



ISSN: 0975-833X

RESEARCH ARTICLE

MARKET STUDY: RAW SPICES UNDER LIVELIHOOD PROMOTION OF MASRAS PATTI CLUSTER IN SAHASPUR BLOCK OF DISTRICT DEHRADUN (UTTARAKHAND)

^{*1}Dr. Vinay Kumar Gunwant, ²Mr. Manoj Singh Rawat and ³Mrs. Meenakshi

¹Department of Commerce, MBPG College, Haldwani, Kumaun University, Nainital, Uttarakhand, India

²Department of Management, Sikkim Manipal University, Manipal, India

³Department of Sociology, MBPG College, Haldwani, Kumaun University, Nainital, Uttarakhand, India

ARTICLE INFO

Article History:

Received 12th January, 2016

Received in revised form

20th February, 2016

Accepted 18th March, 2016

Published online 26th April, 2016

Key words:

Trends a market,
Produce price,
Quality etc.

ABSTRACT

Spices in India is popularly known as Masale. The history and culture of Indian spices is probably as old as human civilization itself. The Vedas, the Bible and the Quran are all replete with references - direct or indirect - to Indian spices. The earliest literary record in India on spices is the Rig Veda (around 6000 BC), and the other three Vedas - Yajur, Sama and Atharva. Spices constitute an important group of agricultural commodities, which are virtually indispensable in the culinary art. They can be primarily defined as farm products used in various forms viz; fresh, ripe, dried, broken, powdered etc. Out of the 109 spices listed by the ISO, India produces as many as 75 in its various agro climatic regions. India accounts for about 45% (2, 50,000tons) of the global spice exports, though exports constitute only some 8% of the estimated annual production. Over all, spices are grown in some 2.9 million hectares in the country (ISB 2014). Spice production in India, as much of the agriculture in the country, is undertaken in millions of tiny holdings and determine the livelihood of large number of the rural population. Productivity of spices is highest in Uttarakhand (7.21MT/ha) against national average of 1.8 MT/ha (State Horticulture Mission Govt. of Uttarakhand, 2014-15).

Copyright © 2016, Dr. Vinay Kumar Gunwant et al. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Citation: Dr. Vinay Kumar Gunwant, Mr. Manoj Singh Rawat and Mrs. Meenakshi, 2016. "Market study: raw spices under livelihood promotion of Masras patti cluster in Sahaspur block of district Dehradun (Uttarakhand)", *International Journal of Current Research*, 8, (04), 30124-30128.

INTRODUCTION

The present study was conducted in order to developing better understanding of livelihood promotion of spice growers of Masras patti cluster in Sahaspur block (Dehradun) of Uttarakhand state, Masraj patti is situated near bhauwala area, this village is nearer to forest land and 5 kilometer away from the main road. And this is totally rough way transportation, due to no proper irrigation facilities available to this area so the farmers are more rain fed dependence, due to rocky land and geographic location, farming is always a challenging task, after assessing the productivity constrain of the land this land is good for *arbi* and spices. Most of the farmers of the area are engaged in spices cultivation. Productivity of spices is highest in Uttarakhand (7.21MT/ha) against national average of 1.8 MT/ha. In current scenario spice crops have been promoted at five villages of Masraj patti cluster the main crops i.e. ginger, turmeric, chilly and in future garlic and coriander may possibly be proposed for cultivation and betterment of growers, due to

geographic location advantage the promotion of spices might be the advantageous in future prospect.

Objective

1. To identify : Marketing channel, volume of produce, quality, price structure trends a market and logistic
2. To assess the production and collection of market information.

Methodology

Present study was carried out in two main markets namely Dehradun and Vikasnagar fruit and vegetables markets (*mandi*) in district Deharadun of state Uttarakhand. In this market study we have used questionnaire and open questions were asked from the retailers, it was because so that they were able to answer appropriately. Besides data relating to quantity purchased, price paid/received, costs incurred were collected from the market functionaries. In this study, it was determined that how green vegetables were sold in the market and how their costing to be determined, it is also seen the action practices for the produces.

*Corresponding author: Dr. Vinay Kumar Gunwant,

Department of Commerce, MBPG College, Haldwani, Kumaun University, Nainital, Uttarakhand, India.

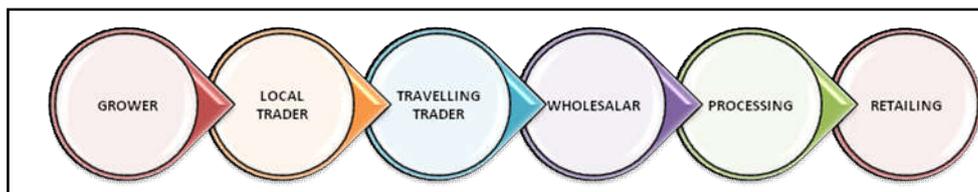
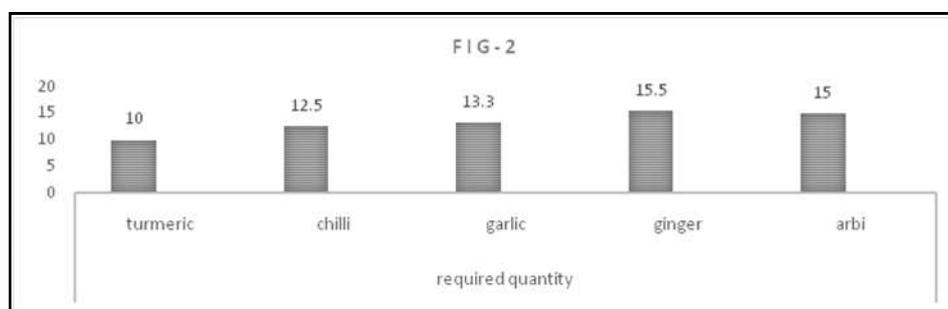
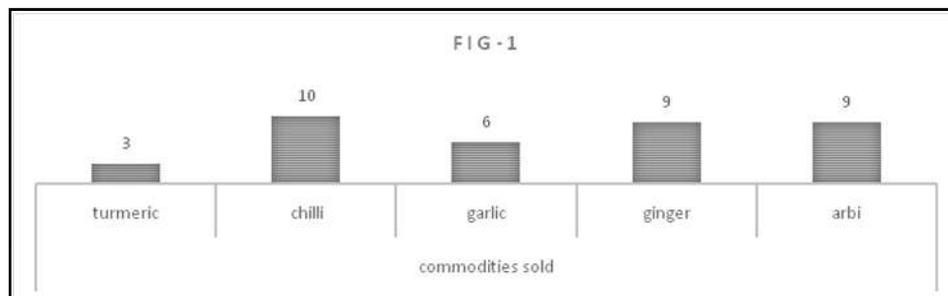


Fig. A



RESULTS AND DISCUSSION

The market study was conducted to assess the market potential for the produce at Dehradun and Vikasnagar *Mandi*. The major functionaries involved in the markets were:

For determining the market linkage Fig-A found the main channels, where maximum procedure is transacted.

The study is as under:

A) Dehradun fruit and vegetables market (*Mandi*)

There were 14 retailers visited and collected information for the various produces in Dehradun fruit and vegetables market (*Mandi*) as under:

1-Commodities sold: In the Fig-1; it reveals that major retailers sold chilli that is 10, then ginger and chilli are sold by 9 retailers, garlic is sold by 6 retailers and 3 retailers sold turmeric respectively, it is studied that the maximum commodities that are linked to market are from the nearby villages and some are ordered from the Delhi and nearby markets to fulfill the demand of the market.

2-Required quantity: It is seen in the Fig-2 that maximum quantity demanded was ginger that is 15.5 quintal then, arbi 15 quintal, garlic that is 13.3 quintal; chilli 12.5 quintal and lastly turmeric that is 10 quintal respectively.

3-Prefer variety: The prefer variety for turmeric is *pahari* and local for which two retailers were agreed also all varieties

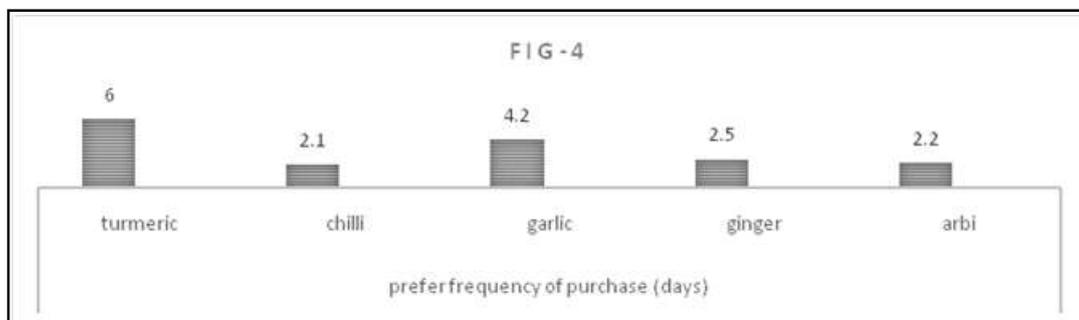
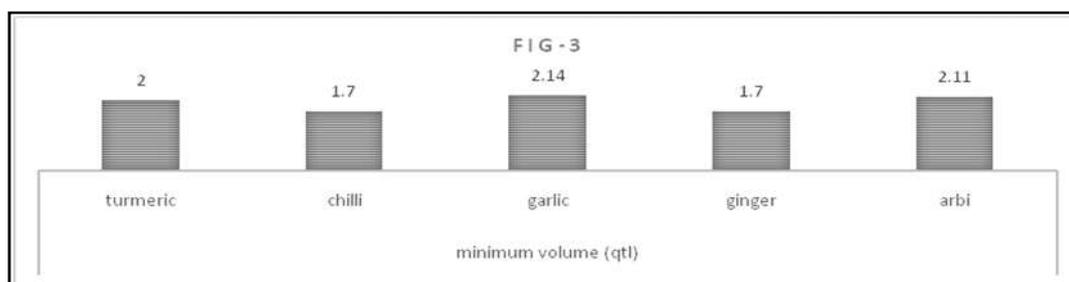
was preferred by one retailer as they sold dry turmeric, in case of chilly three retailer preferred all varieties, one preferred *pahari*, *Siliguri* and local varieties, two preferred *desi*, *pahari* and local variety, in case of garlic four retailers preferred *desi*, *pahari* and Chinese variety, two preferred *desi* and *pahari* variety and one preferred all varieties. In case of ginger three retailers preferred new, old and local varieties, three preferred new, old and Bangalore variety, in case of arbi five retailers preferred local varieties and four preferred *pahari* and local variety respectively.

4-Prefer packing: In packing for turmeric two retailers preferred jute bag, in case of chilly nine preferred jute bag, in case of garlic five preferred plastic bag and one preferred jute bag, in case of ginger nine preferred jute Bag and lastly in case of arbi nine people preferred jute bags respectively.

5-Purchase price: In purchase price for dry turmeric was 85/ kg and for raw turmeric it varies with market conditions, in case of rawchilly the purchase price per kg was Rs. 22.5/kg and for dry chilly Rs. 160/kg, in case of garlic the purchase price Rs. 50/kg, in case of ginger Rs. 45/kg and in cases of arbi it was Rs.14/kg respectively.

6-Mode of payment: Payment mode for turmeric was cash or credit, it was depend upon the mutual relationship and understanding between both the parties i.e. grower and trader, also in case of chilly, garlic ginger and arbi all the transaction were at par, if the quantity is less than the cash payment preferred and if there is daily transaction then it paid in lump sum or deposited into the bank account of the concern party respectively.

7-Minimum volume: In case of volume the Fig-3 shows the trader preferred in quantity because it was also covered the



transportation cost of farmer but if the quantity was less then it also accepted by the retailer, in case of turmeric the minimum volume was 2 quintal, in case of chilly 1.7 quintal, in case of garlic 2.14 quintal, in case of ginger 1.7 quintal and lastly in case of arbi it was 2.11 quintal respectively.

8-Prefer frequency of purchase: The frequency of purchase in Fig-4 shows, In case of turmeric it was six days, in case of chilly 2.1 days in case of garlic 4.2 days, in case of ginger 2.5 days and lastly in case of arbi it was 2.2 days.

9-Seasonal availability: The seasonal availability for turmeric two retailers preferred whole year and one retailer preferred the January to April season for seeds sale, in case of chilly it was available whole year and additionally it was demanded from the various location from the India in which Delhi market is one of the largest market, for garlic five retailers preferred whole year Availability and one preferred October to January, in case of ginger seven retailers preferred whole year and two preferred October to January and lastly in case of arbi six retailers preferred August to September and three have preferred September to December respectively

10-Grading: Grading concerns with various parameters for turmeric size and shape should be medium and color might be yellow for dry turmeric and for wash raw turmeric has to be value added. In case of chilly six retailers preferred medium size whereas one preferred medium and large size, for shape it would be medium, for color required red for dry chilly and it would not be washed. In case of garlic seven retailers preferred medium size, medium shape, white and purple color and not washed, in case of ginger two retailers preferred *panja* size, one preferred medium size one prefer *panja* and medium, shape would be normal and washed and lastly in case of arbi five retailers preferred round and long size, one preferred medium size, for shape long and round, and washed.

B)Vikasnagar fruit and vegetables market (Mandi)

There were 11 retailers visited and collected information for the various products in Vikasnagar fruit and vegetables market (*Mandi*) as under:

1-Commodities sold: In Fig-5 the commodities sold highest in Vikasnagar market were ginger and chilly by ten retailers, then arbi by nine retailers, garlic by seven retailers and lastly turmeric was sold by one retailer respectively.

2-Required quantity: In Fig-6 the highest quantity was required arbi 15 quintal, then ginger 13.2 quintal, garlic 12.8, chilly 12.5 quintal and lastly turmeric that was 10 quintal.

3-Prefer variety: In case of preferred variety for turmeric was *pahari*, for chilly two retailers preferred *Pahari*, *desi* and *pepsi* and eight retailers preferred *pahari* and *desi* variety, in case of garlic there were three retailers preferred *pahari* and *desi* variety and three prefer *pahari*, *desi* and Chinese variety, in case of ginger four preferred new and old variety, two preferred new, old and Bangalore variety, three preferred new old and local variety, and one preferred local variety, in case of arbi five retailers preferred local variety and other preferred local and *pahari* variety respectively.

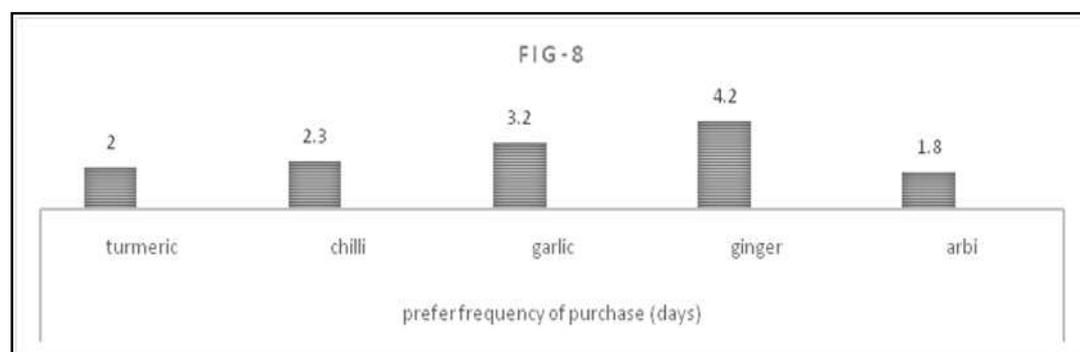
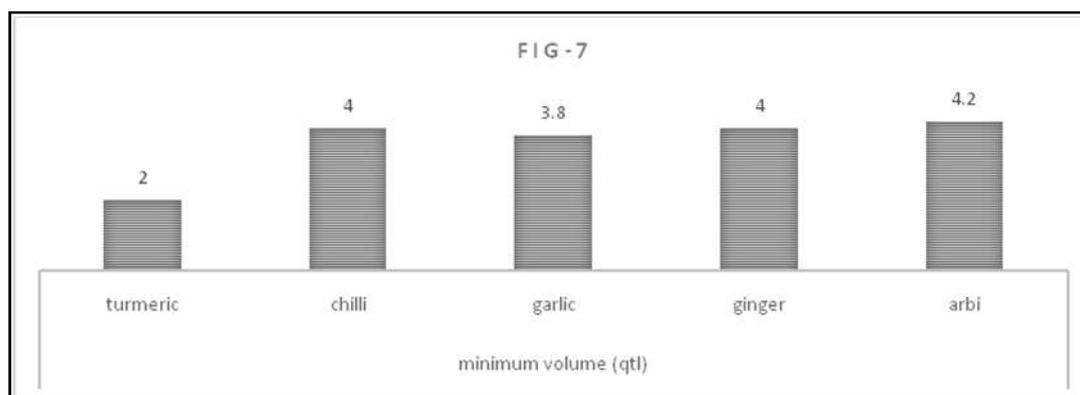
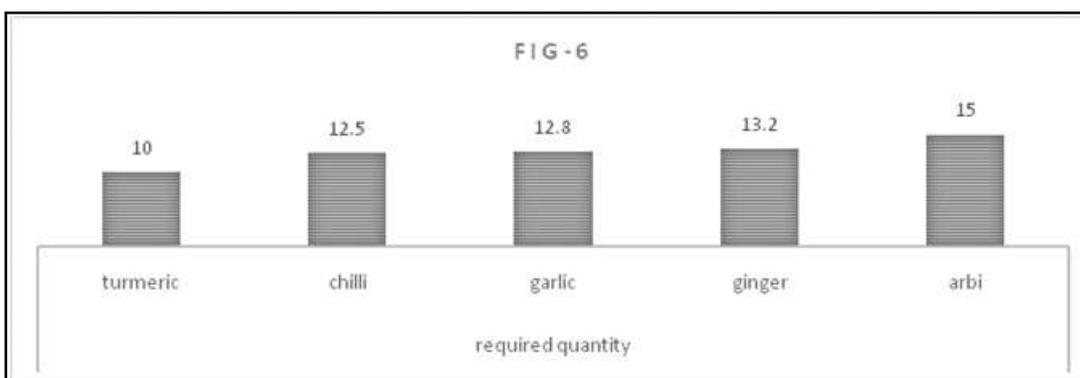
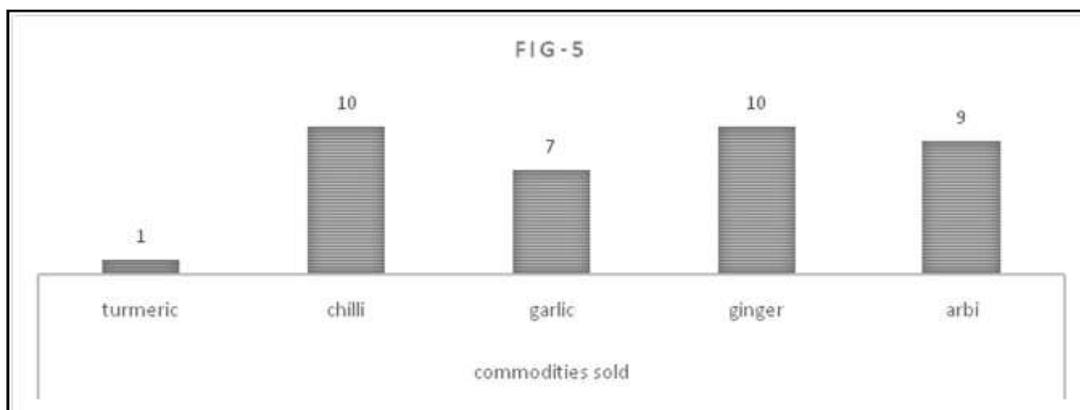
4-Prefer packing: Preferred packing for turmeric all retailers used jute bag, in case of chilly ten retailers preferred jute bag, for garlic seven preferred plastic bag, for ginger ten preferred jute bag and lastly for arbi nine preferred jute bag respectively.

5-Purchase price: Purchase price for all rowproduces i.e. turmeric it was Rs. 20/kg, chilly Rs. 22.5/kg, garlic Rs. 45/kg, ginger Rs. 45/kg and for arbi Rs. 15/kg respectively.

6-Mode of payment: The mode of payment for turmeric was cash, ten retailers preferred cash and credit for chilly seven preferred cash and four preferred credit for garlic, in case of ginger ten preferred cash and five credit, for arbi nine preferred cash and five credit.

7-Minimum volume: As per the Fig-7 the minimum volume in case of turmeric was two quintal, in case of chilly it was four quintal, for garlic 3.8 quintal for ginger four quintal and lastly for arbi 4.2 quintal.

8-Prefer frequency of purchase: The Fig-8 shows that the preferred frequency for turmeric it was two days, chilly 2.3 days, garlic 3.8 days, ginger 4 days and lastly for arbi 4.2 days.



9-Seasonal availability: The seasonal availability for turmeric is November to April, in case of chilly ten retailers preferred whole year, for garlic seven preferred whole year, for ginger ten preferred whole year and for arbi nine retailers preferred August to December.

10-Grading: In case of grading for turmeric size and shape has to be medium and the color should be preferred yellow, in case of chilly size shape required medium and color must green, for garlic size and shape has to be medium and color to be white, for ginger size and shape should be medium and washed, and lastly for arbi size and shape to be long and round and washed, if necessary.

Conclusion

This study was conducted for the betterment of rural farmers of Masraj Patti, the purpose behind the study to provide the platform for their livelihood and income generation activity, and if they are getting perfect market linkage then they are getting benefits for linkage of their agriculture commodities, after discussion with the traders and merchants the conclusion came out that a good quality product exists in the market, and if they graded up their produce and maintain quality for their product then definitely they will get better prices for their produce.

Policy implications

- Flow of market information of both domestic and international market prices, taken through forward and backward integration and best utilization ICT solutions, so that Producer will be benefited through proper price discovery.

- Arrangements for training and education of post-harvest handling and visit to the nearby vegetables & fruit market (*Mandi*) for exposure and knowledge enhancing. So that producers would meet food standards and packing standards.

REFERENCES

Bhardwaj R. K., M. Patel, R. Arya and S. K. Singh, 2008. Integrated farming-practices and potentials for food safety. Proceedings of International Symposium on "Food Safety, Quality Assurance and Global Trade: Concerns and Strategies" College of Veterinary and Animal Sciences, G.B.P.U.A & T, Pantnagar. (INDIA) and College of Veterinary Medicine, Michigan State University. (USA), Nov. 7-9, p.169.

Contact details of Merchants at Dehradun and Vikasnagar
www.indiancommodity.com/spices/spchilli.htm
www.indianspices.com
www.indiaonestop.com/markets/spices/spices.htm
