



AN ECONOMICAL STUDY OF WINERIES IN SANGLI DISTRICT OF MAHARASHTRA

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INTRODUCTION:

Wine industry is the largest fruit processing industry in the world. It is manufactured by fermentation of grape juice. It has been produced and consumed throughout history for cultural, economical, social, religious, and, more recently, health reasons. Today enormous varieties of wines are available, made from more than 5000 varieties of a single species of grape: *Vitis vinifera*. Many varieties of wines are made throughout the world. There are various types of wines available in the world like white wine, red wine, dessert wine etc. In 2018-19 worldwide production of wine was approximately 281000 hectoliters (7.4 billion gallons). Which were up by over 8.8 percent (23 mhl) from 258.2 mhl in the 2017-18. They are produced in many regions of the world, Such as Spain, Italy France, USA, Argentina, Australia, China, Chile, South Africa, Germany Portugal Romania, Brazil, Greece, Hungary, New Zealand, Croatia, Bulgaria and Switzerland (Christian .et. al. 2012). About two third wine is produce from the Mediterranean countries. Italy, France, and Spain are the greatest wine producing countries in the world and also the greatest consumers.

OBJECTIVES:

Present investigation is to study the Wineries in Sangli District of Maharashtra with an economic status of the world, India, Maharashtra. Nashik and Sangli districts are famous in grapes and wine production in the state.

DATA COLLECTION AND METHODOLOGY:

This study is depending upon the primary as well as secondary sources like government reports related to wine and wineries, Statistical Report on World Vitiviniculture, Excise Department, Sangli; ICAR-National Research Center for Grapes, Pune. For the primary data collection, the researcher has visited to wine production units with appropriate questionnaire in Sangli district.

There are 17 wine production units in the Sangli district, the majority concentrated in the Palus, Tasgaon and Miraj tahsils. The researcher has taken 100 per cent sampling for collecting information of wine processing units in the districts. Field visits, observations, questionnaire schedule and interview techniques has apply for the wineries data collection.

DISCUSSION:**World Wide: Wine Production:**

The main wine producing countries over the world are indicated in Fig.1. Out of world's total annual production of 281000 liters, the following are among the top countries and their major share in the world wine market, being Spain, France, Italy and USA the major wine producers in world. They produce almost half of all the wine produced in the world. The world should produce 281 million hectoliters of wine in 2018. Spain is largest wine producer 50 million hectoliters in 2018. This is the case in Spain, where a 45 per cent rise in production has been recorded, compared with 2017. In France (47,400 MI) and Portugal, the increase was 7% compared with 2017. Outside the EU, all the countries recorded significant growth in vinified production, with the United State producing 22 Mhl. There was also an increase in South America: Chile hit a new record at 12.8 mhl and Argentina's vinified harvest was 15 mhl (+27 per cent) after a poor year in 2012. New Zealand recorded a record level of production of 2.5 mhl this year, while Australia could reach an estimated production of 13.5 Mhl. World wine production is rising considerably, taking into account the low vinified quantity produced in 2017 (258 mhl).

Wine Production in India:

Wine industry is in an initial stage in India. Wine Industry in India has been showing a steady progress over the years. The manufacturing of wine and its consumption in India is insignificant in comparison to any other countries. Generally the wine production in India has arisen since the 1980s. In 1984 only the Champagne Indage's plant was set up in the Maharashtra State, to mark the manufacturing of wine on organized scale in India. The industry is expected to grow at an annual rate of 27 per cent from 2016-17. Today India has 250 thousand hectares of Vineyards, but only 1 to 2 per cent of them are used for wine. India has the distinction of achieving the highest production in grapes in the world with an average & yield (Gaikwad, 2005; Todkari et al, 2010). Although wine grapes are rather new to Indian farming, table grapes are not. In India, Maharashtra ranks first in wine grape cultivation. In the total production of wine grapes, the state of Maharashtra represents 90 per cent, Karnataka 7 per cent and the remaining 3 per cent is divided between other regions. At present the industry is in a rapid phase to the growth with more companies entering the industry (Jogaiah, 2010 & Sarwade, 2010). The 117 wineries are presently operating of the country with a total production of 18.3 million liters annually. Maharashtra is the leading state with 75 wineries with 13.2 million liters wine production. In India more than 12 varieties of grapes are used for wine making. Cabernet sauvignon, pinot noir, merlot, pinnotage, Shiraz, zinfandel, chardonnay, chenin blanc and others are being cultivated by farmers who have contracts with the wineries.

Wine Producing Regions in India and Maharashtra:

The Indian sub-continent has four major wine producing regions. Vineyards in India range from northwestern state of Punjab down to the southern state of Tamil Nadu. For viticulture activity, the high heat and humidity of the far eastern half of the country are favorable place. The larger wine producing areas, it is in Maharashtra, Karnataka near Bangalore and Andhra Pradesh near Hyderabad and Himachal Pradesh (a recent entrant) is the four major wine producing regions in India.

Nasik Region (Maharashtra):

It is a biggest wine producing region in India. This region includes Pune, Nasik and Ahamadnager. It is above 800 meters sea level between 19° 33' to 20° 53' North latitude and 73° 16' to 75° 6' East longitudes. Several top wineries located in this area including Cheateau Indage and Sula wine.

Sangli Region (Maharashtra State):

This region includes Solapur, Sangli, Satara and Latur. It is above 800 meters sealevel South West Maharashtra, 16 ° 52' North Latitude, and 74 ° 36' East longitude. Both of these regions are extremely good for growing grapes due to their monsoon rains, rich fertile soil and cool climate. Most of the Indian Wineries are located in these two regions including the largest Indage and Sula Vineyards. Due to its favorable climates, the two bigger Indian wineries, Indage, Sula and Krishna vineyards are located in these regions.

Bangalore Region (Karnataka State):

It is a biggest wine producing region of South West India; it lays 12° 8' North Latitude to 77° 37' east Longitude. Apart from being nations IT capital Bangalore because of its cool climate is suitable for grapes. Grover, the third largest wine producer of India, has its winery situated in Dodballapur, 600 meters above sea level, 45 km North from Bangalore. Karnataka produced 1.2 million litres of wine during the same period.

Himachal Region (Himachal Pradesh):

This region lies in the northern India and is at the same latitude as of the South Californian, Texas and north Florida wine grape growing region, North India, 30° 22' to 33° 12' North Latitude and 75° 47' to 79° 4' East Longitude. Though this region is well known for apples and cider some good wine is produced here. Temperature varies from 39° C in plains during summer and - 20° C in the Alpine Zone during winters. Rainfall varies from 152 cm to 178 cm in outer Himalayas. Two of India's leading brands, Grover Vineyards and Indage, have plans to set up wine production facilities in Himachal Pradesh.

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Wine Production and Spatial Distribution of in Sangli District:

The Sangli district has recently entered into wine industry, and has achieved some success in producing classic vintage categories. Wine producers in Sangli make distinctive, classic wines using imported rootstocks. The fertile soil of the Sahyadri hills region, and the long sunny days and dry climate contribute for an excellent product. The government of Maharashtra has set up a specialized state of the art wine park in 142 acre at Palus, 30 km from Sangli city, which produces one of the best-quality grapes in the world. Krishna Valley Wine Park has an International Quality Wine Institute which has been set up in association with the Bharati Vidyapeeth, a leading university of India. The institute carries out research in wine manufacturing. Krishna Valley Wine Park of Sangli has been recognized as an Agri Export Processing Zone by the Indian government. To meet the domestic and export demand for Indian wines, quality wines comparable to international standards have to be produced. To give impetus to the grape processing and wine industry in the state of Maharashtra the government announced a comprehensive 'Wine Policy' in 2001. However more and more wineries are being set up with the aim to produce quality wines of international standards (Gade & Gaikwad, 2014). In Sangli district first commercial winery was established during the 2003. There are 17 wine industries in the Sangli district, the majority concentrated in the Palus, Tasgaon and Miraj tahsils.

Table 1 reveals that the spatial distribution of the number of wineries and annual production capacity in the 2018-19 in the district. Although the largest number of wineries is concentrated in the Palus, Tasgaon and Miraj tahsil have more than 90 per cent of district grape cultivation. Beside its wine production, capacity was 94.3 per cent of district. While almost 88.22 percent of all wineries are located in Palus, Tasgaon and miraj tahsil, they crush about 90

per cent wine of district, followed by Kadegaon (4.32 per cent) and Walwa tahsil (1.44 per cent) wine production capacity of the region.

Table 1: Tahsil wise distribution of Wineries in Sangli District

Sr. No	Tahsil	No. of wineries	% to location	Capacity in Liter	% to total
1	Walwa	01	5.88	30000	1.44
2	Kadegaon	01	5.88	90000	4.32
3	Tasgaon	05	29.41	895000	43.02
4	Palus	06	35.29	645000	31.00
5	Miraj	04	23.52	420000	20.28
Total		17	100	2080000	100

Source: compiled by researcher through field survey.

Wine Production in Sangli District:

Wine production in Sangli district has over 17 wineries that production capacity over 208 million gallons of wine per year, contributing about \$33 billion to the Californian economy (directly and indirectly). Sangli makes most of the total wine in the India in 2000; Sangli generated 565 million gallons of wine, representing almost 92% of all India production. Sangli region is second largest wine producer region in the Maharashtra, after Nashik district Wine production in Sangli district has tripled over the past decades.

Table 2: Wine Productions in Sangli District 2009-10 to 2018-19

Year	Average wine production (Lts.)	Growth rate (%)
2009-10	100000	00
2010-11	197150	97.12
2011-12	234000	18.69
2012-13	225650	-3.56
2013-14	399500	77.04
2014-15	589850	47.64
2015-16	641000	8.67
2016-17	178500	-72
2017-18	189100	5.93
2018-19	38760	-79.50
Mean	279351	--
Standard Deviation	200471.639	--
Coefficient of Variation	71.7633512	--

Source: Excise Department, Sangli, 2019.

In recent years, global overproduction, customer choice, high production cost, marketing problem and low-cost imports from areas like Australia have put pressure on wine producers in Sangli wine production is sharp dipped and concentrated in a few industries.

Table 2 shows that wine production in Sangli district from 2009-10 to 2018-19. By referring the above table it is observed by the researchers that the average production of wine in 2010 was 10000 lakhs liters, they are continuously increase up to 2015-16 it was 641000, it is increased with 8.67 per cent growth rate than previous year. After 2015-16, wine production of Sangli district decreased continuously, due to insufficient market, increased production cost, Government policy. In 2018-19 average wine production of Sangli district 38760 liters, it's decreased 79.50 per cent than 2017-18. Some wineries that did not crush last year are expected to begin partial crushing in 2018 while others will be able to undertake marketing operations. The coefficient of variation is 71.76 which indicate high fluctuation in the wine production.

FINDINGS AND RECOMMENDATIONS:

The wine industry is gaining support to the world economy. Maharashtra state is leading state in wine production in India. The Sangli district is second wine producer regain after Nasik district in Maharashtra state. Now-a-days the wine production is decreasing day by day because the scarcity of proper variety of grapes, changing climatic condition for growing the grapes, production cost comparative to the world wine, proper marketing, quality of wine, Indian govt. policies are responsible for that.

For the upliftment of wine industry govt. should make a proper policy to solve the problem faced by wine industry in India. ICAR should develop the high yielding variety of grapevine, establish the fix marketing channel, motivate to grape growers to plant the winegrape variety and govt. should give an incentive for that.

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