

A GEOGRAPHICAL STUDY OF ROAD SIDE MARKETING: A NEW AVENUE FOR SMALL FRUIT FARMERS

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ABSTRACT:

India is identified as an agriculture nation and agriculture is the backbone of the country. Among agriculture, fruits are major crops in Indian agriculture in last two decades. Our fruit crops are sold in national, international and local markets. Majority farmers are small farmers and they are selling fruit crops on local market. In this activity, they have spend for time, get low price of fruits, a monopoly of traders, low connectivity and accessibility of transport, etc. are major problems. The idea behind the paper, the small farmers shall sell their fruit crops in road side of farmyards. They will give more profit and save amount of time. For the present analysis, Phaltan Tahsils selected which is dominant fruit producing tahsil in Satara district. The fruit crops are capture 3.61 percent (2331 hectares) to gross cropped area in Phaltan Tahsil. The fruit crops like grape, mango, pomegranate, ber, sapota, custard apple, etc. are cultivated. The spatial distributions of fruit crops are uneven in district. The national and state roads located in Phaltan Tahsil. This research paper made an attempt to analyse the factors influencing the customers to purchase fruits on roads and state highways and to suggest better ways and means to retain the customers.

KEYWORDS: Road side marketing, Fruit farming, Agriculture area.

INTRODUCTION:

Today's people want to living luxurious life. If they are travelling long way on road for different purpose, they used private or own private motor vehicles and they want to take some break for breakfast or snack centres.

Majority of people select fruit crops for breakfast. The principal fruits like pomegranate, grape, mango, sapota, ber, crusted apple, guava, etc. are cultivated in Phaltan Tahsil. Road side market place has to be developed in carefully monitoring. If you want to selly our fruits at a farmers market, look for a market that is on the way, road side and near farms where the fruits are quite fresh and at low cost as compare to fruit markets. People today enjoy visiting farms and interacting with farmers. Many farmers sell fruit at a farmers market or a road side stand. Some farmers love to pick on their own fruits. And check for freshness and also buys more quantity than usual buying.

STUDY AREA:

Phaltan Tahsil is selected for the research paper. The choice of topic under investigation is influenced by many considerations. Firstly, researcher belongs to Phaltan Tahsil hence is familiar with study area. Secondly study area falls in drought prone region of Deccan trap of Maharashtra state, receiving annual average rainfall between 450 -500 mm. It is distributed unevenly in study area. Thirdly irrigation is a dominant factor in study area having considerable impact on land use of Phaltan Tahsil. The Banganga River, the Banganga canal, The Nira River and Nira right bank canal, wells and tube wells are the sources of irrigation in study area. Fourthly, this area has not been so far studied in depth from the land use point of view. Phaltan Tahsil covering the part of The Nira river basin is one of the economically prosperous Tahsil of Satara district in southern Maharashtra. It lies between 17⁰58' North to 18⁰5' North latitude and 74⁰20' East to 74⁰40' East longitude. It has total geographical area of 1190 sq.km.with128 villages and one urban settlement (2011 census). This area is bounded by the Nira River in the north side. The region attains 576 metres height (M.S.L.) with northward slopping land drained mainly by the Banganga River, a right bank tributary of the Nira River.

The medium black and deep black soil appears within study area. The soil fertility encourages growth of various crops like sugarcane, jowar, bajara, onion, vegetables and fruits. According to 2011 census the area has 342667 population, out of these 176250 are males and 1 66417 are females and density of population is 287 per square kilometre. State highway, major district and other roads are major routs of transport besides broad-gauge railway route in Phaltan Tahsil. Phaltan is an administrative head quarter of this Tahsil.

LOCATION MAP

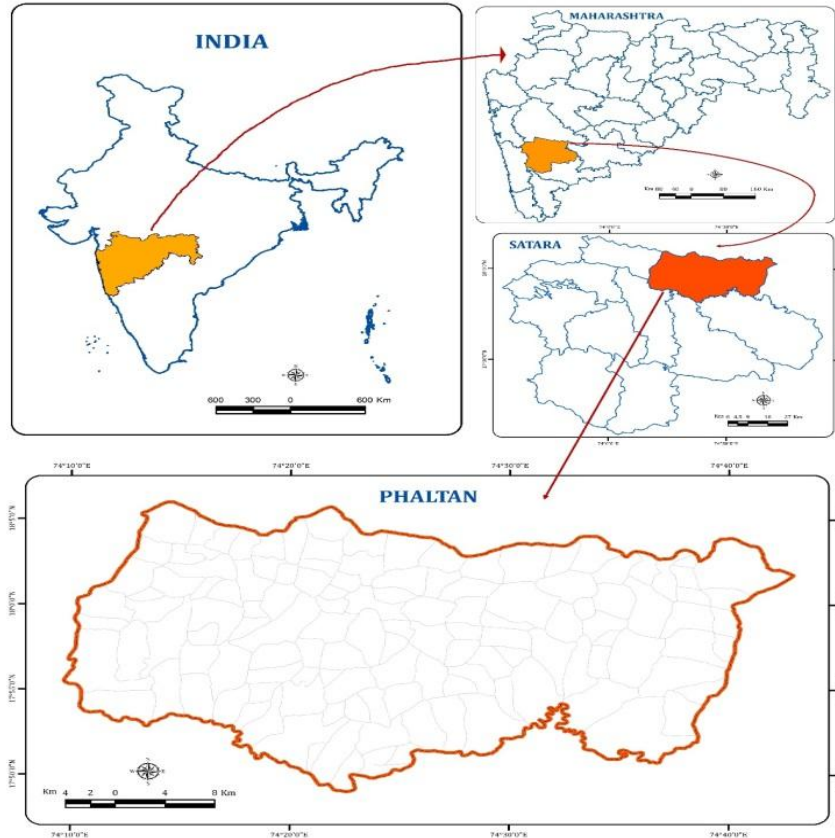


Fig.-1

OBJECTIVES:

The main objectives of the present paper are:

1. To assess the benefits of road side fruit farming for farmers.
2. To find out the problem of road side fruit marketing and give ideal remedies for solving problem.

DATABASE AND METHODOLOGY:

The primary data are used for the present study which is collected from observation, schedule and open discussion with fruit crops seller farmers on the road. The 35 farmers are selected for interview on the road of Pune- Pandharpur highway via Jejuri, Nira, Phaltan and Malshiras. The total length of this state highway is 220 km. The secondary data are also used which is collected from Phaltan Tahsil, socio-economic abstract 2011, Agriculture department, etc. The collected data are tabulate and analyse by using statistical and cartographic techniques.

EXPLANATION:

People like to stop at roadside stands to buy fresh fruits. Roadside stands are close to farms where these fruit crops are grown. Farmers can sell their produce without travelling far, and secondly farmers can make more money selling the crops directly than giving it to middlemen. For instance, Mango, Banana, Grape, Pomegranate, Ber, Guava Lime etc. sell well. Consumers who stop at roadside stands like to see multi collared plants, farms, animals, even fresh fruits. They also like to see your crops growing. The development of fruit farming on commercial lines has taken place during the last two decades in the study area. This district grows fruits such as Mango, Banana, Grape, Pomegranate, Ber, Guava, Lime etc. Grape, Pomegranate, Ber, and Mango are the leading commercial crops in the region. Physical as well as socio-economic conditions are equally important for growth of varieties of fruits in the study region. In the study region various fruits are grown.

Pomegranate is the most suited and well survived fruit crop in this region. In 2011 area under this fruit was 2331 hectares. Vidani circle is leading in area under pomegranate with 910 hectares and Barad circle is at the bottom with 220 hectares. Grape is another important commercial fruit crop in study area. In 2011 area under this fruit crop is 2331 hectares. Ber is also important fruit crop in study area. In 2001 area under this fruit crop is 819 hectares. Vidani circle is leading in area under ber with 230 hectares and Barad circle is at the bottom with 190 hectares. The survey is carried out and 20 fruit farmers whose are marketing fruit crops on the roadside. The schedule is completed on the Pune-Pandharpur (Phaltan) road. The farmers are marketing different types of fruit on the road side on whole year, these are following.

Table-1.PhaltanTahsil: Fruit crops sale by farmers on road side

Sr.No.	Fruit crops	No of farmers	Percent to total
1	Grape	08	22.85
2	Pomegranate	09	25.71
3	Sapota	04	11.46
4	Mango	05	14.28
5	Ber	02	5.71
6	Guava	04	11.42
7	Water melon	03	8.57
	Total	35	100

Source: compiled by researcher

The table-1 shows that the farmers sell fruit crops on road side of Pune-Pandharpur (Phaltan) road. Among them the grape and pomegranate fruit crops selling farmers are large. On this road Phaltan to Vidani road

pomegranate fruit crops selling farmers are more and Phaltan to Baramati the grape selling farmers located. The Water Melon, Guava, Sapota and Ber Fruit crops stalls are limited.

REASONS FOR ROAD MARKETING:

Marketing of fruits on roads is a well known activity carried out by farmers but this activity of selling their fruits near the farm and on road is in very nascent stage. It is revealed that farmers had different reasons for carrying out this activity.

Table-2: Phaltan Tahsil; causes of road side marketing

Sr. No.	Reasons for road marketing	No. of farmers (out of 35 farmers)	No. Percent to total
1	Near to farm	29	82.85
2	More profit	31	88.57
3	Save time	26	74.28
4	Free from monopoly	33	94.28
5	Fruit cutting on market demand	17	48.57
6	Low producing price	25	71.42
7	Understand customers choice	27	77.14
8	No transport cost	30	85.71

Source: Compiled by Researcher.

It is found from the survey that the 82.85 percent farmer's accepted road side marketing because of it is near from farm. The 88.27 percent farmers said that it is more profitable because the farmer sell their fruits without commission agent. About the 74.28 percent farmer's opinion, this marketing is save timing and low producing price. In this marketing system, farmers told that it is free from monopoly which largely affect on market of city or village. The farmers understand the customer choice of fruits on road marketing means variety of different fruits, size, colour, stage of fruit mature, etc. The road side market centre is near the farmyard, so farmers cut the fruits on the demand of customers and for these processes no need of transport cost. So the especially small farmers want to sell their fruit crops on the road side market centre near the farmyard.

PROBLEMS OF ROAD MARKETING:

Selling fruits on roads is a well known activity carried out by farmers since ages. Farmers face problems in selling the produce directly to consumers.

Table-3. Phaltan Tahsil: Causes of road side marketing

Sr. No.	Major problem faced	No of farmers (out of 35 farmers)	Percent to total
1	Few costumers stop	30	85.71
2	bargain is high	28	79.99
3	Running road	17	48.57
4	Marketing spot	29	82.85
5	Absence of cold storage	35	100

Source: Compiled by Researcher.

The table-3 shows the problem of road side fruit marketing. According to 85.71 percent surveyed farmers, the very few customers stop on road to purchase fruits and this is the major problem in selling the fruits on roadside. The 79.99 percent of farmers felt that customer's bargain down price. Whereas majority of farmers opined that they are no spots of sale fruits where customers stop frequently. The totally farmers told that there are no cold storage facilities for keeping remaining of fruits from road side market.

CONCLUSION:

The road side marketing is profitable for small farmers in study region. The of study region sold fruit crops like Grape, Ber, Pomegranate, Sapota, Guava, etc. Among them grape and pomegranate road side marketing is high compare to other fruit crops. The farmers of study region selected road side marketing for crops because of it is near to farm, more profitable, save time, free from monopoly, understanding customer choice, no transport cost, etc. But the farmers on road side fruit selling face some problem like few customers stop; bargain is high and absence of cold storage, etc.

SUGGESTION:

1. Fruit Farmers must have a marketing strategy. The key strategy issue to be addressed is that Fruits, once harvested, will deteriorate and eventually perish. As a result, Farmers need to plan a balance between the quantity of fruits available for sale, the variety of vegetables for sale, etc.

2. To solving the problem of location on road side , farmers selected the area where the large tree available, clean and large open place, wide road side, not corner of roadside, etc.
3. Farmers who market their produce on road side should ensure that they have knowledge about sales to work with consumers.
4. Road Side Farm gate sales also require proximity to large population centres, good roads, a parking area, good signage and facilities to accommodate customers.
5. The farmers cutting the fruit crops on consumer's demand, if they are remaining put on the cold storage combined of some farmers.
6. Farmers created cold storage facilities with collaboration of different NJO, Govt. scheme or few farmers coming together.

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