, Nepal and other countries in Asia. Similarly, in other states, tomatoes in Nashik district send a lot of reply to the North India. Example: Punjab, Haryana, Rajasthan, Madhya Pradesh, Gujarat etc. States are sent. In addition to various states of India, tomato crop has an important role in the rural economy's rural economy. Especially in the Nashik district, during summer, winter and monsoon, the crop of tomatoes is highly popular. That's why the laborers get long work.

Introduction

The field of tomato production and marketing involves many farmers, agricultural laborers, employees, freight companies, barricades, wholesale and retail traders, brokers, agricultural service center directors and tomatoes process industries, and generate large scale employment and self-employment. This leads to the development of the society and contributes to economic development of the country. Tomato crop in Maharashtra is a cash crop, which is a means of livelihood for millions of people in rural areas. Farmers are looking for a peanut tomato crop, which earns more money in fewer days. Tomato fruit is inevitable in the country and in the daily diet of daily life, it is necessary to get the financial income by producing quality tomatoes considering that there is a greater potential for the export of tomatoes than tomatoes abroad.

Keywords :

Marketing ,Merchant ,Godown ,Agricultural laborer ,Agriculture Production ,Grading

Review of Literature :

1. Agarwal (1981) studied the problems of marketing of agricultural goods. He said the following questions are: (1) The pressures, pressure to sell goods, goods. (2) Arbitrators or brokers. (3) Uncontrolled market mechanism (4) Non-availability of quality and non-availability of agricultural goods. (5) Lack of proper storage facilities. (6) Barriers to freight system. Etc. He removed the idea that the problem is in marketing process.

2. Bhopal (1989): Studies the marketing of vegetables in Delhi market. In the major conclusions he outlined, some farmers who took their commodity directly to the customer, have received 86

percent of the money they paid for their customers. The customer also receives cheaper commodities in this way than any other way.

\Sample selection :

Out of total 15 talukas from Nashik district, 7 talukas of the comparatively more tomato cultivation area and so they are selected for study. 35 villages were selected as 5 each and 15 farmers were selected from each village. Interviews and information collected through 500 tomato-producing farmers' questionnaire. Random selection methods were used for selecting village farmers and tomato growers. In addition, 7 samples of 7 talukas, 50 wholesale traders and 10 talukas of each of the seven sections of 7 talukas, according to the Schedule of 70 retailers, random sampling pattern was selected for the research and the sample was selected and collected information from the interview.

Research Objectives :

1. To study the importance of tomato.
2. To Study the production and productivity of tomato .
3. To Study the influence of marchants of tomato in the marketing process.

Importance of tomato :

The tomato is a major vegetable crop that has achieve tremendous popularity over the last century. It is grown in practically every country of the world - in outdoor fields, greenhouses and nethouses. The tomato plant is very versatile and the crop can be divided into two categories; fresh market tomatoes, which we are concerned with and processing tomatoes, which are grown only outdoors for the canning industry and mechanically harvested. In both cases, world production and consumption has grown quite rapidly over the past 25 years.

Tomatoes, aside from being tasty, are very healthy as they are a good source of vitamins A and C. Vitamin A is important for bone growth, cell division and differentiation, for helping in the regulation of immune system and maintaining surface linings of eyes, respiratory, urinary and intestinal tracts. Vitamin C is important in forming collagen, a protein that gives structures to bones, cartilage, muscle and blood vessels. It also helps maintain capillaries, bones and teeth and aids in the absorption of iron.

Lycopene is a very powerful antioxidant which can help prevent the development of many forms of cancer. Cooked tomatoes and tomato products are the best source of lycopene since the lycopene is released from the tomato when cooked. A raw tomato has about 20% of the lycopene content found in cooked tomatoes. However, raw or cooked tomatoes are considered the best source for this antioxidant.

Currently the tomato has a higher consumption rate in more developed countries and is often referred to as a luxury crop. In Israel, for example, the tomato is such an important part of the

diet that it is a major part of the food basket, which is used when calculating the consumer price index. In other words, a scarcity of tomatoes can cause the CPI to rise and influence the inflation rate. In developing countries the tomato is becoming a more important part of the food basket but the goal of the farmer is to produce quantity not quality so people can eat.

As varieties improve and new cultivars with better resistance to various diseases are developed, it will become easier to grow the crops in more marginal conditions and the tomato will become a more important part of the diet in poorer countr

Tomato production and productivity in Nashik District.

In Maharashtra, especially Nashik district is leading in the production of tomato and is at the top. In 2015-16, 11654.92 hectare area was planted under tomato and 390794.11 in Nashik district. Tons of tomatoes are produced from Nashik district alone and further in taluka wise are shown in table no. 1

Table no. 1:

Taluka wise tomato area in Nashik district, production and productivity (2015-16)

No.	Taluka	Area (Hector)	Productivity (MT)	Productivity (M.T./ Hector)
1.	Peth	3133.83	106550.10	34
2.	Chandwad	3035.50	103207.09	34
3.	Sinnar	967.75	32903.46	34
4.	Chatana	891.19	28518.05	32
5.	Igatpuri	775.62	26371.15	34
6.	Nifad	605.63	19380.13	32
7.	Yeola	477.75	16243.56	34
8.	Nandgaon	377.35	12075.14	32
9.	Trimbakeshwar	309.47	10521.82	34
10.	Dindori	267.67	8565.58	32
11.	Nashik	218.34	7423.72	34
12.	Malegaon	212.38	6796.07	32
13.	Advancing	130.63	4180.27	32
14.	Surgana	127.27	4072.78	32
15.	Devla	124.54	3985.19	32

Total	11654.92	390794.11	34
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(Refer: District Superintendent, Office of Agricultural Office, Nashik, District - Nashik, 2015-16)

According to the above table data, it is found that tomato area and production is highest in Peth taluka. Other than Chandwad, Sinnar, Satana, Igatpuri, Niphad, Yeola, Nandgaon, Trimbakeshwar, Dindori etc. Lowest area and production was found in Devla taluka.

India ranks second in world tomato production and Maharashtra ranks 9th in India. Out of total tomato products, India has found 02.09 percent of tomato production from Nashik alone.

Table No 2.

Influence of Merchants Class in the process of tomato marketing .

No	Talukas	YES	%	NO	%	TOTAL FARMERS	%
1.	Dindori	50	73.52	18	26.47	68	100
2.	Nifed	55	84.61	10	15.38	65	100
3.	Chandwad	45	60	30	40.00	75	100
4.	Sinnar	50	58.82	35	41.17	85	100
5.	Baglan	40	61.53	25	38.46	65	100
6.	Yeola	50	87.71	07	12.28	57	100
7.	Igatpuri	60	70.58	25	29.41	85	100
	TOTAL	350	70	150	30	500	100

According to the above table, it is found that 70.00% of sample-selected tomato-producing farmers have recognized the dominance of the arbitrator and business class in the process of tomato marketing. Whereas 30.00 percent of the farmers showed this disagreement. Researcher Three primary facts were found in the analysis, they were found to be truthful.

Table No. 3.

Analyzed table of customers selling tomatoes

No	Talukas	Direct customers	For Hotels	Mediator	Process Industry	TOTAL FARMERS
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1.	Dindori	12	05	49	02	100
2.	Nifed	14	04	44	03	100
3.	Chandwad	04	04	67	00	100
4.	Sinnar	27	04	51	03	100
5.	Baglan	17	06	42	00	100
6.	Yeola	07	04	46	00	100
7.	Igatpuri	27	06	51	01	100
	TOTAL	108	33	350	09	500
	%	21.6	6.4	70	02	100

Of the sample selected tomato-producing farmers, 21.6% of the farmers were directly sold to the consumers, 6.4% of the farmers had to sell tomatoes, 2% of the farmers for the processing industries, and 70.00% of the farmers had marketed tomatoes in the market committee. It seems that, in the tomato marketing process, the predominance of the arbitrator and merchandise class is huge. Therefore, when the primary facts were examined by analyzing Ghrishtak 3, it was found to be true.

Findings :

1. we studied the importance of tomato .and Talukawise tomato production and productivity of Nashik District
2. It is found that 70.00% of sample-selected tomato-producing farmers have recognized the dominance of the arbitrator and business class in the process of tomato marketing. Whereas 30.00 percent of the farmers showed this disagreement. Researcher

Conclusion :

It was observed from the interview of tomato-producing farmers of Nashik district that 70% of tomato-producing farmers have agreed to agree on the importance of commercial and arbitrator in the process of marketing of tomatoes in Nashik district, while 30% tomatoes-producing farmers showed dissatisfaction with this statement. It is obvious from this that in the process of marketing of tomatoes in Nashik district, there is a great deal of median and mercantile classes. From this 2. 70.00 percent of the Tomato growers of Nashik district sell their produce to the wholesale traders or intermediaries of the market committee. Due to the sale of tomatoes in market committees, the profit margins of the arbitrators, the barricades, and the reduction of the profit of the farmers. Problems of market problem and storage problems are mainly found in the market. Tomato farmers believe that brokerage brokerage is a major problem. The farmer sells the maximum part of his product to the arbitrators.

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