

Indian Streams Research Journal

International Recognized Multidisciplinary Research Journal

ISSN : 2230-7850

Impact Factor : 4.1625(UIF)

Volume -6 | Issue - 2 | March - 2016



**“ A STUDY OF MARKETING ISSUE OF POMEGRANATE
FRUITS IN INDIA”**



Prof. Anantkawas M.B.
Dept. of Economics ,
Savitribai Phule Mahila Mahavidyalaya, Satara.

ABSTRACT :

India is the second largest economy in the Asia ,as measured in terms of its Gross Domestic Product (GDP).The horticulture sector is the major contribution to the agriculture sector GDO. The horticulture goods and processed products are very popular in national and international agriculture exports in India . the horticulture fruit products Pomegranate is the important fruits in India . Pomegranate currently ranked 10th in terms of fruit consumed annually in the world . The fruit is symbolic of plenty and very much liked for its medicinal properties. Its popularity is also due to the ornamental nature of the plant which bears bright red, very attractive flowers.

KEYWORDS: *second largest economy , Pomegranate , horticulture fruit products.*

INTRODUCTION :

The versatile adaptability, hardy nature ,low maintenance cost ,steady but high yields, better keeping quality, fine table and therapeutic values and possibilities to throw the plant into rest period when

irrigation potential is generally low, indicate the avenues for increasing the area under Pomegranate in India. At global level, India is the world's largest producer of pomegranates, followed by Iran, and then demand of pomegranate is in various countries then the market of Pomegranate is increased.

OBJECTIVES OF THE STUDY :-

Following are the main objectives of the present research paper-

1. To know the situation of the Area and Production of Pomegranate in India.
2. To identify the constraints in export- promotion of Pomegranate.
3. To suggest some recommendations.

RESEARCH METHODOLOGY :

The research paper is depends upon the secondary data. The data were collected from various reports of Horticulture Data base published by National Horticulture Board, Ministry of Agriculture and Government of India, reports published by Directorate Economics & Statistics and Directorate General of and Statistics, Collected from books and various journals, articles, magazines, research paper and websites .

Selection of the Study :-

The recent global trend of increased demand for Pomegranate ,whether as fresh fruit or as derived products, is growing at an impressive pace. In India, Pomegranate is considered as a crop of the arid and semi-arid regions because it with stands different soil and climate stresses . The Pomegranate fruits of the Area and Production of India is increased . Then the quality of pomegranate is better and the demand of this fruit is increased because the pomegranate fruit is useful for human nutrition . Then to know the area, production and export market is understand the subject is selected.

Concepts :- Pomegranate, *Punica granatum*, belongs to the smallest botanical family Punicaceae. Native from Iran to the Himalayas in northern India ,it has been cultivated and naturalized over the whole Mediterranean region since ancient times . It is widely cultivated throughout India and the drier parts of Southeast Asia , Malaya, the East Indies and tropical Africa. Pomegranate has a high nutritional value and a number of health benefits.

Global Scenario :- At the global level India is the world's largest producer of pomegranates, followed by Iran. Other countries like Turkey, Spain, Tunisia, Morocco, Afghanistan, China, Greece, Japan, France, America Cyprus, Egypt, Italy and Palestine also cultivate this product . At present good quality Pomegranates come from Turkey, Iran, Afghanistan, Syria, Morocco and Spain. In India, Sholapur is famous for juicy pomegranate fruit known as Anar. In Turkey pomegranates are served during important feasts.

POMEGRANATES IN INDIA :-

In India, Pomegranate is considered as a crop of the arid and semi-arid regions because it with stands different soil and climatic stresses . It thrives best under hot dry summer and cold winter provided irrigation facilities are available . The tree requires hot and dry climate during fruit development and ripening. It cannot produce sweet fruits unless the temperature is high for a sufficiently long period. Humid climate lowers the quality of fruits and increase incidence of fungal disease.

In India, Maharashtra is the leading producer of pomegranate followed by Karnataka , Andra Pradesh, Gujrath and Tamil Nadu. To a smaller extent , it is also grown in Rajasthan and Himachal Pradesh. It is cultivated commercially in Sholapur , Sangali, Nashik, of Maharashtra , Ahmednagar, Pune, Dhule, Aurangabad, Satara, Osmanabad and Latur districts of Maharashtra, While in Karnataka it is cultivated in Bijapur, Belgaum and Bagalkot districts. Sholapur is famous for juicy pomegranate fruit which is locally known as Anar.

The total area under cultivation of this crop in India in 2009-10 was 127.8 thousand ha. with production of 828.9 thousand tons. The table shows state wise area and production of this fruit.

Table No. 1
State wise Area and Production of Pomegranate in 2009-10.

(Area in `000ha., Production in `000 MT.)

Sr.No.	State	Area	%share in Total area	Production	%share in total production.	Productivity
1	Maharashtra	98.9	77.39	555.5	67.02	6.0
2	Karnataka	15.4	12.06	144.9	17.49	10.5
3	Gujarat	4.4	3.44	45.6	5.50	10.4
4	Andhra Pradesh	6.5	5.09	64.7	7.81	10.0
5	Tamil Nadu	0.4	0.31	11.4	1.38	27.6
6	Rajasthan	0.8	0.63	4.8	0.58	6.6
7	Orissa	0.2	0.15	0.8	0.09	3.4
8	Himachal Pradesh	1.1	0.86	0.5	0.07	2.3
9	Chhattisgarh	0.1	0.07	0.4	0.05	3.6
	Total (Including Others)	127.8	100	828.9	100	6.8

Source : Director of Horticulture/ Agriculture of respective states.

: Indian Horticulture Database-2010.

The above table shows that Maharashtra has about 78% share of the total area under cultivation and 67% share in total production. Ganesh, Mridula, Arakta and Bhagwa are some of the important varieties of pomegranate grown in India.

Pomegranate are available almost throughout the year because of the adoption of a number of `bahar` treatments. The major district markets in Maharashtra are Sholapur, Nashik, Sangali, Ahmednagar, Pune, and Satara, in Karnataka they are Bijapur, Belgaun, Bagalkot and Bellary in Andhra Pradesh, Anantpur and in Gujarat. Bhavnagar, Ahmedabad and Sabarkantha districts. For market consumption pomegranate is graded in to three varieties- Extra Class, Class I, & Class II.

As far as the distribution of pomegranate from primary to terminal markets is concerned, pomegranates produced in Maharashtra, Karnataka, Andhra Pradesh and Tamil Nadu find markets in Mumbai, Nagpur and Kolkatta. From Mumbai and Kolkatta ports, these fruits are exported to the destination markets.

EXPORTS OF POMEGRANATE :-

Export of pomegranate has decreased in quantity from 35175.17 tons in 2007-08 to 30158.59 tons in 2011-12. Where as in value term it show an increase trend during the same period. There is tremendous potential for exports of pomegranate from India and it is fact that India is largest producer of pomegranates in the world. Moreover, India produces finest edible quality of pomegranates which are available almost throughout the year. The major Markets of India's pomegranate during the year 2011-12 were UAE, Bangladesh, Netherlands, UK, Saudi Arabia and Russia.

Table No. 2
Export of Pomegranate from India (In 2002-03 to 2011-12)

Sr. No.	Year	Quantity (Tons)	Value (Rs. Lacks)
1	2002-03	6303	1434.50
2	2005-06	19652	5670.11
3	2007-08	35175.17	9119.49
4	2008-09	34811.21	11461.62
5	2009-10	33415.07	11942.84
6	2010-11	18211.67	7095.20
7	2011-12	30158.59	14726.88

Source:- APEDA Database- 2011-12.

Above table no.2 it is evident that export of pomegranate has surged 500% from 6303 tons in 2002-03 to increased in 30158.59 tons in 2011-12.

Country- Wise Export of Pomegranate in India :-

The country-wise export of pomegranate for 2011-12 is concerned, UAE is major buyer followed by Bangladesh, the Netherlands and Saudi Arabia the situation is shows table.

Table No. 3
Major Country-wise Export of Pomegranate (In 2010-11 & 2011-12)
(Quantity in MT, Value in Rs. Lacks)

Sr. No.	Country	2010-11		2011-12		% share in Value
		Quantity	Value	Quantity	Value	
1	UAE	11229.57	3884.42	15899.74	6416.44	43.57
2	Bangladesh	1964.84	252.55	4593.46	2383.70	16.18
3	Netherland	389.07	330.17	732.69	1028.17	6.98
4	U.K.	531.27	825.45	890.85	975.31	6.62
5	Saudi Arab	1182.83	368.44	2196.63	870.39	5.91
6	Russia	186.46	279.87	398.08	573.32	3.89
7	Thailand	104.94	135.50	298.07	310.61	2.11
8	Nepal	819.18	111.07	1438.26	246.85	1.68
9	Kuwait	204.40	102.48	489.65	236.30	1.60
10	Oman	310.92	85.85	391.87	198.95	1.35
	Other Countries	1288.18	719.44	2832.97	1487.80	10.10
	Total	18211.66	7095.24	30162.27	14727.84	100.00

Source :- National Horticulture Database – 2012.

The table shows that the export of Pomegranate in various countries but majority of exports in UAE , even though there appears to be an increase in the volume of exports from India over these years the country exports is only 4% of its production while Spain exports about 75% of its estimated production . This is in spite of the fact that India is the largest producer of pomegranate in the world . There is vast scope to promote the exports of pomegranates from India.

Pomegranate – the Fruit :-

Pomegranate is a high value crop and its entire is of great economic importance. Apart from its demand for fresh fruits & juice, the processed products like wine and candy are also gaining importance in world trade. All parts of pomegranate tree have great therapeutic value and used in leather and drying industry. The calorific value of the pomegranate fruit is 65. It is a rich is easily digestible and contains about 15% invert sugar. It is a rich source of sodium and also contains a good amount of riboflavin, thiamin, vitamin and phosphorous. Protein and fat contains are negligible.

There has been a steady increase in area and production of pomegranate in the country. It is estimated that by the year 2025, the area under pomegranate is projected to income is 7.5 Lacks ha. from 1.25 lacks ha. at present consequently production is expected to increase by 10 folds and export by nearly seven folds by the year 2025.

Fruit Marketing :-

Marketing of horticultural crops is quite complex and risky due to the perishable nature of the produce, seasonal production and bulkiness. The spectrum of prices from producer to consumer, which is an outcome of demand and supply of transactions between various intermediaries at different levels in the marketing system, is also unique for fruits

Moreover, the marketing arrangements at different stages also play an important role in price levels at various stages viz. from farm gate to the ultimate user. These features make the marketing system of fruits differ from other agricultural commodities, particularly in providing time, form and space utilities. While the market infrastructure is better developed for food grains & fruits markets are not that well developed and markets are congested and unhygienic. The markets in many of the major cities in some states are not covered by market legislation and continue to function under civic body as well as private ownership.

Cost of Marketing :-

Major costs that are involved in the marketing of vegetables and fruits in the selected markets are transport, loading/unloading, market fee and the commission charged by the middlemen. The share of farmers in total marketing cost of fruits ranged from 30.1 percent for pomegranate. The reported costs of farmers were on account of transport, loading and unloading, and commission.

The commission agent/ wholesaler incurred three types of costs, viz., market entry fee, transport and handling charges. For all commodities cost on transport was invariably high as compared to other costs. The relative share of marketing cost of the farmers in total cost was more than that incurred by commission agents as well as the retailers. yard facilities are also extremely important in determining the price.

Exports and export potential of Pomegranate in India :-

Domestic strengths for exporting pomegranate are given in the following points:-

- * India is the largest producer of pomegranates in the world.
- * India produces finest varieties of pomegranate having soft seeds, very less acids and very attractive color of the fruits and grains.
- * With adoption of different "bahars", India can supply pomegranates almost throughout the year.
- * Maximum cultivation of pomegranate is in states of Maharashtra and North Western Karnataka which are very close to the western port of Mumbai for exporting to Gulf and European countries.
- * Quality of pomegranate is much superior to Spain and Iran in edible quality and attractiveness.
- * Agri. Export Zone for enhancing exports of pomegranate has been established in Maharashtra state.
- * There is strong research support for scientific cultivation of pomegranate like National Research Center for Pomegranate, Sholapur, MPKV, Rahuri in Maharashtra and IHR, Bangalore in Karnataka state.
- * Pomegranate co-operative societies from Maharashtra state have formed an apex cooperative namely MAHA ANAR.
- * Bhagwa variety has high acceptance in European market.
- * Pomegranate export facility center is being set up/has been set up in Baramati area with mechanical handling system.
- * Farmers have been trained for export quality production and have registered with GLOBALGAP certification.

RECOMMENDATIONS :-

Good Agricultural Practices as recommended by National Research Centre, Sholapur should be promoted. In addition, special attention is needed on black cells and spots (Tilia, common name) and mealy bug disease management. As the disease has affected on large scale and the farmers are uprooting the plants on large scale. Awareness generation on harvesting and post harvest management with due attention on mechanized harvesting, sorting, grading, precooling, waxing, packaging, palletisation etc. should be given. The exports consignments for Europe require proper palletisation and fumigation. The pomegranate are required to be packed in trays and usages of paper cuttings to be discouraged.

The Pomegranate farmers and even exporters are not aware about the pesticide spray schedule for exports as out of common 43 chemicals under different trade name with different active ingredients are used on large scale. There is need for creating awareness about the chemicals viz, trade name Bavistin, M-45, Redomil, Polygram, Antracol, Z-78, Cuman-L, Benefit which should be avoided. There is high chance of residue detection. Awareness generation on Europ Gap certification and promotion of Organic farming in

phased manner should be encouraged . The pomegranate grower should be registered with the horticulture department of the concerned states to ensure traceability from farm level to the consumer end.

CONCLUSION :-

India is known as fruit and vegetable basket of the world. It is the second largest producer of overall fruits production in the world. In spite of being a major producer of fruit , the per capita availability of fruits is lower at 107Gms per day than the recommended level of 120Gms. In India the total area under cultivation of pomegranate is increased in 1991-92 to 2011-12. Then production is also increased. The demand of pomegranate fruit is increased because this fruit is useful for human nutrition. Then the export of pomegranate is 6308tons on 2002-03 increased to 30158.59 in 2011-12. The value of this fruits is also increased above period. The export of pomegranate in various countries but majority of exports in UAE, even though there appears to be an increase in the volume of exports from India.

Indian produces the finest & the most superior varieties of pomegranate with soft seeds , very less acids as well as attractive color of the fruits . The quality if Indian Pomegranate , Bhagwa Varity grown in India has a high acceptance in the European market.

REFERENCES :-

- 1 Dattatreyyulu, M., Export Potential of Fruits, Vegetables and Flowers from India, National Bank for Agriculture and Rural Development, Mumbai, 1997.
2. Doshi, R.R (ed.) Agricultural Marketing in India: The Future Course, Department of E Economics Shivaji University, Kolhapur.1998.
3. Prasad Sivarama, A., Agricultural Marketing in India, Mittal Publishing Co., New Delhi, 1985.
4. Dr. K. L. Chadha: "Handbook of Horticulture" (July 2001): Indian Council of Agricultural Research, New Delhi.
5. Rajagopal, Marketing of Fruits and Vegetables in Cooperative Sector, Institute of Rural Management, Anand, 1995
6. Garg J.S. & Misra. J. 1976, "Cost & margins in the marketing of vegetables at Kanpur (U.P.)". Agricultural Marketing. 19(1) 13-20.
7. Patil S.J. 1975, Economics of pomegranate cultivation in Rahuri region of Ahmednagar district, Maharashtra". M.Sc. (Agri.) Thesis (Unpubl.) MPKV, Rahuri.
8. Bhatt, B.D. et al. An Analysis of Arrivals and Prices of Important Vegetable Crops in Ahmedabad Regulated Market in Gujarat State, *Indian Journal of Agricultural Marketing*, 1(1), June 1988.
- 9 Charan, A.S., SP Seetharaman and SL Bapna, Agricultural Marketing System in Gujarat: A Perspective, Gujarat Economic Conference, 1983.
- 10 www.irjournals.org
- 11 www.actahort.org
- 12 www.pomegranategrowermarketingassociation.com.
- 13 www.exportpromotionpomegranatefromindia.com.