



GEOGRAPHICAL STUDY ON 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, Solapur district is selected which is dominant fruit producing district in Maharashtra state. The fruit crops are capture 5.52 percent to gross cropped area in Solapur district. 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 Solapur district. This research paper made an attempt to analyze the factors influencing the customers to purchase fruits on roads and highways and to suggest better ways and means to retain the Customers.

Keywords: road side marketing, luxurious life,

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 centers. Majority of people select fruit crops for breakfast. The principal fruits like pomegranate, grape, mango, sapota, ber, crusted apple, guava, etc. are cultivated in Solapur district.

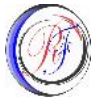
Road side market place has to be developed in carefully monitoring. If you want to sell your fruits at a farmers market, look for a market that is on the way, road side and near farms where the fruits are quite fresh and at low cost as compare to fruit markets. People today enjoy visiting farms and interacting with farmers. Many farmers sell fruit at a farmers market or a roadside stand. Some farmers love to pick on their own fruits. And check for freshness and also buys more quantity than usual buying.

OBJECTIVES

The main objectives of the present paper are to assess the benefits of road side fruit farming for farmers. The another objectives is to find out the problem of road side fruit marketing and give ideal remedies for solving problem.

STUDY AREA

The Solapur district is selected for present study. The Solapur district is bounded by 17°05' North latitudes to 18° 32' North latitudes and 74° 42' east of 76° 15' East longitudes. The total geographical area of Solapur district is 14895² K.m. divided into eleven tahsils. The Population is 32.4 lakhs in eleven tahsils of District.(Censes 2001). The Solapur district is better road network, since it has total length of 14,108 km. out of this, 188 km. (1.33 percent) belongs to



the National Highway, 173 km. (2.35 percent) major state highway, while 1332 km. (9.44 percent) state highway. Apart from this, the major district roads have the length of 3039 (21.24 percent) km. while other district roads occupy 2238 km. (15.12 percent). in the district. For the present study **Solapur –Junoni (Kolhapur)** road selected which via. **Solapur - Kamti-Begampur-Mangalwedha-Sangola-Junoni**.

DATABASE AND RESEARCH 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 25 farmers are selected for interview on the road of Solapur – Kolhapur highway via Solapur- Kamti-Begampur-Mangalwedha-Sangola-Junonni. The total length of this state highway is 135 km. The secondary data are also used which is collected from Solapur district socio-economic abstract, Agriculture department, etc. The collected data are tabulate and analyse by using statistical and cartographic techniques. The Coral draw X6 and Microsoft excel 2010 are used for mapping.

EXPLANATION

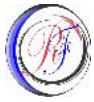
People like to stop at roadside stands to buy fresh fruits. Roadside stands are close to farms where these fruit crops are grown. Farmers can sell their produce without traveling far, and secondly farmers can make more money selling the crops directly than giving it to middlemen. For instance, Mango, Banana, Grape, Pomegranate, Ber, Guava Lime etc. sell well. Consumers who stop at roadside stands like to see multicolored 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 2004-05 area under this fruit was 17685 hectares. Sangola tahsil is leading in area under pomegranate with 7712 hectares and Karmala is at the bottom with 140 hectares. Grape is another important commercial fruit crop in study area. In 2004-05 area under this fruit crop is 10389 hectares. Pandharpur tahsil is leading in area under grape cultivation with 2610 hectares and Karmala is at the bottom with 158 hectares. Ber is also important fruit crop in study area. In 2004-05 area under this fruit crop is 10773 hectares. Pandharpur tahsil is leading in area under ber with 1583 hectares and South Solapur is at the bottom with 63 hectares.

The survey is carried out and 25 fruit farmers whose are marketing fruit crops on the roadside. The schedule is completed on the Solapur-Junoni (Kolhapur) road. The farmers are marketing different types of fruit on the road side on whole year, these are following.

Table 1. Solapur District; Fruit crops sale by farmers on road side

Sr. No	Fruit crops	No of farmers	Percent to total
1	Grape	7	28
2	Pomegranate	6	24
3	Sapota	4	16
4	Mango	1	04
5	Ber	3	12
6	Guava	2	08



7	Water melon (Kalingad)	2	08
Total		25	100

Source: compiled by researcher

The table no 1 shows that the farmers sell fruit crops on road side of **Solapur- Junoni** (Kolhapur) road. Among them the grape and pomegranate fruit crops selling farmers are large. On this road Sangola to Junoni road, pomegranate fruit crops selling farmers are more and Begampur to Solapur 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 Solapur District; causes of road side marketing

Sr. No	Reasons for road marketing	No of farmers (out of 25 farmers)	Percent to total
1	Near to farm	24	96
2	More profit	23	92
3	Save time	20	80
4	Free from monopoly	16	64
5	Fruit cutting on market demand	13	52
6	Low producing price	20	80
7	Understand customers choice	18	72
8	No transport cost	15	60

Source: compiled by researcher

It is found from the survey that the 96 percent farmer's accepted road side marketing because of it is near from farm. The 92 percent farmers said that it is more profitable because the farmer sell their fruits without commission agent. About the 80 percent farmers 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, color, stage of fruit mature, etc. The road side market center 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 center near the farmyard.

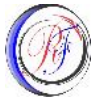
PROBLEMS OF ROAD MARKETING

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

Table 3. Solapur District; causes of road side marketing

Sr. No	Major problem faced	No of farmers (out of 25 farmers)	Percent to total
1	Few costumers stop	20	80
2	bargain is high	18	72
3	Running road	12	48
4	Marketing spot	18	72
5	Absence of cold storage	25	100

Source: compiled by researcher



The table no 3 shows the problem of road side fruit marketing. According to 80 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 72 percent of farmers felt that customer's bargain don 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 centers, good roads, a parking area, good signage and facilities to accommodate customers.
5. The farmers cutting the fruit crops on consumers 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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