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Productivity of Grape Cultivation in Maharashtra A Study with Special Reference to North Maharashtra

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Abstract:
India produced more than 1.2 million tons of grapes from 0.11 million ha. The present study conducted to find out Marketing Strategy effects on Grapes products in Maharashtra with special reference to North and Western Maharashtra. The present study is conducted by the researcher with a sample of 260 from the North Maharashtra region, using questionnaire, observation and Interview of the respondents.

Keywords: Grapes Producer, Grape products, Production Pattern

INTRODUCTION:

The agriculture system in India has undergone rapid transformations over the past few decades particularly after the economic reforms of 1990s. India is a small producer of grapes, with a world share of less than 2 percent. India produced more than 1.2 million tons of grapes from 0.11 million ha in 2010/11, of which 8 percent was exported. Grapes account for 2.7 percent of production and 1.4 percent of total fruit area in India. Although the area under grapes has expanded at a rate of 9 percent per annum over the 2000s, production and yields have remained stagnant over the past two decades. Of this production, 87 percent was used as table grade, 10 percent dried, 2 percent for juice and 1 percent for wine (Figure 1). Grapes are one of India's important fruit exports, with a 9.1 percent share in all fruit and nut export (Sharma and Jain 2011). By the late 1990s (1997/98), the export market for fresh grapes (which had previously been Gulf countries) shifted significantly to the EU, accounting for 60 percent, with the Gulf making up only 15 percent. Four countries (Netherlands, Bangladesh, the United Arab Emirates [UAE] and the UK) accounted for 75 percent of the volume of Indian exports and 67 percent of the value in 2010/11. The Netherlands and the UK took a 25 percent share in quantity and 41 percent in value, whereas Bangladesh and the UAE took a 50 percent share in quantity and a 26 percent share in value exported. In 2008, there were 125 exporters of grapes from India, who dispatched 3,200 containers. Most of the exports (50 percent) were from merchants, followed by growers or their groups and the corporate agencies. Export market buyers tend to have formal contracts with growers, given the quantity and quality commitment in these markets. There are also some grower exporters who receive export orders through commission agents.

Literature Review:

Dr. Dipika Basu, Sulata Hembrem, Partha Pratim Roy, Dr. Arun Kumar Nandi (2021), the study

infers its empirical results and findings based on both aggregated and disaggregated data collected from different sources. West Bengal contributes 7.4 per cent of India's horticulture area and 10 per cent of horticulture production in 2016-17. West Bengal has occupied the first ranked in area of production of Brinjal, Cabbage, Cauliflower, Okra, Radish, and Watermelon and second in Potato, Sweet potato, and Beans among the leading vegetables producing states in India. It is one of the leading flowers producing states in India. West Bengal ranks top position in Indian cut flowers with a significant production share of 37% in Tube Rose, 30% in Gladiolus, 22% in Rose and 17% in Marigold in 2015-16. The positions of West Bengal in terms of different fruits production are: Pineapple (1st), Guava (4th), Banana (10th), Sapota (6th), Mango (8th), and Madarin (12th) among the major states. **Yarazari, Shivananda P., Singh, Arun Kumar, Maji, Saikat, [2021]** the collected problems were analyzed using Garret's ranking methodology to develop a quantitative position of each problem. The findings showed that dry grape producers faced production and marketing problems more severely. Among the production problems, heavy investment on inputs, no standard package of practices available from agriculture or horticulture universities and high rate of interest were prominent. Similarly, in the case of marketing problems, no local market and lack of processing and storage units were ranked at top. There is an immediate need to improve various marketing practices by developing a strategy in order to overcome these impediments which will enhance the entrepreneurial access of the dry grape producers. **Chauo Hauang, (2021),** the algorithm is a clustering algorithm that uses degree of membership function to determine which cluster each data point belongs to; thus to build up a basic model of smart agriculture based on actual situation, and integrate the agricultural business promotion and agricultural products marketing, as important function modules, into the agricultural products marketing system; and then the process of this system is analysed before the frame of the overall system is shaped; based on which, system performance verification is conducted by designed test. From the research, the agricultural business promotion and products marketing system based on smart agriculture have some positive effect. **Suryaa T1, Mohanraj E (2020),** the agro marketing strategic vision and effectiveness can be achieved with electronic commerce-related concepts, guidelines and tools are applied as directed by a thorough and systematic approach. The site helps the farmers to sell their perishable agricultural product online and suggests best-in-practice farming processes. It providing a wider market and helping them to not restrict themselves to the local market. It helps the wholesalers and retailers in buying produce from a larger number of farmers. It enables wholesalers and retailers in expanding their business. It features online shopping for farming commodities fertilizers, pesticides, machinery & tools, etc. It helps the farmers to keep track of their production with features such as virtual calendar, forecasting, etc. and enables them to hire laborers, which in turn, will help the farm laborers to find small jobs by having a work profile in the website. **Miss. Sutar Harshada Suresh, (2020),** the area of present research is associated with Value Chain Analysis of grapes in Tasgaon taluka. The future of grapes production in the study region is bright. Grapes production is an agricultural production and grapes supply chain management is agro related business so it provides employment opportunities directly as well as indirectly. Government support is also needed for it. Application of modern tech-based practices in production as well as marketing and efficient management strategies followed by producers in production practices and APMC's at marketing practices can increase the market efficiency as well as profitability for each. This type of applied management may help for strengthening supply chain of grapes in study region. There is scope for investment in grapes process industries for private sector.

Research Methodology:

The objective of the Study:

- To study production pattern of grapes in Maharashtra in selected district.

Hypotheses of the study are:

Ho : Cultivation of Grapes is not effected due to change in Method of cultivation

H1 : Cultivation of Grapes is effected due to change in Method of cultivation

Sources of Data: Primary Data was collected by circulating the structured questionnaire, observation and interviews of the respondents. Secondary Data was collected from published sources i.e. Books, Websites, and Journals & Reports, etc.

Sample and Sampling Technique: The producers in North Maharashtra could not be found nor any record of such type is available anywhere hence in absence of universe, Researcher have decided to take ask the Market Federation authorities and as per Grapes Producers Association of western Maharashtra, by applying taro Yemeni method researcher has selected a sample of 260.

Statistical Tools: The data will be analyzed using statistical tools like z-test, ANNOVA,raito , percentage etc. with the help of SPSS software.

Result and Discussion:

Table 1Showing Horticulture Area the grape farmers have in Acres.

Horticulture Production Area in Acres?					
N		Valid		260	
		Missing		0	
Horticulture Production Area in Acres?					
		Frequency	%	Valid %	Cumulative%
Valid	0 To 10	251	96.54	96.54	96.54
	11 To 20	6	2.31	2.31	98.85
	21 To 30	3	1.15	1.15	100.00
	Total	260	100.0	100.0	

Source : Primary Data

Table 2 Showing the period from when the grape farmers are into grapefarming.

No of years Production of Grapes					
N		Valid		260	
		Missing		0	
No of years Production of Grapes					
		Frequency	%	Valid %	Cumulative%
Valid	0 To 5	216	83.08	83.08	86.54
	6 To 10	35	13.46	13.46	100.00
	11 To 15	9	3.46	3.46	3.46
	Total	260	100.0	100.0	

Source: Primary data

Hypothesis Testing:

Ho : Cultivation of Grapes is not effected due to change in Method of cultivation

H1 : Cultivation of Grapes is effected due to change in Method of cultivation

Crosstab

ount

		Post-harvest handling		Total
		Agree	StronglyAgree	
Cultivation of grapes effected due to change in method cultivation	Table grape cultivation	195	5	200
	Wine grape cultivation	36	24	60
Total		231	29	260

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig.(2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	65.495[a]	1	.000		
Continuity Correction[b]	61.765	1	.000		
Likelihood Ratio	54.330	1	.000		
Fisher's Exact Test				.000	.000
Linear-b-LinearAssociation	65.243	1	.000		
N of Valid Cases	260				

t less than 5.

b. Computed only for a 2x2 table

INTERPRETATION:

The above hypothesis was tested using Chi-Square. The above table clearly shows the p-value (Asymp. Sig.) for the above 2statements which is less than 0.05.So, in this case as the p-value 0.00 is less than 0.05 we reject the null Hypothesis and accept the Alternate Hypothesis. So, it can be conclude by saying; Cultivation of Grapes is effected due to change in Method of cultivation.

Conclusion:

The result shows it can be clearly seen that 96.54% of the total respondents have a landin the range of (0 to 10) acres, 2.31% of the respondents have a land in the range of (11 to 20) acres and 1.15% of the remaining respondents have a land in the range of (21 to 30) acres. The inference that can be drawn from the above table and graph is that maximum grape farmers have a Horticulture Area of about 0-10 acres. Clearly seen in the table 2 that 83.08% of the total respondents are into graph farming from past 0 to5 years, 13.46% of the respondents are into grapefarming since 6 to 10 years and 3.46% of the respondents are into this field since 11 to15 years. The inference that can be drawn from the above table and graph is that maximum respondents are into grape farming for a period of 0 to 5 years.

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