

DIRECTORATE OF HORTICULTURE

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Abstract: This study gives the knowledge about the challenges and objectives of horticulture, also suggest the efficient marketing of the horticulture produce in India. The Directorate of Horticulture takes various steps to promote the sale of fruits and also it appoints various levels of officers at both district as well as state level to develop horticulture.

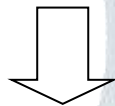
IndexTerms – Fruit Industry, horticulture, promotion, marketing.

Introduction

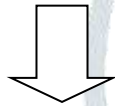
Among the various marketing problem, one of the major problem faced in the marketing of fresh fruits is the export of inferior variety of fruits outside the state. With the sole aim of increasing the production of quality fruits in the state, the Directorate of Horticulture (Production) started functioning as an independent entity from the year 1962-63. The Directorate is charged with intensive and extensive methods of fruits culture in the state both horizontally and vertically to give the fruit industry a flip and put it on sound commercial footing in the state.

Horticulture set up at the District Level

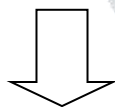
Head of the District : District Horticulture Officer (14)



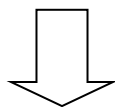
Assistant Horticulture Officer (14)



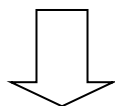
Horticulture Assistant (107)



Field Assistant



Field man



Plant Production Operators, Gardener-cum operator, Gardener (1083)

Marketing Challenges:

- Non –remuneration returns to the growers ;
- Shortage of raw material for the packing of fruits;

- c) Escalation of price of packing and padding materials;
- d) Non-availability of sufficient timely and economical transport facilities for the haulage of the fruits during the peak season;
- e) Shortage of cold- storage facilities;
- f) Exploitation of small and marginal growers in the hands of the private commission agents;
- g) Uneconomical channels of distribution; and
- h) Problems of culled fruits etc.

Objectives

- a) To avoid and assist in the formation of development plans to the horticulture sector;
- b) To organise promotion and publicity for better marketing of fruits;
- c) To provide market intelligence and information to the fruits growers and those involved in the trade and distribution of fruits;
- d) To conduct or get conducted economic and market studies relating to production, distribution and utilization of horticulture produce;
- e) To co-ordinate efforts for providing facilities at different despatch, distribution and marketing centres;
- f) To assess and solve problems involved in the marketing , distribution and utilization of horticulture produce, and
- g) To organise and supervise fruits growers co-operative marketing and processing societies.

Publicity and Promotion

A number of survey and research studies have been got conducted by the Directorate of Horticulture in order to introduce, promote, publicise and popularize the fruits of the state. The Directorate of Horticulture (production) should take immediate steps to recruit the additional staff as required as per the new norms of work as fixed by the Directorate for its official in its extension wing. More and more fruit mandies should be opened in every nook and corner of the state on scientific lines.

There should be a separate marketing intelligence cell in the organisation set up of the Directorate of Horticulture. So as to assimilate and disseminate useful marketing information for the benefit of the growers of the state. Various important and useful Horticulture divisions such as horticulture economics, plans, projects, and development and training and visits divisions and other such divisions as are existent in the organisation set up of Directorate of Horticulture. One state should also be incorporated in the organisational set ups of the Directorate of Horticulture of the Government of the another state in order to serve the growers of the state more effectively and efficiently.

Fruits play a unique role in developing countries like India both in economics and social spheres for improving income and nutritional status particularly of the rural masses. Apart from making a variety of fruits available from human consumption, establishment of orchards helps to maintain ecological balance and diversifying cropping pattern. Further, the cultivation of the fruits being laboured-intensive in nature, the production of these commodities should be encouraged in a labour abounding and capital scarce country like India. The economics of perennial horticulture crops is different from that of field crops because of the former's long gestation period.

In the competitive world of today , a fruit grower must not only have a working knowledge of agriculture science but he must also be a practical economist. To make investment decisions, he must be familiar with the financial and economic concepts and the methods of financial analysis.

Pricing Practices:

Prices of agriculture commodities fluctuate in accordance with their demand and supply situation with interns in characterized by season ability of production and marketing. This not only creates instability in the prices and incomes within the agriculture sector but also in the rest of the economy. Like other agriculture commodities, horticulture commodities are also produced on seasonal basis, are bulky in nature are perishable. On account of these characteristics such commodities register great fluctuation from day-to-day. These fluctuations in prices ultimately affect the return on growers. Hence, uncertainly affects the agricultural prices pose problems to formulate production plans and it poses a further problem to the planners in

formulating a positive pricing policy. Under such conditions, a study of the nature of the price movements and fluctuations assume an immense.

Pricing Objective:

The pricing objectives as revealed during the survey conducted by the research to gather marketing information regarding the fresh fruits of the state and as reported by the various horticultural agencies and the private traders who have been contacted for the purpose and as under :

- a) To maximize consumer satisfaction;
- b) To maximize profits for the grower;
- c) To meet competitions from Himachal Pradesh;
- d) To minimize pricing fluctuations;
- e) To earn revenue for the government; and
- f) To capture more increasing market shares.

Marketing Channels Used In the Marketing of Fruits:

- a) Producer – consumer,
- b) Producer – Forwarding agent – Commission agent– wholesaler– Retailer– consumer.
- c) Producer – Producer’s co-operative marketing society/ NAFED –Wholesaler—Retailer—Consumer.
- d) Producer– Pre-harvest contractor – Commission agent/Wholesaler—Retailer—Consumer.
- e) Producer– Commission agent – Wholesaler (self as forwarding agent) – Retailer—Consumer.
- f) Producer –Wholesaler—Retailer—Consumer.
- g) Producer– Retailer—Consumer.
- h) Producer—processing unit– Consumer.

Marketing Channels Used in the Marketing of J&K Apples to the Delhi Terminal Market:

- a) Grower—Pre-Harvest contractor—Commission agent—Wholesaler—Mashakhori—Retailer—Consumer.
- b) Grower—Forwarding agent—Commission agent—Wholesaler—Mashakhori—Retailer—Consumer.
- c) Grower—Commission agent—Wholesaler—Mashakhori—Retailer—Consumer.
- d) Grower—Co-operative marketing society/ NAFED—Commission agent—Wholesaler—Mashakhori—Retailer—Consumer.
- e) Grower—Wholesaler—Mashakhori—Retailer—Consumer.
- f) Grower—Consumer.

Conclusion:

Out of the total geographical areas of the country, about 29 per cent is the net sown area which includes 20 per cent under fruits. Further there are more than one lakh orchards in the country at present involving about 10 lacks people in various horticulture activities.

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