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**A STUDY OF MARKETING PROBLEMS OF TOMATO WITH REFERENCE TO NASIK DISTRICT**

**KIRAN KRISHNA AHER**  
**LECTURER**  
**B.Y.K. COLLAGE OF COMMERCE**  
**NASHIK**

**ABSTRACT**

*Maharashtra is a leading state in production of tomato in the whole country; nearly 35 % is exported from Maharashtra. This research papers focus on Problems in Marketing of Tomato producers in Nasik district. This paper provides suggestions for proper marketing of tomato in Nasik district on the basis of study.*

**KEYWORDS**

marketing, tomatoes, export.

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**INTRODUCTION**

In India tomato are consider as a cash crop. Maharashtra state produce is 1183.2 thousand tons of tomato in the year 2001-2002. Total export of Tomato from India is 266986.38 thousand tons during 2011-12 valuing of Rs. 47030.50 crores, out of which, nearly 35% is exported from Maharashtra<sup>1</sup>. Maharashtra is a leading state in production of tomato in the whole country. With regard to agricultural land under Tomato cultivation and Tomatoes production, Nasik and Sangli districts are at far front in the state. Apart from these, Tomatoes are also grown in the district of Ahmednagar, Pune, Satara, Solapur and Osmanabad. Nowadays, Tomatoes are produced in Latur district of Marathwada also. However, Nasik and Sangli districts are ahead in the production of Tomatoes in a scientific manner. Area under Tomatoes in Maharashtra is 44.27 thousand ha. and production is around 976.58 thousand tons of Tomatoes in the year 2015-16. Total export of Tomato from India is 47030.50 thousand tons during 2011-12 valuing of Rs. 47030.50 crores, out of which, nearly 35% are exported from Maharashtra. Even though Productivity and production of Horticulture products are high in India, but economic condition are not much favorable to the Tomatoes farmers. It is because of growers week margin power and poor economic condition, which the marketing intermediaries are harassing and cheating in different ways. the previous study shows that he previous study show that earning potential of Tomatoes cultivation is high.

**REVIEW OF LITERATURE**

The review of earlier studies and experience of previous research works were of provide great help in evaluating the importance of concepts and methodology followed. This section briefly reviews the concepts adopted in previous study and research works.

1. Prof. S. D. Nikam (2018) studied problems in marketing channels of tomato in Nasik Districts during his study period he pointed out various problems tomato producers in Nasik districts.
2. Pramod Patil (2013) in his book studied scientific methods of tomato production, problems of tomato of producers. His books also indicate medical uses of tomato.
3. Arora V.P and R. Saxena (1998) studied role of farmers organization in marketing at vegetable in hill religion of utter Pradesh hill India.

All previous studies concluded the importance of tomato, problems in tomato production and marketing of tomato.

**OBJECTIVES OF THE STUDY**

1. To study problems in marketing of tomato in Nasik district.
2. To give suitable suggestion for efficient marketing Channels of Tomato in study area.

**CHOICE OF THE STUDY AREA**

Among Tomato producing states of India, Maharashtra is a leading state in production of tomato in the whole country. With regard to agricultural land under Tomato cultivation and tomato production, Nasik and Sangli districts are at forefront in the state. Apart from these, Toamto are also produced in the district of Ahmednagar, Pune, Satara, Solapur and Osmanabad. However, Nasik and Sangli districts are ahead in the production of tomato in a scientific manner. These districts have suitable climate for tomato production and a very good irrigation system so Nasik districts show the highest productivity of tomato as compared to others districts. That is why researcher selected Nasik as study area.

**COLLECTION OF DATA**

A sample study was conducted to study problems of marketing Channel of tomato producers in study area. Study is based on information collected through interviewed schedule and field survey in study area. For collecting data, an interview schedule was administered 80 farmers who were from selected study areas. Required information and data also collected through secondary sources like published reports, Periodicals, Newspapers and Journals.

**TOMATO PRODUCTION**

Tomato originated in tropical America, probably in Mexico or Peru where a variety of wild cherry tomato was brought into cultivation Morning Stare (undated). Europeans came to know tomato in the mid-16th century. The Italians, however, soon embraced tomato varieties of pomid and ora (golden apple) and introduced them into their cuisine. Problem of Tomato cultivation often is characterized by seasonality and perishability in nature.

TABLE 1: TOMATO PRODUCING COUNTRY IN WORLD (2012-2013)

Sr. No	Country	Ares (000 hector)	production	Production (metric ton)
1	China	1000 (20.78)	50000 (30.77)	50
2	India	879 (18.26)	18226 (11.21)	20.7
3	U.S.A	150 (3.12)	13207 (8.13)	88
4	Turkey	300 (6.23)	11350 (6.98)	37.8
5	Egypt	216 (4.48)	8625 (5.31)	39.9
6	Iran	160 (3.32)	6000 (3.69)	37.5
7	Italy	92 (1.91)	5132 (3.16)	55.9
8	Spain	49 (1.02)	4007 (2.47)	82.1
9	Brazil	64 (1.33)	3874 (2.38)	60.7
10	Mexico	97 (2.02)	3434 (2.11)	35.5

(Sources: www.google.com)

During the year 2012-13 China held first position in tomato production whereas stood second rank in tomato production. It followed by U.S.A., Turkey, Egypt and other country. china produced 30 % tomato in world where India produced 11.21%, U.S.A. 13%, Turkey produced 6.98% followed by Egypt 5.31.

TABLE 2: TOMATO PRODUCING DISTRICT IN NORTH MAHARASHTRA (2014-15)

Sr No	District	Area (Hector)	Production	Production (per hector)
1	Nasik	14650 (94.68)	575053 (95.94)	39.25
2	Dule	485 (3.14)	16975 (2.84)	35
3	Jalgaon	260 (1.66)	5720 (.93)	22
4	Nandurbar	79 (.52)	1698 (.29)	38.73
	Total	15474 (100)	599446 (100)	38.73

(Sources: Agricultural officer, Nasik)

In north Maharashtra, Nasik was leading tomato producing districts. It followed Dule, Jalgaon and Nandurbar. Out of total tomato production in north Maharashtra only Nasik district produced 39.25% which was highest in year 2014-15. Where Nandurbar stood 2<sup>nd</sup> in highest tomato producing districts in North Maharashtra.

**PROBLEMS IN TOMATO MARKETING**

- MALPRACTICES OF MIDDLEMAN:** Study found that, malpractices of middleman are major problem in agricultural products in Nasik districts. Middleman follow unfair trade practices like collection of levy from farmers, higher rate of commission, variation in prices, Defective Weights and Scales etc. It leads to exploitation of farmers in Nasik districts.
- INADEQUATE FINANCIAL RESOURCES:** In the rural areas in Nasik district especially sinner, Dindori, Igatpuri, Goti found that farmer face problem of lack of adequate financial resources, due to which even their emergency requirements are not fulfilled. In such conditions the farmers sell their produce before its ripening. Similarly, tomato producer some financial facilities, like, installments on loans for pumping-set, tractor, thrasher etc. have to be paid on monthly or quarterly basis due to which they have to sell the product as soon as possible. Thus, as the lack of financial assistance, is a problem for the farmers; so does the receipt of loan also puts them in problem.
- LACK OF INFRASTRUCTURE FACILITIES:** Inadequate infrastructure facilities are one of major problem for tomato producers in Nasik district. Farmers face problem of transports facilities, poor electricity supply, and lack of cold storage facilities. Even The roads from Villages to cities are usually unmade which are not capable of transport during the rainy season. The bullock carts can take the product only up to a limited area. During lack of transport facilities, the farmer is unable to take his produce to the appropriate market and is unable to receive a fair price for his product.
- LACK OF COLD STORE FACILITIES:** Farmers of Nasik districts face problem of lack of cold storage facilities. Due to deficiency of cold storage farmers face lots of problem for storage of products especially perishable nature products like tomato. Due to lack of this facility the farmer is unable to keep his product safely until it can fetch a fair price, and he is forced to sell his product at a low price. The insufficient and unscientific facilities of shortage which are available waste large quantities of Tomato. Approximately 20% to 30% tomato are lost due to rats, insects etc. and the farmers have to bear crores of loss due to lack of these facilities.
- LACK OF AWARENESS OF THE MARKET:** The farmer of has little knowledge about marketing. Majority of farmers believes on information acquired from the Middlemen and money lenders of the village. Mostly, farmers in Nasik districts are still illiterate so they cannot read the newspaper. Thus, they do not have sufficient knowledge about the market. Now, government transmits the rates of the market on the ratio, which has definitely benefited them.
- LACK OF UNITY AMONG FARMERS:** The farmers in Nasik districts are illiterate who are easier be fooled by the money lenders, traders, middlemen, due to their simple nature. Similarly, lack of unity among farmers also causes their exploitation because farmers are spread in distant areas in rural places. They are unable to meet with each other and resolve their problems; as a result, they do not get a fair price for their produce.
- CORRUPT POLICIES OF THE 'MANDIS':** Most of Mandis in Nasik districts are suffered by corrupt policies. It proves harmful for farmers to negotiate for fair prices for their products.

**ANALYSIS AND INTERPRETATION OF DATA**

**1. PROBLEMS IN MARKETING OF TOMATO IN NASIK DISTRICTS**

TABLE 3

Taluka	Yes	Government policy	Transport	Financial problems	Unskilled Labour	No	Total Farmers
Dindori	18	4	8	5	1	5	23
Niphad	14	2	6	4	2	4	18
Igatpuri	9	1	5	2	1	2	11
Sinner	10	6	1	2	1	4	14
Chandwad	9	2	5	1	1	5	14
Total	65					15	80
%	81.25	11.25	31.25	17.5	7.5	18.75	100

Sources: field Survey

Above table indicate problems of Tomato producers in Nasik districts and places from where information collected. Total sample size of 80 farmers. Out of 80 farmers 65 producers found problems in marketing of tomato. On basis of interview and survey problems are classified in to category of government policies, transportation facilities, financial problems and unskilled labour. Out of total sample size 11.25 % farmers face problem of government policies in Nasik. Whereas 31.25 % tomato producers found problems in transportation faculties so far this is main problem in marketing of tomato in Nasik districts. Survey also indicates 7.5% farmers face problem of unskilled labour in Nasik districts.

TABLE 4

Taluka	Yes	Storage	Middleman	lack of selling space	No	Total
Dindori	23	12	5	6	0	23
Niphad	16	12	3	1	2	18
Igatpuri	10	7	1	2	1	11
Sinner	13	9	2	2	1	14
Chandwad	11	7	2	2	3	14
Total	73	47	13	13	7	80
%	91.25	58.75	16.25	16.25	8.75	100

Sources: field Survey

This table also indicate problem in marketing of tomato in Nasik districts. Out of total sample size of 80 farmers 73 tomato producers face problems in tomato marketing. These problems are divided in to storage facilities, problem of middleman and lack proper space for selling and distribution of tomato. Out of 80 producer 58.75 % tomato producers found problems of storage, 16.25 % found problems of middle man chain and 16.25 % found difficulties in selling and distribution of tomato.

### FINDINGS

1. The tomato production showed an increasing trend in study area.
2. India is second largest tomato producing country in world. County produced 11.21% tomato in world.
3. In north Maharashtra Nasik is lending tomato producing district. Nasik districts produced 94.68% tomato in north Maharashtra.
4. 81.25% tomato produced in Nasik districts found problems in marketing of their products.
5. 58.75% tomato produced suffers from problem of storage faculties in Nasik districts.
6. 16.25% tomato produced in Nasik districts found problems of malpractices of Middle man.
7. 16.25% tomato produced in Nasik districts found problems of lack selling palace for their product.

### SUGGESTIONS

1. Government should encourage manufacturer of tomato processing industries in Nasik district
2. Tomato producers should start co-operative marketing channels to reduced marketing cost.
3. Tomato producers should try to find new marketing channel for reducing marketing cost.
4. Tomato producers should try to use more Social media like what's up, Face book for marketing.
5. State Governments should have introduced special insurance scheme for tomato producers.
6. Government Should makes rules regulations for controlling malpractices of Middleman.
7. Government should start warehouse for storage of tomato in Nasik Districts.
8. Governments should frame scheme for tomato exporters like exports Subsidies, tax concession, production assistance etc.
9. Provide information on demand, supply and prices of tomato in different markets to farmers (preparation of leaflets and pamphlets) through Governments sources.

### CONCLUSION

The Tomato being the major crop in Nasik districts, governments of Maharashtra should provide various facilities to producers of tomato. This study was conducted to investigate the constraints facing tomato production and marketing in Nasik districts. The governments should establish cold storage facilities at Nasik districts. Even governments should invite private player to invest in cold storage business. The governments should provide various incentive schemes to tomato producers. The study also found that still there is lots of problems in marketing of tomato in Nasik district. The marketing Channels required lots of improvement for effective marketing of tomato. Government should encourage tomato processing industries in Nasik districts. It also suggested to Government should make rules and regulation for controlling harmful impacts of middleman.

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