

Study on Marketing and Processing of Aonla in Raebareli District of Uttar Pradesh: An Economic Analysis



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Abstract

Aonla is popular and commercially cultivated in Uttar Pradesh. Marketing of aonla is one of the important issue which has a direct impact on the prosperity of its growers. The present study has been taken to work out economics of marketing and processing of Aonla which is based on the primary data collected from Raebareli district of Uttar Pradesh. Analysis of data and information shows that majority (48.00 per cent) of aonla production is used for morabba preparation in the study area. The total cost incurred in marketing of Kutch aonla come to Rs. 770.00 per quintal of which Rs. 300.00 were borne by the contractors, Rs. 285.00 by wholesalers and Rs. 185.00 by the retailers. The total processing cost of Morabba, Pickle and chutany come to Rs. 7056.67, Rs. 6084.38 and Rs. 9240.00 per quintal respectively. There is need to develop transport and infrastructural facilities on one hand and processing of aonla industries on the other alongwith reducing the number of intermediaries in marketing of aonla for increasing the profitability of aonla growers.

Keywords: Aonla, Marketing, Processing, Economic Analysis.

Introduction

India makes a valuable location for investment in horticulture and food processing sector. Today horticulture crops cover about 10 per cent of the gross cropped area and contribute nearly 30 per cent in gross value of agricultural output and earn a foreign exchange of Rs. 9411.00 crores during the year 2017-18 (Anonymous, 2019). Although a large number of fruits, vegetables and flower crops like aonla, mango, guava, citrus, roses etc. are grown all over the country but aonla is given higher priority because of its greater export opportunity and higher production potential.

Aonla is more popular fruit in India and is commercially cultivated in Uttar Pradesh. The aonla fruit is very rich source of vitamin C and its other constituents serve important item of food and medicine. Aonla is used extensively by the fruit processing industry to prepare a wide variety of products like morabba, pickle, chautany, candy, chawanprash etc. Both ripe and unripe aonla are utilized for this purpose. The importance of fruit marketing is felt all over the world. Marketing of fruit is one of the important issue which has a direct impact on the prosperity of the fruit growers. The study of aonla marketing is inevitable to know the costs incurred on different items of its marketing.

Aim of the Study

Number of studies has been conducted by various workers on economic analysis of marketing and processing of Aonla (Maurya et al., 1994; Maurya et al., 1995; Rai et al., 2016). Keeping the above facts in view, the present study was undertaken during the year 2016-17 with the following objectives:

1. To study the utilization and processing of aonla in the study area
2. To analyze the economics of aonla marketing and its processing.

Research Methodology

The study was conducted in Raebareli district of Uttar Pradesh, being one of the important aonla producing district in the state. Unchahar block of Raebareli district has been selected purposively as it an important block for aonla production in the district. In the selected block five villages having significant area under aonla cultivation were selected and from these selected villages 25 aonla orchardists were selected randomly. The data were collected from sample orchardists by personal interview for the agricultural year 2016-17. Data were also collected from 5 pre-harvest

contractors, who were selected randomly. The information was also obtained from the agricultural produce market committee, fruit and vegetable mandi, Raebareli. Data regarding processing of aonla products were collected from 2 aonla processing units in the district of Raebareli.

Result and Discussion

(A) Utilization of Aonla

The fresh fruits of aonla are commonly used for making morabba, Chuteny, Pickle, Candy,

Chawanprash etc. Aonla fruit is valued high among the indigenous medicines in India. Dried fruit are useful in hemorrhages, diarrhea, dysentery, anemia, dyspepsia, jaundice and cough. Triphala a well known indigenous medicine in India for which dried fruits of aonla are primarily used, is well known for treating diseases of eyes and stomach. The utilization of aonla fruits for different purpose by the aonla orchardists are given in table 1.

Table 1: Use of Aonla for Different Purpose by Selected Aonla Orchardists

S. No.	Particulars of Use	Utilization (q.)	Utilization (%)
1.	Kutch aonla	39.46	9.60
2.	Morabba	197.28	48.00
3.	Pickle	99.46	24.20
4.	Chutany	26.30	6.40
5.	Medicinal use	38.22	9.30
6.	Other use	10.28	2.50
	Total	411.00	100.00

Table 1 shows that, 48.00 per cent of total production of aonla is used for morabba preparation followed by pickle (24.20 per cent), Kutch aonla (9.60 per cent), medicinal use (9.30 per cent), chuteny (6.40 per cent) and other uses (2.50 per cent).

(B) Marketing Charges for sale as Kutch Aonla

Marketing of aonla plays a very important role in the production of aonla. Marketing charges

paid by different middlemen and intermediaries have been presented in Table 2. In the marketing of Kutch aonla the marketing cost per quintal come to Rs. 770.00 of which Rs. 300.00 were borne by the contractors, Rs. 285.00 by wholesalers and Rs. 185.00 by the retailers.

Table 2: Marketing cost per quintal of Kutch aonla (Rs./q.)

Sl. No.	Particular	Charges paid by producers	Charges paid by contractor	Charges paid by wholesaler	Charges paid by retailer	Total
1.	Picking charges	-	65.00	-	-	65.00
2.	Transportation charges	-	120.00	120.00	120.00	360.00
3.	Commission charges	-	70.00	-	-	70.00
4.	Loading & unloading	-	25.00	25.00	25.00	75.00
5.	Storage charges	-	-	120.00	-	120.00
6.	Other charges	-	20.00	20.00	40.00	80.00
	Total	-	300.00	285.00	185.00	770.00

(C) Processing and Other Marketing Charges for Different Processed Aonla Products

Processing includes all those activities which transform the aonla into special consumable form and which is accepted and utilized by the various sections of the society. The aonla produce sold by the

producer is subject to further processing before it reaches the final consumer. The major processed product of aonla is Morabba, pickle and chutany. The processing cost involved in processing of one quintal of aonla for different products are given in table 3.

Table 3: Processing cost involved for one quintal of aonla for preparation of different aonla based product

Particulars	Processed product		
	Morabba	Pickle	Chutney
Aonla (raw material)	4500.00	4500.00	4500.00
Transportation charges	120.00	120.00	120.00
Fuel / power input	1200.00	450.00	1200.00
Sugar	1840.00	-	1430.00
Mustard oil	-	1400.00	-
Red Chillies	-	200.00	450.00
Turmeric	-	125.00	-
Black cumin	-	275.00	-
Fenugreek	-	150.00	-
Ginger	-	-	375.00
Garlic	-	-	300.00
Vinegar	-	-	225.00
Spices	-	-	695.00
Other input	155.00	215.00	75.00
Labour cost including supervision	1540.00	1275.00	2230.00

Packing charges	950.00	750.00	1860.00
Interest on working capital	280.00	275.00	400.00
Total cost	10585.00	9735.00	13860.00
Total prepared product (q.)	1.50	1.60	1.50
Cost of one quintal product	7056.67	6084.38	9240.00

Table 3 indicates that the per quintal processing cost of Morabba, Pickle and chutany come to Rs. 7056.67, Rs. 6084.38 and Rs. 9240.00, respectively. The highest processing costs come for aonla chutany and the lowest for aonla pickle.

Conclusion

It may be concluded that majority of aonla in the study area is used for morabba preparation. The total marketing cost in Kutcha aonla came to Rs. 770.00 per quintal. The per quintal processing cost of Morabba, Pickle and chutany come to Rs. 7056.67, Rs. 6084.38 and Rs. 9240.00, respectively. Due to short self-life of the commodity, poor transports, lack of infrastructure facilities and inefficient marketing, the aonla growers get lower prices. Thus, there is an urgent need to develop transport and infrastructural facilities on one hand and processing of aonla industries on the other. There is also need to minimize the channel by reducing the number of intermediaries without effecting the efficiency of marketing. This will help in increasing the profitability of aonla orchardists to a larger extent.

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