



A Study The Challenges Regarding Tomato Marketing In Nashik District

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Abstract:

India's economy is an agrarian economy and vegetables are being grown on a large scale in India along with various crops. The only one from the vegetable group is "Tomato". Tomato is widely grown in India. China is the world's largest producer of tomatoes, India is second largest. Tomatoes from India export their tomatoes to Pakistan, Bangladesh, Nepal and other countries in Asia. Similarly, in other states, tomatoes in Nashik district send a lot of reply to the North India. Example: Punjab, Haryana, Rajasthan, Madhya Pradesh, Gujarat etc. States are sent. In addition to various states of India, tomato crop has an important role in the rural economy's rural economy. Especially in the Nashik district, during summer, winter and monsoon, the crop of tomatoes is highly popular. That's why the laborers get long work.

Introduction:

The field of tomato production and marketing involves many farmers, agricultural laborers, employees, freight companies, barricades, wholesale and retail traders, brokers, agricultural service center directors and tomatoes process industries, and generate large scale employment and self-employment. This leads to the development of the society and contributes to economic development of the country. Tomato crop in Maharashtra is a cash crop, which is a means of livelihood for millions of people in rural areas. Farmers are looking for a peanut tomato crop, which earns more money in fewer days. Tomato fruit is inevitable in the country and in the daily diet of daily life, it is necessary to get the financial income by producing quality tomatoes considering that there is a greater potential for the export of tomatoes than tomatoes abroad. Housewives are required to cook kitchens. Prolonged exposure to prolonged exposure to tomato production increases prices. (Tomatoes lead to proliferation). On the contrary, there is a large increase in tomato production, and the prices of tomato decline and many times the farmers become debt-free.

Problem Statement:

Tomatoes are perishable, its marketing must be done in a short period of time. It is also important to study the tomato marketing process because it is necessary to suggest proper remedies for the study of tomato production and marketing problems.

The term used:

Marketing , Merchant ,Godown ,Agricultural laborer ,Agriculture Production ,Grading

Objectives:

1. To study the history of tomato crop.
2. To study the different problems regarding tomato marketing .

Methodology:

The information collected by primary and secondary sources and research report has been compiled.

A. Primary source-

Questionnaire: Sample information collected by tomato-producing farmers in questionnaire by questionnaire has been collected.

B. Secondary source:

Library References: Pre-existing literature related to tomato, reports, magazines, newspapers, magazines, maps, tables etc. has been used to get information. The information was obtained through a study of published books, internet and unpublished material.

Sample Selection:

7 talukas of Nashik district were selected in a positive way to make the conclusions based on time, contact and practical experience for the research work, due to tomato cultivation area, production, arrivals and outposts in other talukas compared to 7 talukas of Nashik district.

Review of Literature:

- 1) Vigneshwara (1986). He studied the automation of the fruit and vegetable marketing system in India, and observed that garden-garden products rarely have such a high-traffic transport system. However, due to the lack of adequate storage facilities, these perishable crops are always damaged in large quantities.
- 2) Uppal (1995) has pointed out that the work of integrating marketing network for fruits and vegetables should be done by organizing organizations through cooperative sector or agricultural horticulture corporations. Alternatively, high tech-based production and after-specific post-harvest handling methods have come into effect.
- 3) 3)Dr. Kapse (2011) published the tomato cultivation: Writing of disease and kidney control, process book. In this they have to face endless problems in farmers' cultivating tomato crop. Apart from this experience, more practical information is shared with classical knowledge as well. It includes tomato-kid, disease and soil test, irrigation analysis, pest management, plant and hormonal etc. They have given firm opinion that the information will be useful for all the crops in the crop due to the basic issues without tomato crops.

History of Tomato:

Tomato is a vegetable whose road through history was not easy and filled with numerous misconceptions and roadblocks. Finally in the last few centuries this South American plant managed to spread all across the world, becoming one of the best know food ingredients and one of the most beloved vegetables (even though technically its classified as a fruit). Selective breeding managed to refine tomato into very nutritious state, filled with vitamin A, C, E, antioxidants, and more.

The exact origin of Tomato plant is not known, although it is speculated that it evolved from the prehistoric plant Nighshade over millions of years ago in South America (together with potato, tobacco and chili peppers) and slowly moved to north until it was domesticated in the lands of Mesoamerica between Mexico and northern Costa Rica. This land was a home of several advanced Pre-Columbian society who flourished there until arrival of Europeans in the Age of Discovery. During 500 BC, one of those cultures managed to domesticate tomato and integrate it into their cuisine. That culture was Aztecs. From that point on, tomato slowly spread across the central and South America, somewhere being used as a food, but somewhere also being used as a hallucinogenic (a use that will later on be a cause of many misconceptions about this vegetable).

In early 19th century tomato finally arrived in Asia. It arrived there under the guidance of British consul in Syria John Barker who directed first cultivation efforts. By mid-19th century, tomato gained much popularity and started being used widely in Syria, Iran and China.

Modern age of commercially grown tomato started with the efforts of Alexander W. Livingston, American botanist and scientist who dedicated much of his life on upgrading tomato with selective breeding into the most commonly known form we know today. His 1870s breed called Paragon became instant success in the North America, kick-starting the large tomato industry and approval from public.

In 2009, worldwide tomato production rose to 158.3 million tons, surpassing the previous year by 3.7%. The largest producers were China with 24% of world production, followed by United States, Turkey, India, Egypt and Italy.

Challenges Regarding Tomato Marketing:

1. Government policies
2. Transportation
3. Finance
4. Incompetent workers
5. Storage
6. Lack of space
7. Arbitrator
8. Others

Table no.1: An analysis of problems related to tomato marketing process in Nashik district

No.	Talukas	Yes	Govt. policies	Transport	Finance	Incompetent	Workers	Total
1.	Dindori	52	38	6	05	03	16	68
2.	Nifad	46	25	9	05	07	19	65
3.	Chandwad	63	34	11	14	04	12	75
4.	Sinnar	62	38	05	08	11	23	85
5.	Baglan	42	25	04	13	00	23	65
6.	Yeola	46	28	09	06	03	11	57
7.	Igatpuri	73	55	01	11	06	12	85
	TOTAL	384	243	45	62	34	116	500
	%	76.8	48.6	9	12.4	6.8	23.2	100

(Source: Primary data collection)

The problem is that 48.6 per cent of farmers, 9 per cent of the farmers have problems of transport, unskilled workers, 6.8 per cent for the farmers, 12.4 per cent for the farmers, and 12.4 per cent for the farmers, etc., according to the information provided by the selected tomatoes in Nashik district. This problem is that 76.8 per cent of farmers are fed and 23.2 per cent of the farmers do not understand this problem.

It showed that in the policies of the government, export policy, insurance policy, pricing pattern etc. Problems were found, problems of transport, financial problems, problems of unskilled workers etc. The problems are in the process of marketing tomatoes. Also reference table no. 7 also showed problems related to tomato marketing. (In the facts collection and analysis case, An analysis of problems related to tomato marketing process in Nashik district

Table no.2.

No	Talukas	YES	Storage	Arbitrator	Lack of space	No	TOTAL Farmers
1.	Dindori	52	1	49	2	16	68
2.	Nifed	46	0	44	2	19	65
3.	Chandwad	70	1	67	2	05	75

4.	Sinnar	62	4	51	7	23	85
5.	Baglan	49	3	42	4	16	65
6.	Yeola	47	1	46	0	10	57
7.	Igatpuri	73	13	51	9	12	85
	TOTAL	399	23	350	26	101	500
	%	79.8	4.6	70	5.2	20.2	100

(Source: Primary data collection)

When the information collected by the selected tomatoes from Nashik district was analyzed and analyzed, the problem was 4.6% for the farmers, the lack of space, 5.2% for the farmers, and the intermediary profit and the brokerage faced by the farmers 70.00%. This shows that 79.8 per cent of farmers are facing problems, while 20.2 per cent of the farmers do not understand the above problem.

The above grammatical researchers found that the primary facts were analyzed and they were found to be true.

Findings:

1. We studied the history of tomato in details.
2. We studeid various difficulties regarding tomato marketing.

Conclusion:

It showed that in the policies of the government, export policy, insurance policy, pricing pattern etc. Problems were found, problems of transport, financial problems, problems of unskilled workers etc. The problems are in the process of marketing tomatoes. Also reference table no. 7 also showed problems related to tomato marketing. (In the facts collection and analysis case, an analysis of problems related to tomato marketing process in Nashik district.

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