

Investigate higher value share for farmers of Mandarin (orange) in Nagpur district, India

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Abstract:

Thirty six mandarin producers were randomly selected from 6 major mandarin producing towns in Nagpur district. Data was gathered using structure questionnaires which focused on mandarin quality requirements, price determination of mandarin, constraints in mandarin business and source of information. Other stakeholder were interviewed including two commission agents, one retailer, two government officers and one NRCC director. The chain map was used to analyze the mandarin chain.

My research study revealed that there was only one marketing channel or system where mandarin farmers used as mandarin market. In the study area main actors were producing, collecting, trading, retailing and consuming. 95% of the producers sold their mandarin through contractor to commission agent and remaining 5% were sold directly to vendors, it's because farmers didn't know about marketing and target market, the main reasons was that commission agents knew the market and have a good relation with traders and wholesalers. The result of the study revealed that 80% farmers were producing 18-20 ton/ha and all mandarin sold through commission agent. Quality of mandarin was checking at APMC market by C.A, indicators of mandarin quality namely semi hard jacket, shape and size according to grade A, B, C and D. However 95% of the producers had their mandarin price determined by C.A. In addition to that 95% producers were full of dissatisfied with the price of mandarin that was being offered by contractor. My research revealed that opted study are six in Nagpur district 65% of mandarin producers were living in between 50-60 kilometer from APMC market, this had affected the mandarin quality and price. More the distance lower the price because travelling distance affect on quality of mandarin, 45% of mandarin producers got information about all technical services from NVYSS (NGO). The information obtain were mainly disease control, price and quality of mandarin. In APMC, have no cold storage facilities, no grading and packaging unit which directly affect on mandarin quality and its leads to low profit share for farmers.

Rural mandarin producers are located far from different city markets, thus their main mandarin outlet is through APMC market. It was noted that several factors constraints the mandarin market environment which include long distance between producers and APMC market, high transport cost, lack of technical and marketing knowledge and poor coordination among the chain actors. Therefore, forming farmer's

cooperative societies or organization group and similar form of collective action is an avenue to reduce high transaction cost, increase bargaining power & obtain the necessary information, improving the post harvest facilities like grading, packaging and cold storage unit. Introducing new marketing channels can open up new marketing opportunities for rural mandarin producers. Educate the farmer's capacity through training; building producer's power through improving co-ordination among the chain actors will improve the mandarin business environment



Biography:

Bablu K. Chaudhari is a Speaker & Researcher - Agribusiness & Horticultural Chains, India. IndiaPlanning for policies, strategies and management of IMIA at global level. I am engaged to support the achievement of the project's agricultural production, agro-industry and marketing objectives, principally through leading the research project strategy with agribusiness professional and beneficiaries in these areas; overseeing efforts that lead to increased and improved linkages between small farmers, civil society organizations, government and the private sector; and managing the monitoring and evaluation component.

Speaker Publications:

1. Investigate higher value share for farmers of mandarin (orange) in Nagpur District, India, Corpus ID: 168701745, Published 2014
2. An Economic Analysis of Production and Marketing of Mandarin in Jhalawar district of Rajasthan, Published 2012
3. Analytical Framework for review of Agriculture Marketing Institution, Published 2003

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