



## CONSTRAINS FACED BY FARMERS AND MARKET INTERMEDIARIES IN LITCHI MARKETING AND EXPORT WITH SPECIAL REFERENCE TO MUZAFFARPUR DISTRICT OF BIHAR

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### ABSTRACT

The present study was designed to find out the various constraints faced by farmers and market intermediaries in Litchi marketing and export based on primary data revealed that the existence of system of pre-harvest contract was one of the major constraints faced by the litchi growers and faced by 93.61 per cent of the selected farmers followed by absence of economic source of marketing finance (80.85 per cent). About 74 per cent of reported farmer was non-availability of marketing intelligence. Lack of litchi growers association to protect their interest was 72 per cent. Similarly, important constraint was various deduction & spoilage of the produce (65.33 per cent) of reported intermediaries. Transport means not well developed (58.67 per cent), inadequate storage facilities (44 per cent) were some important issue at traders part, high cost of litchi fruits was reported by 22.67 per cent of intermediaries (mainly consumers) of litchi marketing and export.

**Key words :** Constraints, marketing, export, litchi.

Bihar is bestowed with natural resources endowments with valuable location for investment in growth and development of horticultural crops, post harvest handling or food processing sector. It is one of the largest producers of fruits and ranked first in litchi, second in guava, third in mango and sixth in banana in the country. Litchi marketing suffers from a number of problems owing to its perishable nature as well as lack of infrastructure facilities for its proper marketing which have direct effect on prosperity of the grower. Marketing in its widest sense, comprises all the operations involved in the movement of litchi from the orchard to the final consumer. Unfortunately, the present system of litchi marketing feasibility of ensuring proper share to growers is engrossed with numerous marketing problems. Growers faced a set of problem in selling their produce conveniently at reasonable prices and consumers get this at high price which necessitates the details study of constraints faced by farmers and market intermediaries in Litchi marketing and export

### RESEARCH METHODOLOGY

Muzaffarpur district of Bihar which had the highest area under litchi cultivation in Bihar during the year 2000-01 (Source: Office of the District Statistical Officer, Muzaffarpur, Bihar) was selected purposively. A sample of 47 litchi growers from two development

blocks (Kanti and Mushahari), 10-pre-harvest contractors, 10-village traders, 15-wholesaler/commission agents, 20-retailers and 20 consumers present in the channels of its marketing were selected randomly. Muzaffarpur market through which litchi of the study area is marketed was selected. The data were collected by survey method by interviewing them with the help of specifically prepared and pre-tested schedules for the purpose. The information were collected for the agricultural year 2005-06. Here the constraints were ranked on the basis of information collected from the respondents.

### RESULTS AND DISCUSSION

During survey the sample farmers and intermediaries involved in this trade highlighted various constraints in the marketing and export of litchi. Since different types of problems were faced by litchi growers and the various intermediaries present in the channels of its marketing and has been presently separately. The various constraints faced by the litchi growing in its marketing and export have been presented in table-1. It may be observed from the table-1 that existence of system of pre-harvest contract was one of the major constraints faced by the litchi growers in the study area. This factor was considered to be the most important constraint and faced by 93.61 per cent of the selected respondent. The system of pre-harvest contract was

**Table-1** : Constraints faced by the farmers in marketing and export of litchi.

Sl. No.	Major constraints identified	% of reported farmers	Ranked
1.	Existence of system of pre-harvest contract.	93.61	I
2.	Absence of economic source of marketing finance.	80.85	II
3.	Non availability of marketing intelligence	74.47	III
4.	Lack of grower's association to protect their interest.	72.34	IV
5.	Less expertise in scientific production technology and its marketing	44.68	V
6.	Presence of superfluous middleman	38.30	VI

**Table-2** : Major constraints faced by market intermediaries in litchi marketing and export.

Sl No.	Major constraints identified	% of reported intermediaries	Rank
1.	Various deduction and spoilage of produce	65.33	I
2.	Transport means not well developed	58.67	II
3.	Inadequate storage facility	44.00	III
4.	Absence of grading and standardization	38.00	IV
5.	Not proper intelligence	29.33	V
6.	High cost of litchi fruit	22.67	VI

not only suicide to growers but made them idle and deprived them of their proper share of their produce.

The second most important difficulties faced by 80.85 per cent farmers was the absence of economic source of marketing finance. They had been financed by village money lender at exorbitant rate of interest or by pre-harvest contractors by pre contracting the lease of their orchard. Both were uneconomic although Gramin Bank and Commercial Bank were operating but they could not meet the purpose. About 74 per cent of reported farmer was non-availability of marketing intelligence. They were in the complete dark regarding marketing information. The newspapers were also not publishing the daily price. There were no other media for communication of prices in neighboring markets except village traders and agent of pre-harvest contractors who always gave under estimates. Lack of litchi growers association to protect their interest was the fourth constraint faced by about 72 per cent of the responding farmer and thus got rank-IV. Less expertise in scientific production technology and its marketing were sixth most important constraint as reported by about 44 per cent of the selected farmers whereas presence of superfluous middlemen were expressed by 38.30 per cent of farmers as major constraint in marketing of litchi.

**Constraints faced by market intermediaries :** Constraints faced by various market intermediaries have been presented in table-2. It may be observed from the table-2 that the most important constraint was

various deduction and spoilage of the produce and were faced by nearly 65.33 per cent of intermediaries.

The transport means not well developed. Transport and communication facilities posed another problem by 58.67 percent for the marketing.. Railway did not afford the adequate possible facilities for the quick and safe transport of perishable products such as litchi. For distant market there was direct train from study area through majority of produce were dispatched to distant market. Though the transportation by truck was found to be speedy and economic method, but contractors could not form a group or association on co-operative basis to pool their packages together and then transport it by truck to its capacity. The third most important difficulties faced by 44 per cent of farmers was inadequate storage facilities. right from farm site to mandies and terminal markets. The fourth most important constraint faced by 38 per cent of reported intermediaries was absence of grading and standardization was ranked IV as it is one of the principles of modern commerce. There being no certainty about the contents of package, fruits were sold by count or weight in terminal market and very seldom by packages. Hence it is recommended that growers and middlemen should welcome a system of grading which could enable them to rely unhesitatingly and implicitly on every package complying with definite standards. The fifth important difficulties faced by 29.33 per cent intermediaries was not proper marketing intelligence and ranked V whereas constraint like high cost of litchi fruits was reported by

22.67 per cent of intermediaries (mainly consumers) of litchi trade.

## CONCLUSION

The study revealed that the existence of system of pre-harvest contract was one of the major constraints faced by the litchi growers in the study area. This factor was considered to be the most important constraint and faced by 93.61 per cent of the selected respondent farmers followed by absence of economic source of marketing finance (80.85 per cent). About 74 per cent of reported farmer was non-availability of marketing intelligence. Lack of litchi growers association to protect their interest was 72 per cent. Similarly, important constraint was various deduction & spoilage of the produce (65.33 per cent) of reported

intermediaries. Transport means not well developed (58.67 per cent), inadequate storage facilities( 44 per cent) were some important issue at traders part, high cost of litchi fruits was reported by 22.67 per cent of intermediaries (mainly consumers) of litchi trade.

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