

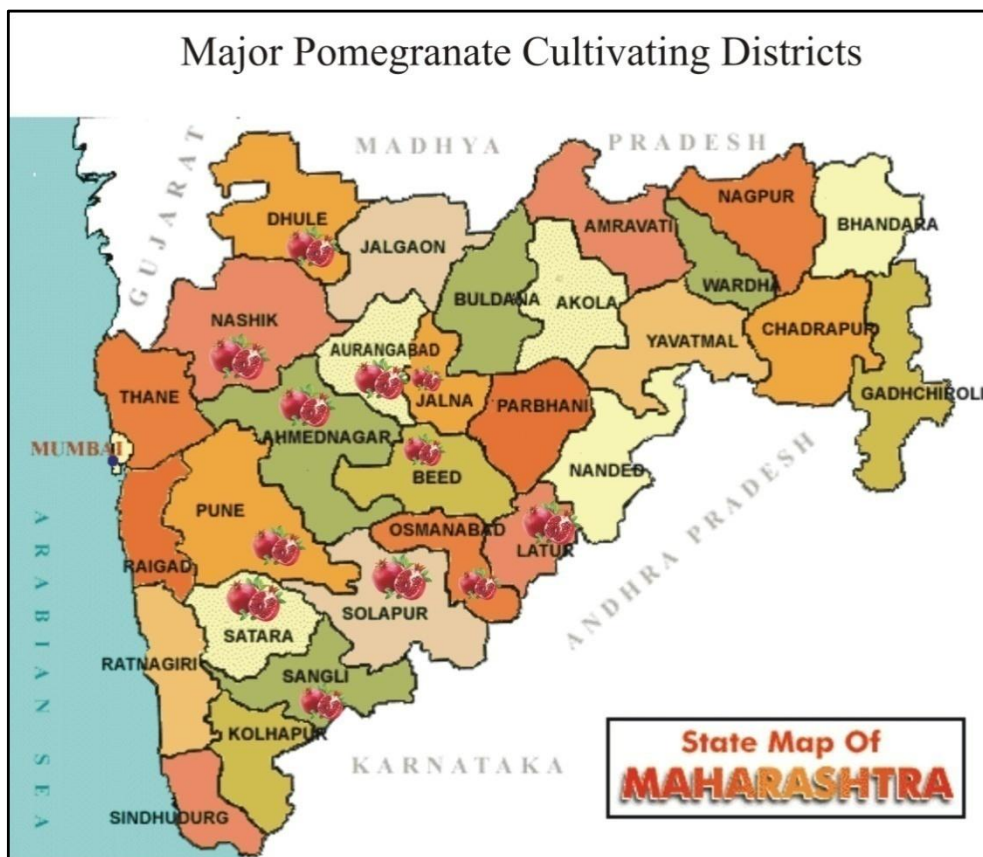
**PROBLEMS FACED BY RETAILERS DURING POMEGRANATE
MARKETING**

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Introduction:

Pomegranate is an important fruit crop of Maharashtra. It is cultivated in an area of 43,151 HA with a total production of 4, 31,510 tonnes producing about 85% of the total Indian production, thereby leading in Pomegranate production in the country. Within Maharashtra, production of Pomegranate is mainly concentrated in the Western Maharashtra region and the Marathwada region. Pomegranates are commercially cultivated in Solapur, Sangli, Nashik, Ahmednagar, Pune, Dhule, Aurangabad, Satara, Osmanabad and Latur districts.

Map of pomegranate cultivating areas of Maharashtra



The variety Ganesh, Bhagwa (Red Ruby) cultivated in Maharashtra is suitable for export purposes. At present fair amounts of exports of Pomegranate takes place from the state in Reefer containers by sea. The Production of Pomegranate in Maharashtra from 2007-08 is like...

Table 4.1 Productivity of Pomegranate in Maharashtra (2007 to 2012)

Sr.No.	Year	Area ('000'HA)	Production	Productivity
01	2007-08	96.5	596.2	6.178
02	2008-09	98.901	555.5	5.617
03	2009-10	82	550	6.707
04	2010-11	82	492	6
05	2011-12	82	478	5.829

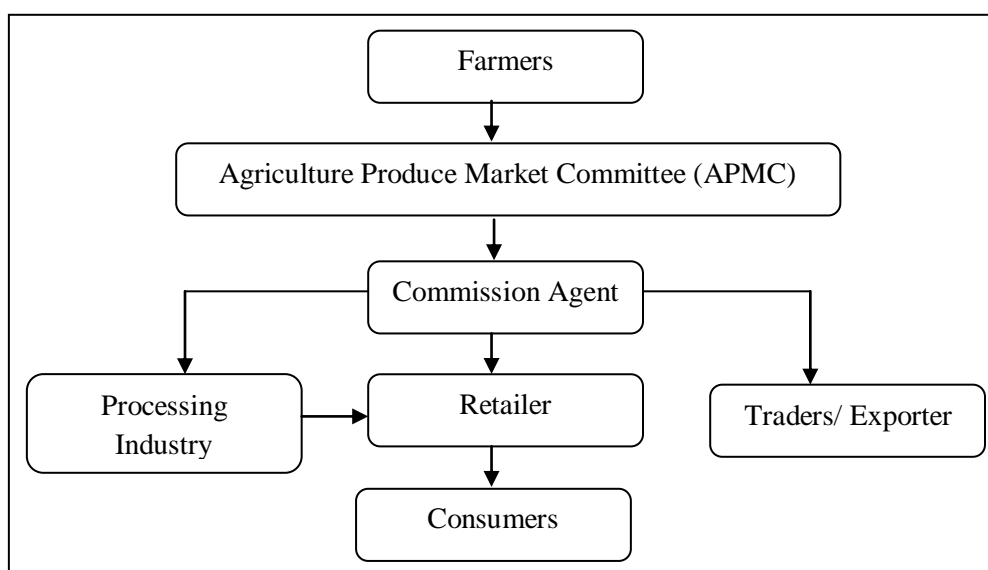
Source: National Horticulture Board

For production of quality planting material one nursery of 4 ha has been proposed to be established in the Solapur district under private sector and another small nursery of 1 ha in the public sector in Pune district. The new areas should be brought under Ruby, Bhagwa and Arakta varieties. Considering the importance of pomegranate, the National Horticulture Mission has proposed to bring 10,000 HA area under new plantation and rejuvenation of 5000 ha of area is also proposed.

Supply Chain of Pomegranate:

In the pomegranate marketing the farmers uses specific channel of marketing for supply of fruits. Although there are different channels of fruits marketing available in front of farmers. The channels of fruit marketing are given below.

Fig. 5.1. Fruit Supply Chain



There is three channels of marketing observed out of which they are like...

Channel –I Farmers- APMC-Commission Agents-Retailers-Consumers

Channel-II Farmers- APMC-Processing Industry-Retailers-Consumers

Channel-III Farmers- APMC-Commission Agents- Exporter-Consumers

Out of these three channels the first channel is mostly used for pomegranate marketing. As their were very few or less processing industries so second channel was not used regularly. The third channel of marketing is used at large markets where sufficient Variety of fruits are available.

Problems in Pomegranate Marketing:

The pomegranate supply chain involving the entire network of raw material handlers, transportation of produce, temporary storage and retail marketing are plagued by intermediaries. This leads to a cost build up, which in turn is passed onto the end consumers, thereby increasing retail prices of pomegranates. At present, hardly 2% of the pomegranate produced in the country goes through the processing route. Due to this the pomegranates which remains for long period goes waste. It increase the wastages, this wastage can be reduced by introducing new process industries. No access to capital intensive facilities, such as cold storage, warehouse, quality control labs, and effluent treatment plants, etc. The development of such facilities is expected to increase the efficiency of the processing industry.

Considering the magnitude of Pomegranate trade at national and state level, its importance in national and local economy as well as the health benefits, it is necessary to investigate overall market economy of the Pomegranate. Further it is necessary to asses the satisfaction level of all the stake holders; identify their problems and bottle-necks in the overall scenario and to formulate appropriate measures to rectify them. The retailer are the last component of supply chain, their fore the researcher with the help of this paper tried to study the problems faced by retailers. The researcher also tried to provide suggestions based on the survey findings.

Objectives of the study:

1. To identify the methods used by retailers for increasing fruit life.
2. To understand the way selling adopted by retailers.
3. To know the problems faced by retailers during selling.
4. To understand the suggestions of retailers for improving trade.

Research Methodology:

The researcher selected six districts for study they are Aurangabad, Jalna, Ahmadnagar, Nashik, Dhule, Latur. The sample of five retailers (Pomegranate sellers) randomly selected from each district. In this way the total sample of 30 retailers were selected for study. A questionnaire has been designed for collecting data from respondents. The questionnaire consists of two parts, first part was related to personal information & second part consists questions related to the selling of pomegranate fruit. There were 14 questions designed in the questionnaire, the questions were both open & close ended. The data collected were analyses & presented in graphical format.

Data analysis & interpretation:

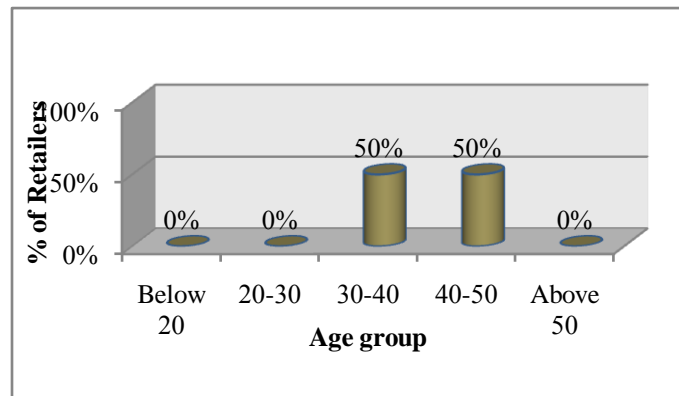
The researcher analyses the data of questions & presented it in the graphical format, as well as interpreted each graph and the summary had been written below the graph. The analysis of the selected questions given below.

Q. Age of the retailers?

Table No. 1. Age of Retailers

Age	No. of retailers	Percent
Below 20	0	00
20-30	0	00
30-40	15	50.0
40-50	15	50.0
Above 50	0	00
Total	30	100.0

Graph No. 1. Age of Retailers



Interpretation:

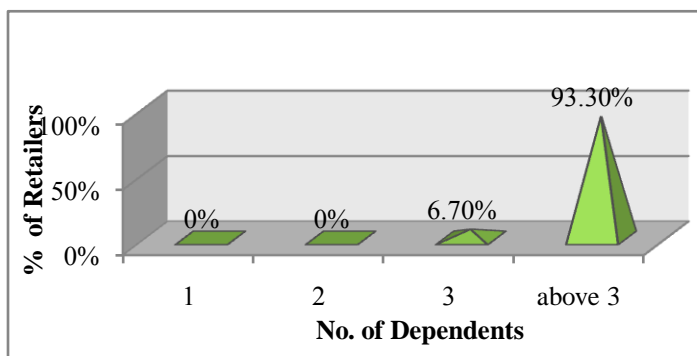
On the basis of above graph it is interpreted that 50% retailers belongs to 30 to 40 age group and remaining 50% retailers belongs to 40 to 50 age group, no retailers belongs to below 20, 20 to 30 & above 50 age group. It also means all the retailers selling fruits are young age peoples may be entered in to business.

Q. No. of dependents?

Table No. 2. Number of Dependents

No. of Dependents	No. of Retailers	Percent
1	0	00
2	0	00
3	2	6.7
Above 3	28	93.3
Total	30	100.0

Graph No. 2. Number of Dependents



Interpretation:

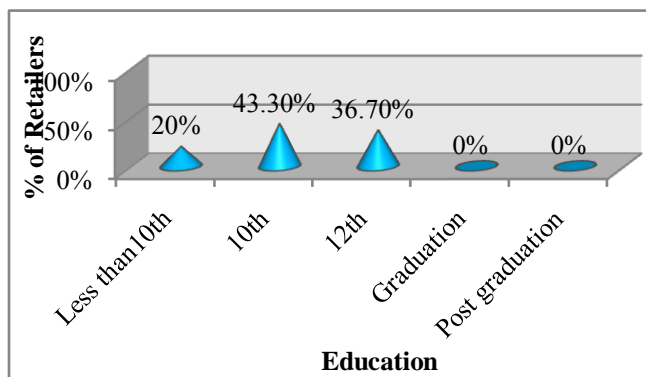
As per the above graph it is interpreted that maximum i.e. 93.3% retailer having above three dependent family members on them, 6.7% retailers are having three dependent family members, where as no retailer has less than three depends. This means the size of the retailer's family is medium & large.

Q. Education of Retailer?

Table No. 3. Education of the Retailers

Education	No. of Retailers	Percent
10th	6	20.0
10th	13	43.3
12th	11	36.7
Graduation	0	00
Post graduation	0	00
Total	30	100.0

Graph No. 3. Education of the Retailers



Interpretation:

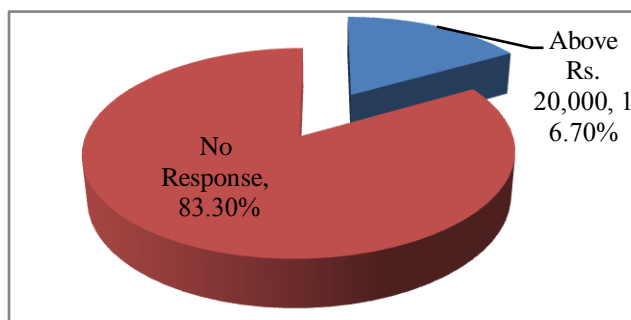
The above graph shows that in case of education of retailer's maximum i.e. 43.30% retailers are 10th passed, 36.7% retailers are 12th passed, 20% retailers are having less than 10th education, further it is observe that no retailer was having education above 12th. This reflects the fact that maximum retailers don't have higher education which can help them in adopting new knowledge.

Q. Annual Income?

Table No. 4 Annual Income

Income	No. of Retailers	Percent
Above Rs. 20,000	5	16.7
No Response	25	83.3
Total	30	100.0

Graph No. 4 Annual Income



Interpretation:

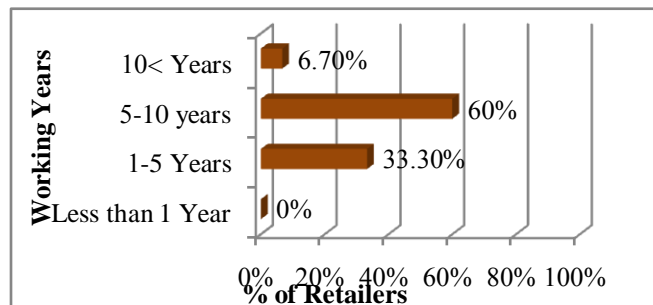
In the answer of above question 83.30% retailers haven't provide any response. Remaining 16.7% retailers says they are earning above Rs.20, 000 per annum. As income is a very sensitive issue, so many retailers hesitate to tell about their income. As they are selling different types of fruits but the 16.7% retailers provided information about annual income from selling of pomegranates. According to them pomegranate is an profitable fruit but preferred less by consumers.

Q. Since how many years you are doing this work?

Table No. 5 Selling pomegranates since

Years	No. of Retailers	Percent
Less than 1 Year	0	00
1-5 Years	10	33.3
5-10 years	18	60.0
10< Years	2	6.7
Total	30	100.0

Graph No. 5 Selling Pomegranates since



Interpretation:

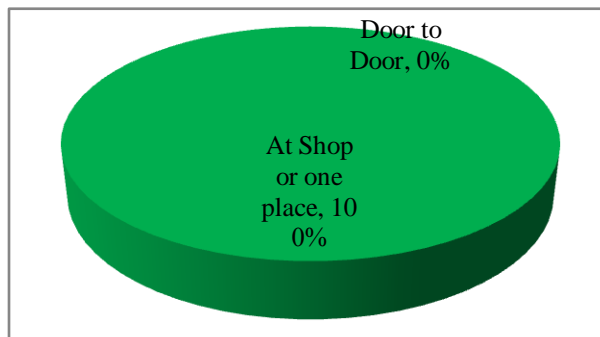
As per the graph above 60% retailers selling pomegranates from last 5 to 10 years, 33.3% retailers selling pomegranates form last 1 to 5 years & 6.7% retailers selling pomegranates from more than 10 years. It is assume that the selling of pomegranates happened from last 10 years & increasing slowly and Very less new retailers enter into the market.

Q. How do you sale pomegranates?

Table. No. 6 Location of pomegranates selling

Sale of Pomegranates	No. of Retailers	Percent
At Shop or one place	30	100.0
Door to Door	0	00
Total	30	100.0

Graph.No. 6 Location of pomegranates selling



Interpretation:

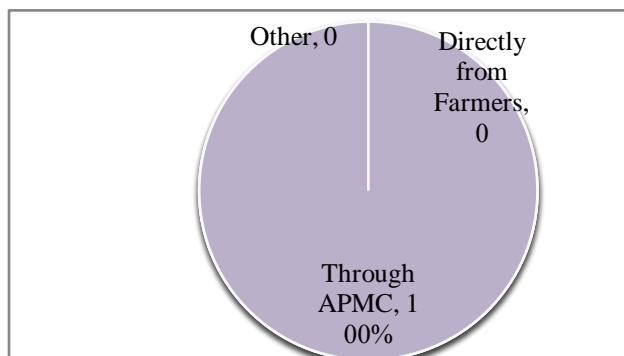
It is reflected from above graph that all i.e.100% retailers are selling pomegranates from shop or one place & no one was selling at door to door. This gives an interpretation that the trends of selling in fruits has been changed, the retailers are giving preference to sell from one place or location which is convenient to the consumers. Some of the retailers selected crowded locations away from market like bus stops, near to hospitals where as some prefers market places but no one goes for door to door marketing.

Q. where from you purchase Pomegranate?

Table No. 7 Purchasing of Pomegranate

Source of purchasing	No. of Retailers	Percent
Through APMC	30	100.0
Directly from Farmers	0	00
Other	0	00
Total	30	100.0

Graph No. 7 Purchasing of Pomegranate



Interpretation:

In case of source of purchasing of pomegranates it is observe that 100% retailers purchases the pomegranates through APMC's. Directly purchasing from farmers not tried by any retailer, may be due to less information & small quantity of purchasing. They purchase the fruits after specific intervals or as & when requires. It is also observed that the retailers can purchases less quantity due to unavailability of storage capacity.

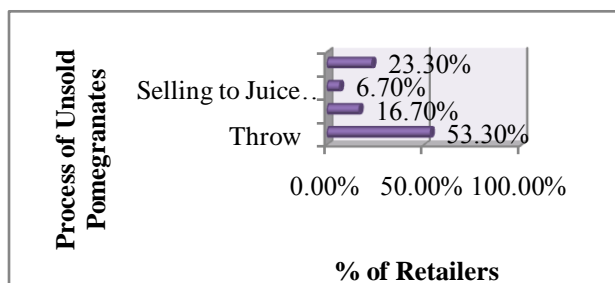
Q. What do you do with the unsold pomegranates?

Table No. 8 Unsold Pomegranates Use

Unsold Pomegranates	No. of Retailers	Percent
Throw	16	53.3
Self Use	5	16.7

Selling to Juice Centers	2	6.7
Selling to Hawkers	7	23.3
Total	30	100.0

Graph No. 8 Unsold Pomegranates Use



Interpretation:

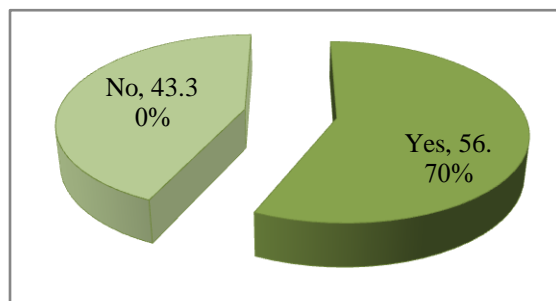
As per the graph above in case of unsold pomegranates 53.3% retailers says that they throw them or dispose them, 16.7% retailers says that they use it for eating, 6.7% says they are selling it to juice centers and 23.3% says that they are selling these unused pomegranates to the hawkers who sell them at cheap rates. As there is no exact quantity of pomegranate which remains unused because it is depend on demands. There fore one way the retailer prefers is to purchase as per requirements.

Q. Does your business go non-stop through out the year?

Table No. 9 Duration of Business

Selling Throughout year	NO. of Retailers	Percent
Yes	17	56.7
No	13	43.3
Total	30	100.0

Graph No.9 Duration of Business



Interpretation:

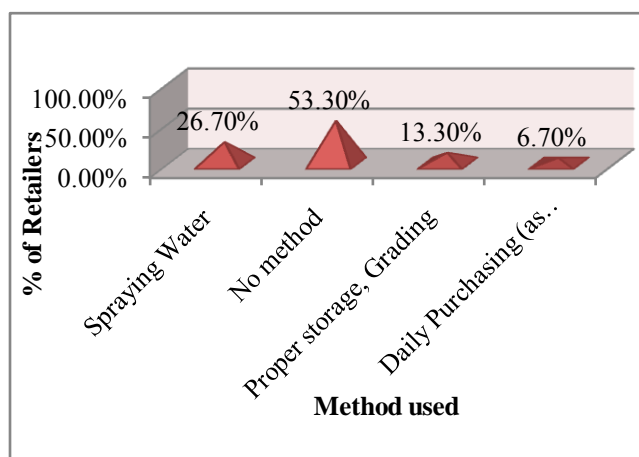
As per 56.7% retailers they are selling pomegranates during whole year, whereas according to 43.3% retailers say selling pomegranates seasonally or as per more availability. As the demand for pomegranate fruit is not more according to retailers so they prefer other fruits behalf of pomegranates.

Q. What method you use for increasing life of pomegranates?

Table No.10 Method use for increasing fruits life

Method	No. of Retailers	Percent
Spraying Water	8	26.7
No method	16	53.3
Proper storage, Grading	4	13.3
Daily Purchasing (as per requirements)	2	6.7
Total	30	100.0

Table No.10 Method use for increasing fruits life



Interpretation:

For increasing fruits life 53.3% retailers don't use any method, 26.7% retailers spraying water on them frequently, 13.3% retailers storing them properly as well as grading them & throwing the damaged one daily & 6.7% retailers for avoiding damage purchases pomegranates daily in small quantity as per requirements. This also shows that the retailers not using any scientific cooling technique for keeping fruits safe for long time may be they are not aware of it.

Q. What typical problems you face in your work?

Interpretation:

In answer to this question following common responses received by retailers.

1. Low quality pomegranate fruits supply at local APMC's.

2. The rates of the pomegranates are high.
3. The demand from consumer side is very low or they don't prefer it.
4. There is no separate market place for selling fruits like fruit market; the availability of space is very low so that can not store the fruits properly.
5. Some times the fruits are not available in the market.
6. No facilities available from government for selling.

The retailers are mainly dealing with the problems of low demand & unavailability of space.

Q. What suggestions you would like to give for improvement in this system of pomegranate retaining?

Interpretation:

The retailers provided following suggestions for improvements of the pomegranates.

1. Their should be supply of good quality pomegranate fruits constantly during whole year.
2. The prices of the pomegranates should be reasonable.
3. Government should provide separate market place for selling of fruits like fruit market in each city.
4. Government should create awareness among consumers for pomegranate fruits.
5. APMC's should provide graded pomegranates to the retailers.

In the response to suggestions as per retailers most important thing is to create awareness among people regarding pomegranates so that they can regularly purchase these fruits.

Findings:

1. On the basis of retailers questionnaire analysis it found that maximum retailers had education below 12th standards and working from last 10 years in selling of fruits.
2. The retailers preferred selling of pomegranates from one fixed place or shops. In case of purchasing the retailers purchasing pomegranates from the APMC's of the districts. No retailer purchases directly from farmers.
3. It is also found that some retailers selling pomegranates during whole year & as per availability.

4. In case of unsold pomegranate the maximum retailers throw them apart from it some retailers sold them to juice centers & hawkers.
5. The retailers don't use any scientific methods for increasing the life of pomegranates, the mostly used methods are spraying water on them, regular grading & removing damaged one, and proper keeping.
6. As retailers in some districts are facing major problems related to discontinuous supply of fruits, no space for storage & low demand among society peoples.

Suggestions:

1. on the basis of above study it is suggested that their should be separate place for fruits market in the city area. So the government should promote fruit sellers & provide separate market place for them.
2. It is also suggested to the retailers that they should develop small groups through which they can directly contact to farmers & purchase the pomegranate from them.
3. The retailers should install small refrigeration systems at stall so as to keep the pomegranates in good conditions. It is also recommended that the retailers should prefer the small boxes of wooden or other similar type of material in which they can use pouches of cooling agents.
4. In case of unused pomegranates many retailers throw the fruits in case of non sale & damage, it is also suggested that the retailers should grade the pomegranates & exact the arils of the non used pomegranates, pack them & sale them.
5. Daily cleaning of fruits is also required. The retailer also uses cooling system to keep the fruits fresh during night.
6. It is aging recommended that the retailers need require separate fruit market where all types & variety fruits are made available. This market may be based on concept of city health market.
7. The retailers can develop a new marketing partnership with juice centers as some of the juice center already doing.

8. It is suggested to the retailers that they can attach/ install small hand made juice machine at shop so that the retailers also offers juice to the consumers.

Conclusion:

In the above study the researcher tried to understand the problems faced by retailers. In the study the researcher collected data related to retailers from six different districts of Maharashtra. It is observed that the retailers are facing certain problems during the selling process. As they plays major role in the supply chain of pomegranate so it is important to provide them facilities. Some of the suggestions are provided by researcher at the end of the study. The study achieved all four objectives set by researcher and mentioned in the analysis part. There is need to promote the retailers so as to increase the sale of pomegranates which will further provide opportunities to the farmers and increase the trade of pomegranate in Maharashtra.

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