

Marketing Aspects of Polyhouse Crops in Haryana

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ABSTRACT

Haryana is the state which has been honoured as the cereal bowl of the country. The agriculture sector is the major employment providing sector of the economy which in the present scenario has been diversified using the protected cultivation technique. The present study has been carried out with the objective of analyzing the marketing constraints of polyhouse cultivation. The study has been carried out on a sample of 180 farmers using the proportionate sampling method from the Rohtak administrative zone of Haryana. The results has been obtained using the average and percentage method and the same has been explained with help of tabulation methods.

1. Introduction

Haryana is the state which has been honoured as the cereal bowl of the country. The agriculture sector is the major employment providing sector of the economy. With adoption of the high yield variety of seeds, the productivity and production has increased by leaps and bounds in the state but with passage of time this boom started becoming stagnant because of various problems like soil salinity, excessive use of fertilizers declining the profitability of the farming sector and income of the farmers. With these problems there is need for diversification in the agriculture sector which has been very well met by the protected cultivation of horticulture crops in the state. Protected cultivation is the technique where the climate surrounding the plant is controlled. Every year the area under the protected cultivation of horticulture crops is increasing leading the increased production and productivity of various vegetables and flowers. Off season production of vegetables has become possible with the help of protected cultivation. Farmers are adopting this new technique of crop production is tremendously increasing number. One of the major aspect related with the production of Horticulture crops is their marketing pattern.

2. Objectives

The study has been conducted with the following objectives:

1. To find out the vegetables crops that are most cultivated under polyhouses.
2. To analyze the marketing pattern of the vegetable crops grown in polyhouses.
3. To find out the major marketing constraints faced by the polyhouse cultivators.

3. Methodology

The present study has been conducted in the state of Haryana with the help of primary data. For conducting the study a sample of 180 farmers has been taken from the administrataive zone of Rohtak. The Rohtak zone has been further divided into districts of Rohtak, Sonipat, Bhiwani, Jhajjar and Charkhi Dadri from which sample has been collected using proportionate sampling method. The data has been collected

with the help of well structured questionnaire schedule. For analyzing the results of the study tabultaion method and percentage method has been used.

4. Discussion and results

The horticulture crops that are most cultivated in all the five districts of Rohtak administrative zone are tomato, capsicum and cucumber. The same is also in configuration with the results of various studies as shown by the review of literature of the topic.

In the following part of the analysis the marketing pattern of all the three horticulture crops that are most cultivated by the farmers i.e. tomato, cucumber and capsicum is analyzed. The cropping pattern of tomato is:

Table1: Marketing channel for sale of produce of Tomato

Sale of the Produce	Percentage
On Farm	4%
In Local Village Market	6%
Regulated Market / Mandi	60%
Sale in Retail Stores (i.e. Reliance Fresh, Easy Day, etc.)	11%
Hotel (on contract base)	19%
Processing Industry	Nil
Other if any (specify)	Nil
Total	100%

Source: Primray data

Table1 shows that out of the total produce of tomato sixty percent is sold in the regulated market to wholesalers. Theshare of the total produce of tomato that goes to the hotel industry on contract basis is ninteen percent while the share of the sale in retail stores i.e. in reliance fresh, easy day etc is eleveen percent. Tomato is the vegetable crop that is most commonly used because of which its sale on farm is four percent and in local village market is six percent which is bit higher than the other the two vegetable crops taken in the study.

Table2: Marketing channel for sale of produce of Cucumber

Sale of the Produce	Percentage
On Farm	3%
In Local Village Market	9%
Regulated Market / Mandi	72%
Sale in Retail Stores (i.e. Reliance Fresh, Easy Day, etc.)	11%
Hotel (on contract base)	5%
Processing Industry	Nil
Other if any (specify)	Nil
Total	100%

Source: Primray data

Table2 shows that out of the total produce of cucumber that are grown in polyhouse the largest percentage i.e. seventy two percent is sold in the regulated market to the whole sellers. About three percent of the produce of cucumber is sold on farm while the percentage that is sold in local village market is nine percent. In case of cucumber the amount that is sold to the hotel industry is much less which is just about five percent. The share of cucumber produce that is sold in retail stores i.e. in relaince fresh or easy day is abou eleveen percent while nothing is sold to the processing industry.

Table3: Marketing channel for sale of produce of Capsicum

Sale of the Produce	Percentage
On Farm	2%
In Local Village Market	8%
Regulated Market / Mandi	60%
Sale in Retail Stores (i.e. Reliance Fresh, Easy Day, etc.)	30%
Hotel (on contract base)	Nil
Processing Industry	Nil

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Other if any (specify)	Nil
Total	100%

Source: Primray data

Table3 shows that the entire produce of the capsicum grown under polyhouses is sold in just four channels of marketing i.e. in on farm, in local village market, regulated market/mandis and sale in retail stores. The share of total produce sold on farm is two percent, sold in local village market is eight percent, sold in regulated mandis to wholesalers is sixty percent while thirty percent of the net produce is taken by the retail stores.

Some of the major marketing constraints that are faced by the polyhouse cultivators are lack of suitable packaging material, high cost of storage, lack of suitable cold storage facilities, lack of transportation facilities, high cost of transportation, unorganized marketing system, lack of guidance for proper marketing place, too much fluctuation in prices, lack of market information, lack of minimum support price and lack of vegetable processing units.

5. Conclusion

Marketing of the crop is as important as its production and productivity. Its importance is more in case of polyhouse crop as most of the farmers fears that their crop will not find a suitable market. As shown by the study more than half of the produce is sold in regulated market for which the price they get is not much remunerative and if the same is sold on contract to hotels, processing units and mega marts like reliance fresh and easy day, it will be much more remunerative and hence this business will become profitable for the farmers. The government should promote more processing industries near the highways and make some kind of arrangement with help of which farmers are directly able to connect with retailers and contractors.