



GEOECONOMICAL ANALYSIS OF MARKETING ASSESSMENT OF RAISIN IN INDIA

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ABSTRACT

*The world production of grapes is presently 69 million tones out of which India accounts for 2.2 million tonnes of grapes making a share of 1.51per cent of the world production and 3 per cent of the total fruit production in the country. Area under this fruit has been increased up to 50 per cent and its production up to 71per cent from our country in last decade (1994-2004) due to the economic importance of this fruit. Grape (*Vitis vinifera* L) cultivation is one of the remunerative farm enterprises in India. The processing of this fruit in our country is very less as compared to the traditional grape growing countries in the world where more than 80 per cent of the production is processed in the form of wine, raisin and juice. There are 16 bi-products made from grapes viz. raisin, grape juice, squash, syrup, jam, jelly, vinegar, wine, pickles, chocolates, tartaric acid, oil, cattle feed, tannin, etc. The processed products viz. wine; raisins and grape juice are the most popular products from grapes in all over the world. Raisins are the second most important product of the grapevine, wine being the first. The raisin trade in international market is increasing day by day. USA is the largest raisin producer in the world. India was placing 3rd in the world after USA and Turkey. In 2007-08 the raisin production of India was 156150 MT and 172900 MT in 2012-13. But it is clear that Raisin Industry in India facing several difficulties and problem such as climatic change, storage facilities, global financial situation and marketing strategy. The present investigation an attempt is made to study the marketing assessment of raisins with their production consumption and marketing of raisins industry in India. Secondary data have been used and basic statistical techniques are applied for the calculations. Raisins are mostly produced in Sangli, Solapur and Nasik districts of Maharashtra, Bijapur district in Karnataka, and some parts of Tamil Nadu, Andhra Pradesh and Punjab in India.*

INTRODUCTION

The world production of grapes is presently 69 million tones out of which India accounts for 2.2 million tons of grapes making a share of 1.51per cent of the world production and 3 per cent of total fruit production in the country. Area under this fruit has been increased by 50 per cent and its production by 71per cent in the country during last decade (1994-2004) due to the economic importance of this fruit (Sharma and Adsule, 2010). Grape (*Vitis vinifera* L) cultivation is one of the remunerative farm enterprises in India. The country has distinction of achieving highest productivity in grapes in the world; with an average yield of 30 ton/ha (Shikamany,2001,Ramanan,2012;Gade et al,2014).In India about 78 per cent of total production of grapes is used for fresh consumption (table fruit), about 17 to 20 per cent of grapes are used to produce raisins & 1 to 2 per cent used for the wine making (Gaikwad,2007; Shreeshail, 2007; Patil,2008: Gaikwad & Gade,2013). The processing of this fruit in our country is very less as compared to the traditional grape growing countries in the world where more than 80 per cent of the production is processed in the form of wine, raisin and juice (Sharma, 2009).



There are 16 bi-products made from grapes viz. raisin, grape juice, squash, syrup, jam, jelly, vinegar, wine, pickles, chocolates, tartaric acid, oil, cattle feed, tannin, etc. However, looking to the world scenario of different bi-products, it was necessary to consider setting up of projects for manufacturing other value added products from grapes (Kale, 2009). The processed products viz. wine; raisins and grape juice are the most popular products from the grape all over the world. Raisins are the second most important product of the grapevine, wine being the first (Shanmugavelue, 1989). In India, raisins are mostly produced in Sangli, Solapur and Nasik districts of Maharashtra, Bijapur district in Karnataka, and some parts of Tamil Nadu, Andhra Pradesh and Punjab. However major produce is derived from the State of Maharashtra and Karnataka in India (Mishra, 2010). The harvesting season of grapes in India is from the month February to April (NPCS, Team).

The raisin trade in international market is increasing day by day. Economic analysis indicates a continuous increasing in production and development of raisin trade in international market (Oulkar, 2009). USA is the largest raisin producer in the world. USA and Turkey together produce almost 80 per cent of the total raisins of the world. In 2003, the raisin production reached to 65,000 tons, placing India 3rd in the world after USA and Turkey (Satisha, 2010). In 2007-08 the raisin production of India is 1,56,150 MT and 1,72,900 MT in 2012-13. But it is clear that raisin industry in India facing several difficulties and problem such as climate change, storage facilities and global financial situation and Marketing strategies.

In this paper an attempt is made to study the growth of Raisin production, consumption and marketing of raisin industry in India.

OBJECTIVES

- i) To study the trends of raisin production in India.
- ii) To examine Import and Export of raisin in India

DATABASE AND METHODOLOGY

Present study mostly relies on the secondary data collected through, Government report, journals, periodicals, news paper, reference books and internet. For the present investigation raisin industry in India is selected. For the trend of raisins production, supply and distribution of India related statistics is collected during 2007-08 to 2012-13. The appropriate statistical and cartographic techniques have been adopted for preparation of map's and diagrams. The following statistical equation is used to understand the growth rate.

Formula =

$$GR = \frac{P1 - P0}{P0} \times 100$$

Whereas,

GR = Growth rate.

P1 = Raisin production in the present year.

P0 = Raisin production in the previous year.

PRODUCTION OF RAISIN IN INDIA

India has been a commercial producer of raisins since 1983. In the year 2002-03 around 65000 MT raisins was produced in India. Raisin production and consumption are continuously increasing. Table-1 reveals that raisin production and consumption in India from 2007-08 to 2012-13. It appears that the raisin production is 15615 MT in 2007-08 & 172900 MT in 2012-13. In 2008-09 raisin production was 169020 MT, an 8.24 per cent increase from the previous year, in the same period grape area and production increased from the previous marketing year. In 2009-10 production was 132105 MT, a 21.84 percent decrease from the 2008-09 level. In 2010-11 production was 172900 MT a 30 per cent

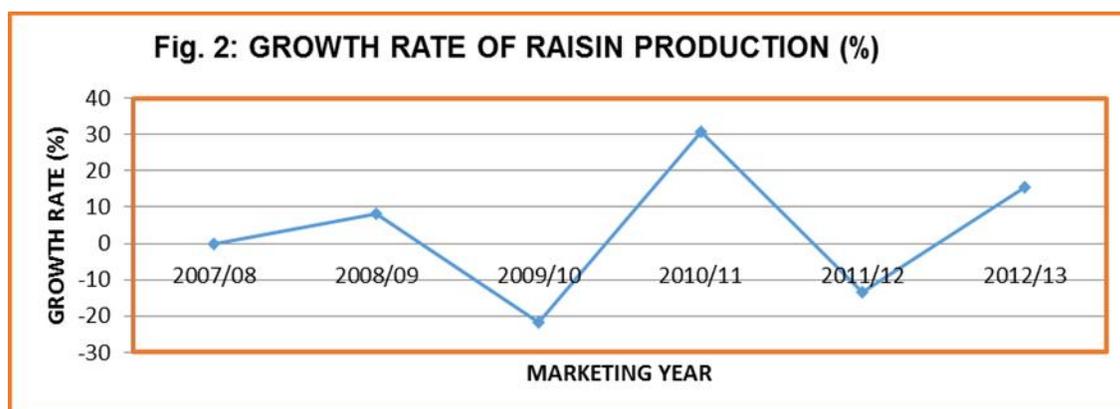
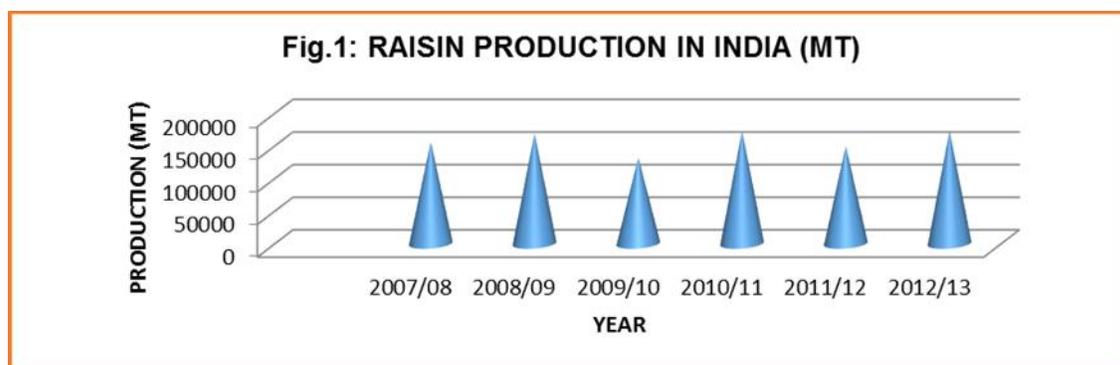
increase from the previous year. In 2011-12 raisins production was 149719 MT, a 13.39 per cent decrease from last year (fig.1). India produced 172900 MT of raisins in 2012-13, a growth of 15.48 per cent from the previous year, government support encouraging cluster farming (fig.2).

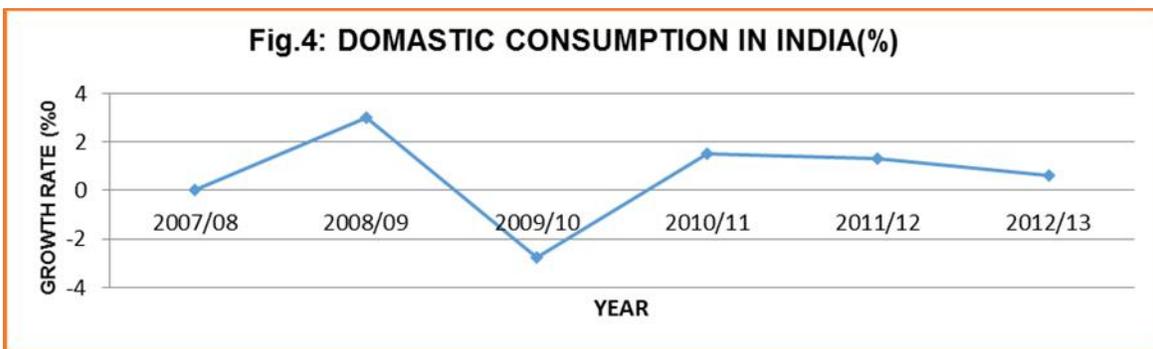
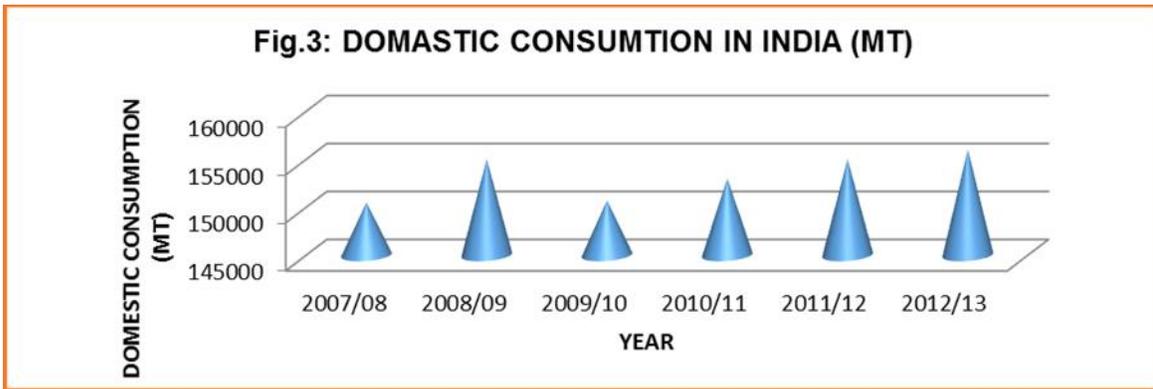
Domestic consumption is 150500 MT in 2007-08 and 156000 MT in 2012-13. India raisins consumption has been increased by 3.6 per cent from 2007-08 to 2012-13. From Fig 3 it can be seen that domestic consumption of raisin is 150500 MT in beginning of 2007-08 which is increased to 155000 in 2008-09, with 2.99 percent. In 2009-10 domestic consumption at 150700 MT, a 2.77 per cent decrease from the previous year, in the period from 2010-11 to 2012-13 domestic consumption is increased from 153000 MT to 156000 MT where growth rate is normal (fig.4).

Table-1 Trends of Raisin Production and consumption in India

Year	Production	Growth rate (%)	Domestic Consumption	Growth rate (%)
2007-08	156150	-	1,50,500	-
2008-09	169020	8.24	1,55,000	2.99
2009-10	132105	-21.84	1,50,700	-2.77
2010-11	172900	30.88	1,53,000	1.52
2011-12	149719	-13.39	1,55,000	1.30
2012-13	172900	15.48	1,56,000	0.64

Source: DGF





TRENDS OF RAISIN EXPORT IN INDIA

Table - 2 reveals that, the trend of raisin export in India from 2003-04 to 2012-13. It appears that the raisin export is 7100 MT in 2003-2004 & 21472 MT in 2012-13. Raisin export in 2004-05 was 7850 MT. a 10.56 per cent increase from the previous marketing year, which is moderate growth rate. Exports in 2006-2007 were 6900 MT a 20 per cent decrease from the 2005-2006 level, as a result of an increase in domestic demand and lower world prices (fig.5). In the period from 2007-08 and 2008-09 the raisin production is normally increased with low growth rate. Indian has huge Local consumption of the raisins produced in India and exports very little to the world. In market year of 2009-10 India’s raisin export was 8500 MT, a 41.66 percent increase from last year .While in 2012-13 export of India is 21472 MT, and it is a considerable increase, with high growth rate 125.02 per cent (fig.6).

Table-2 Trends of Raisin Export in India

Market Year	Exports (MT)	Growth Rate%
2003-04	7100	-
2004-05	7850	10.56
2005-06	8650	10.19
2006-07	6900	-20.10
2007-08	7000	1.42
2008-09	6000	-1.14
2009-10	8500	41.66
2010-11	9000	5.88
2011-12	9542	6.02
2012-13	21472	125.02

Source-complied by researcher

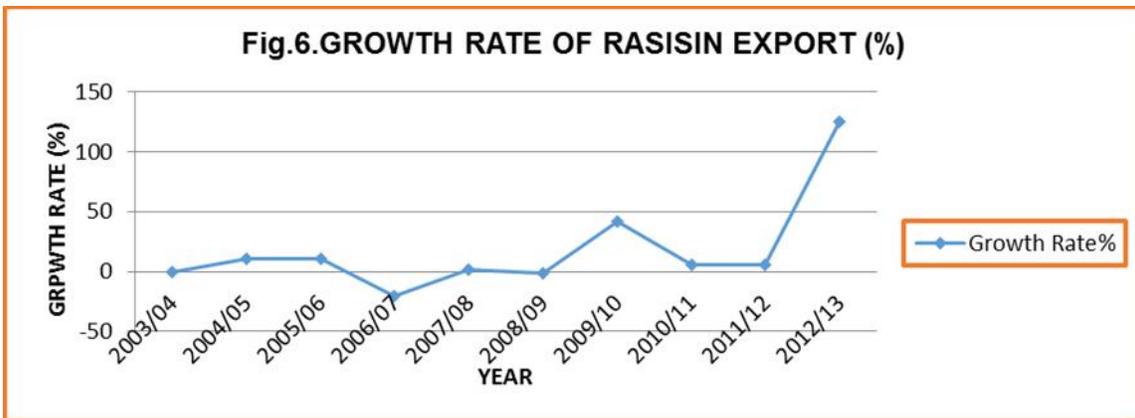
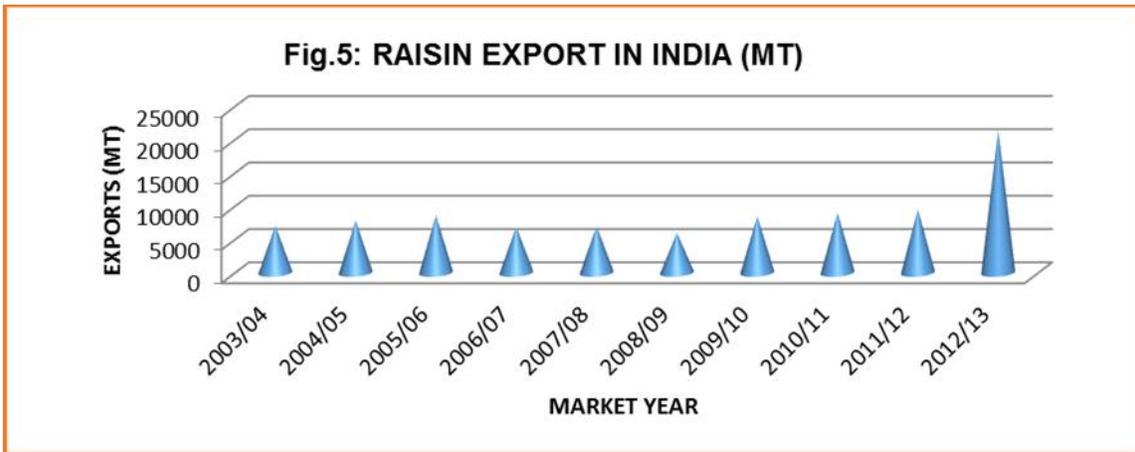


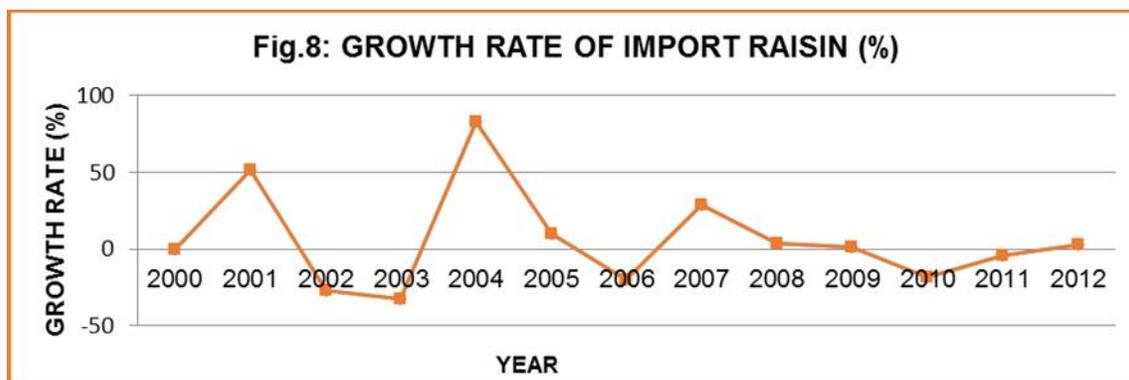
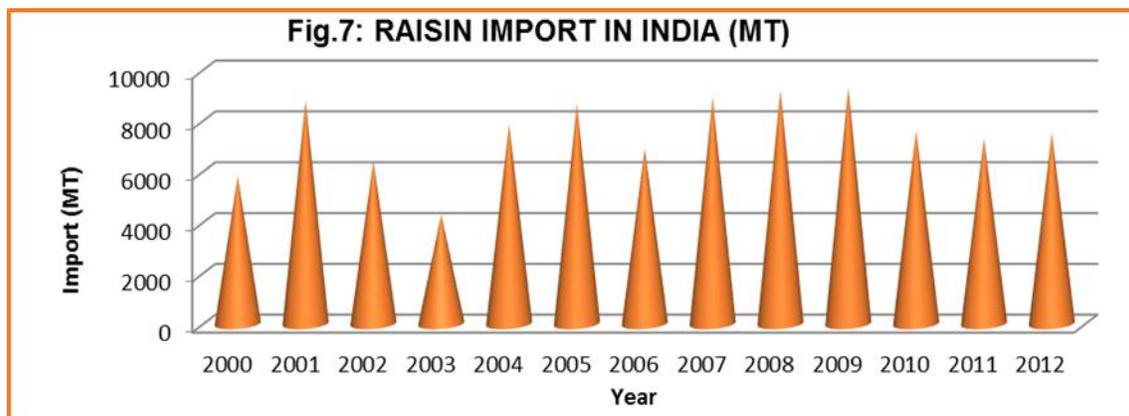
Table-3: Trends of Raisin Import in India:

Market Year	Imports (MT)	Growth Rate
2000	5800	NA
2001	8800	51.72 %
2002	6400	-27.27 %
2003	4300	-32.81 %
2004	7850	82.56 %
2005	8650	10.19 %
2006	6900	-20.23 %
2007	8900	28.99 %
2008	9200	3.37 %
2009	9300	1.09 %
2010	7600	-18.28 %
2011	7300	-3.95 %
2012	7500	2.74 %

Source: National Horticulture Board (NHB)

Table -3 reveals that, the trend of raisins import in India from 2000 to 2012. India was importer of raisins, since 1983. India has been a producer of raisins. After 2003 India’s raisin
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production was considerable, it appears that raisin import in 2001 were 8800 MT. a 51.72 per cent increase from the previous marketing year, which is moderate growth rate (fig.8). In the market year 2002 and 2003 the rate is decrease a -27.27 and -32.81 per cents respectively. Import in market year 2004 was 7850 MT an 82.56 percent increase than the 2003 level .This shows tremendous hike in growth rate (fig.8). Between 2008 and 2009 the raisin import is not increased more, growth rate is low. Imports have been declined from 9300 MT (18.28 per cent) in 2009 to 7,600 MT (2.74 per cent) in 2010 due to the non- implementations of the Afghanistan- Pakistan transit Trade agreements. After that raisin import also declined 3.95 per cent in 2011. In 2012 imports were 7500 MT a 2.74 per cent increases from the 2011 level.



PROBLEM IDENTIFIED

Based on study we found that some of the problem faced by Indian raisin industry.

- There are insufficient marketing mechanisms for raisin marketing.
- Exploitation of dealers and traders are major problem in India
- Grape growers do not sell their grape for raisin Making.
- Currently there is a lack of sommelier schools, technical knowledge & favorable Government policy.
- Scarcity of water & unseasonal rains in grape producing region.
- Virus attacks such as leaf roll & rugose have also been concerns for producers.
- Lack of infrastructure in rural area.
- Lack of irrigation and power preventing.

SUGGESTION

Based on study we found that some of the problems faced by Indian raisins industry. Therefore, we suggesting following suggestions to an improve raisins industry in India

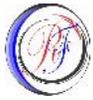
- Sound development of rural infrastructure facilities like, transportation, adequate water and electricity.
- Co-ordinate with research & development institutes to identify & develop appropriate root -stock & raisin varieties of grapes suited for different the geo-climatic region of India
- Setting up cold storage & collaborate raisin grape growers, raisin processing industry.
- To decrease inconvenience in marketing of raisin, we can provided raisin export facilities.
- Improvement in quality of the Indian raisins as per international marketing norms.

CONCLUSION

On the basis of study we can conclude that high scope and potential for domestic and export marketing of raisin in India. India has been a producer of raisins since 1983. There is not much significant growth over the years compared to demand. Previously India had been a net importer of raisins from Afghanistan and Iran. It still does not have a strong position in the raisin industry. Moreover, India imports raisins from other countries also for its growing home consumptions in recent years. There was a glut in grape production during the year 2003. Since last five years India has been a net exporter in a big way catering through all the varieties of raisins. But the growth rates of export have slow. Because of India has huge local consumption of the raisins, production saturation and no price stability in global market.

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