

A STUDY OF MARKETING OF VEGETABLES WITH SPECIAL REFERENCE TO PATTUKKOTTAI TOWN IN THANJAVUR DISTRICT

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ABSTRACT: *The vegetables business makes for less a showing in terms of land than in terms of dollars. An acre normally produces, our supply of all vegetables comes from only about 7,500,000 acres compared with 87,000,000 comes acres 63,000,000 wheat acres, and 21,000,000 cotton acres. The researcher analyse the procurement practices of vegetables, to assess the storage system of the traders and get to known pricing policies & profitability of the traders. There are street vendors, female street vendors are more in number than compared to male vendors. It is for simple reason that they have little capital investment. Mostly the sole trader type and family type traders are large in number because of the little investment and family tradition all business. Respondents the sources was private loan out of 25 street vendors 19 respondents got investment form their own saving 6 respondents the sources was private loan. It is also a very good high income earning for them. Many of the traders in the study area are interested in purchasing and selling the vegetable in the market.*

KEY WORDS: *Price, market, economics growth, production, crop*

AGRICULTURE ECONOMICS

Vegetables based industries are emerging as powerful engines for economic growth in rural Indian farmers today are poor and many are illiterate. Now is the time to educate, enrich and empower these farmers. A key step in their economic development will be to diversity their cereal-based production systems to include more case crops, including vegetables.

Cereals are India's mainstays and cereal production is essential for sustaining the livelihood of the rural poor. But cereals alone offers little hope for raising farmers out of poverty-new cropping systems are needs. Vegetables are an excellent choice for a cash crop. Vegetables crops can be growth. Produce good yields, and generate higher prices at markets compared to cereals. Vegetables crops are suited for production on small parcels.

A strong vegetables sector in India will to economic growth thought the country. Cultivating vegetables provides more jobs compared to cereal production. It will diversity and generate farm income greater than other products. Vegetables farming development and leadership skill among farmers and create service industries that can help entire communities.

CULTIVATION OF LAND

The vegetables business makes for less a showing in terms of land than in terms of dollars. An acre normally produces, our supply of all vegetables comes from only about 7,500,000 acres compared with 87,000,000 comes acres 63,000,000 wheat acres, and 21,000,000 cotton acres.

In the recent past tremendous progress has been made for increasing vegetable production. During 2000, 2001, India has produced 93.22 million of vegetable from 6.249 million half land accounting a productivity of 15.0/ha.

KINDS OF VEGETABLES PRODUCTION

MARKET PRODUCTION

The vegetables-producing business is too varied in nature to permit a single description or even a good classification. Formerly fairly sharp distinctions separated the market gardener the market gardener, who produced expensively for long-distance shipment. Today, the local grower is more specialized and less intensive than formerly and may ship some of his product. The long-distance man may operate as intensively as any nearby gardener. The many general farmers who operate as intensively as any nearby gardener. The many general farmers who grow one or two vegetables as part of the farm enterprise have become an important factor in our vegetable supply. Dairy farmers have long grown potatoes or Cabbage, but now they may produce Sweet corn, Peas, Beans, Squash, or Cucumber for market and may contract to deliver crops to a cannery or other processor. Many growers produce beef animals as well vegetables.

STATEMENT OF THE PROBLEM

In Pattukkottai vegetable market act of the vegetables came from outside Pattukkottai and share of local vegetables is only meager. Traders including wholesalers/retailers, street vendors are facing number of problems. The main problem is inadequate storage facilities, transport and frequent transport break down.

OBJECTIVES OF THE STUDY

1. To study the structure of vegetable Market.
2. To analyze the procurement practices of vegetables.
3. To assess the storage system of the traders.
4. To apprise the marketing practices.
5. To get to known pricing policies & profitability of the traders.

METHODOLOGY

Both primary and secondary data are used in the study. Primary data were collected from wholesalers/retailers of Pattukkottai and from street vendors through a schedule. The sources of secondary data are journals, dailies, Govt. report and books. The present study mainly attempts to analyse the vegetable marketing of wholesaler at market. The researcher has selected 25 out of 50 wholesalers/retailers and street vendors in Pattukkottai through simple random sampling.

SCOPE OF THE STUDY

The present study has been made to analyze the factors responsible for the growth of coconut cultivation. The scope of the study restricts item to Thanjavur district in Tamil Nadu with special reference to Pattukkottai Block, where Vegetable market is very much. The approach of the study has been made from the cultivator point of view. The marketing of fruits and vegetables is associated with a unique set of conditions which makes the task difficult and highly risky. Firstly, the difficulty to create time and space utilities. The second major factor in marketing of fruits and vegetables is the prevailing imperfect competition i.e. there are only few traders in the business.

THE NATURE OF MARKET BELONGS TO

- ❖ QUALITY COMES FIRST
- ❖ MARKETS DEMAND CLEAN GOODS
- ❖ WASHING VEGETABLES
- ❖ SALES CHANNELS

The grower of vegetables chooses among many different channels through which to sell his products. His choice is based on comparative cost, prices received, and readiness of sales.

FINDINGS, SUGGESTIONS AND CONCLUSION

The following is the summary of findings of the study.

- ❖ There are street vendors, female street vendors are more in number than compared to male vendors. It is for simple reason that they have little capital investment.
- ❖ Mostly the sole trader type and family type traders are large in number because of the little investment and family tradition all business.
- ❖ Respondents the sources was privage loan out of 25 street vendors 19 respondents got investment form their own saving 6 respondents the sources was private loan.
- ❖ The above that 12 out of 25 wholesalers retailers was purchasing more than 5 tons per week out of them. 2.5 tons 2 out of them. 1-2 tons 48% and 8% respectively. Purchased more than tons per week.
- ❖ Only 8 out of 25 forming 32% of wholesaler / retailers 8 were in the practice of purchasing on outright cash basis and the remaining 21 out of them forming 84% had the practice both on cash and credit basis.

SUGGESTIONS

- ❖ The study found out that only 7 wholesaler abide private loan. Various banks are now implementing the micro credit scheme to help the small traders. The vegetable traders can utilize this facility without approaching moneylenders. This scheme is very easy to obtain, charges low interest and has convenient repayment system. The street vendors face various financial and marketing problem. This is more acute for women vendors. Hence they could form themselves into self help groups which would help them solve their problems.
- ❖ The supply of vegetables to the wholesalers also comes only from other states especially Karnataka. This increases the price due to transport cost. This could be solved if more vegetables are procured from nearby districts.
- ❖ All the traders del with perishable vegetables. Due to the perishable nature large quantities of vegetables wasted. This problem could be solved by providing adequate storage facility. The merchant association which is already existing could setup combined storage facilities which is cost effective. Besides proper storage facilities could solved the problem of low supply.
- ❖ Pattukkottai vegetable market is unwelcoming and slushy during rainy season. The municipal authorities have to provide proper drainage facilities to keep the market clean and tidy also during rain.
- ❖ Prices of vegetables are fixed by wholesalers/retailers. Since most of the traders on want members of the merchant association. If all the traders joined the association and fix the price collectively along with the market committees the prices could be stable and reasonable.

CONCLUSION

From the analysis given in the previous pages, it is concluded that most of the respondents in the study area were well known about the production and marketing of Vegetables. It is also a very good high income earning for them. Many of the traders in the study area are interested in purchasing and selling the vegetable in the market.

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