

MARKETING OF ONION PRODUCTION IN INDIA- AN OVERVIEW

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Abstract

Onion is important vegetable used by all relation and all over the world onion is used for taste and flavor it is majority used for presentation of Masala. Onion is a crop for all seasons. Rabi onion is harvested during summer and having thick layers.

The onion crop is perishable and there is risk in storage of onion. There is weight loss and loss of onion quantity by 10% to 15% so price goes high in the wholesale and retail market of onion.

India is the second largest producer of onion in the world, next to china and ranks third in export of onion. During 2001-2002, a total of lak metric tones of bulbs was produced from an area of 4.96 lak hectares in india. Maharastra is the leading onion producing state in india followed by the Karnataka and Gujarat. The crop grown on extensive scale in Orissa, Andra Pradesh, Uttar pradhesh, Tamilnadu, and Bihar.

INTRODUCTION

Onion is important vegetable used by all relation and all over the world onion is used for taste and flavor it is majority used for presentation of Masala. Onion is a crop for all seasons. Rabi onion is harvested during summer and having thick layers. Its life is only 6 to 8 months. Where as kharif onion are harvested during October- November. Onion has high moisture contents and it has a thick skin layer so onion is highly perishable.

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During the year 2015 to 2016, india exported onions amounting to 12,01,245.29 metric tones. Onion is one of the most popular vegetable that form of daily diet. In india onion an important commercial crop. It is widely grown in different parts of the country. At present india stands larger producer of onion in the world.

Review of literature

a review of literature related to onion has been undertaken to have a complete and broad undertaking of the related aspects of onion prices and production. The observation and the policy implications of the onion related literature

Sekhar (2004) has compared the price instability of some important crops in major domestic markets and international markets and looks at the implications for Indian producers and consumers.

A study on precision farming technology, adoption decisions and productivity of vegetables in resource poor environments was undertaken by Maheswari, Ashok and Prahadeeswaran (2008) in Tamilnadu

Major contributory

Maharashtra state is rank first in production of onion at compare to other states of india. Maharashtra state contributes nearly 30% of the total production of onion in india. In the year 2017-2018, onion production was 6656 lak tones ,3687.90 lak tones from Madhya pradhesh, 2566.43 lak tones from Karnataka.

Nashik district is famous for onion growing and marketing of onion all over the country. Thelasalgon market is leading for onion whosale market. There are 200 licensed traders in this market around in 5 lak tones onion with around Rs. 500 crores annually.

Different varieties of onion

There are hundreds of varieties of onion grown in the world. According to colour, there are red, white and yellow types. Red and white varieties are grown in india. Although, onion is consumed in all the countries of the world, it is cultivated only some countries. Hence it has export market and export value. Area under onion cultivation in the world is above 20 lak hectares.

India has the largest area of about 4 lak followed by china about 3 lak hactares. But the production is the highest in china as against India. Due to higher productivity in China(16 MT, India 14 MT) is in Maharashtra. Other important state are Karnataka, U.P, Andhra pradhesh, Rajasthan, Tamilnadu, Bihar and Gujarat.

Objectives of the study

1. To study the economics of production of onion.
2. To study the marketing pattern and price spread in the marketing of onion.
3. To understand the marketing problems of onion marketing.
4. To understand to taxes and selling expenses of onion various markets.
5. To study on wholesale and retail marketing onion.

Arrival pattern in marketing

The requirement of onion is almost constant throughout the year and availability to fresh onion is limited to 7 to 8 months and there is lean periods when prices shoal up because of poor storage conditions available in the country. The main availability seasons in different parts of country are given below.

There are three main seasons of onion production namely,

1. Kharif crop
2. Late kharif
3. Rabi crop

s. no	state	Cropping season	Availability
1.	Maharashtra	Kharif crop, late kharif, rabi	October-December, January, March-April, June
2.	Tamilnadu, Karnataka and Andhra Pradesh	Early kharif, kharif rabi	August, October-November, March-April
3	Rajasthan, Bihar, UP, Punjab, Haryana, Orissa	Kharif rabi	November-December, May, June

Result and discussions of the study onion production of India

Table 1 Indian production of onion (production 000 tones)

s. no	State	Production in 2016-17	Production in 2017-18
1.	Maharashtra	6734.74	6656.00
2.	Madhya Pradesh	3721.61	3687.90
3.	Karnataka	3049.48	2566.43
4.	Gujarat	1290.17	1303.07
5.	Bihar	1248.96	1248.96
6.	Andhra Pradesh	916.43	965.12
7.	Tamilnadu	750.67	772.41
8.	Rajasthan	682.94	671.75
9.	West Bengal	465.45	632.75
10.	Uttar Pradesh	426.98	439.64

Source: Apeda website

In onion production Madhya Pradesh state is second largest state in India having total production in the year 2016-17, 3721.61 and 2017-18, 3687.90 MT. Karnataka, Gujarat and Bihar are major onion growing states where as Uttar Pradesh having low level share in India onion production.

Problems in marketing of onion

Post harvest of onion is very important in quality keeping and storage of onion. Quality of onion has been affected by high temperature and due to the unseasonal rains. Onion is one of the most important vegetable crops. Onion is used directly with daily meals. Varieties grown in Maharashtra today onion growers are facing various problems in marketing of onion. Following problems in onion

1. Assembling problems
2. Low yield of onion
3. High marketing cost
4. Transportation and packaging problems
5. Non-availability of storages
6. Malpractices in trading
7. Delay in payment
8. Problems in onion exporting.

Onion storage structure and subsidy scheme

Maharashtra state produces 25-30% onion of the total production of the country. Maharashtra state contributes about 80-85% in the total export. Out of the total onion production In the states, 10-15% onion production is in kharif seasons, 30-40% production in late kharif and 50-60% production is in rabi/summer seasons.

Suggestion

Following are the major suggestion to solve the marketing problems

1. Minimum guarantee price for onion produce
2. To set up the co-operative marketing societies for onion grower
3. Directing marketing channel for onion district for state and national market
4. Export promotional schemes and subsidy for onion growers.

Conclusion

Despite the different measures adopted by the tamilnadu state government to stabilize the onion prices and ensure stable returns to the farmers, the onion price instability remains the highest. The income generated by more farmers from onion cultivation, is largely unsustainable and low. To achieve the objectives, onion price stability with the help of production controls and price stabilization measures should be established.

Book for reference:

1. Export statistics of india- Apeda publication 2009 -2010
2. National research centre for onion and Garlic <http://nrcog.mah.nic.in>
3. www.agriexchange. Apeda.gov.in