

Onion Marketing Management in India

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Introduction:

It has been rightly stated, "produce or perish" in the American industrial sector. Similarly, we can say 'Market or Perish'. In short, marketing of goods along with its production is important for economical prosperity. Developed markets are created through marketing process and it is proved after studying the Agricultural produce Market Committee functions of marketing in Nashik District.

Onion is one of the cash crops in agricultural produces. It is also perishable. Onion is an inevitable daily consumable produce by people. As a result, demand for onion is inelastic. It means even though onion supply increases and its price decreases, it does not mean that its demand will increase. The reason is that there is the problem of preserving the extra onion purchased as a result of reduction in price. So onion is purchased according to daily consumption. On the contrary, even if onion prices rise as a result of reduction in onion is not conspicuously affected and its demand remains more or less the same despite demand for onion is less elastic. It is rigid. In this view, the studies of onion marketing system attract attention.

Similarly it is observed that the supply of onion is also rigid. Onion supply depends upon its quantity of production. Farmers are compelled to sell onion at reduced in further decrease in prices. On the contrary, its price increases and probability of earning profit increases, because of perishable nature of onion and lack of scientific storage of onion. In other words, farmers cannot increase onion supply according to demand and cannot earn more profit. Onion crop is taken thrice a year. Three to four months are required to get the crop.

Nashik District is an onion producing District in Maharashtra. The Agricultural produce market committee, Vefco and National Agricultural Co-operative Marketing Federation of India Ltd. (NAFEED) promote onion export from Nashik District. State Government, have provided infrastructural facilities for enhancing onion.

Government is giving stress upon onion export management for the benefit of farmers and also in the large interest of the economy of the country.

Objectives of the Study:

The aim of the article is to understand the concept of marketing management particularly in relation to export of onion from agriculture produce market, committees and other institutions, in the Nashik District. It is also intended to make suitable suggestions for those who are involved in production marketing and export of this cash crop ie. the onion.

Hypothesis to Be Tested:

- 1) Not only internal marketing but export of the cash crop – the onion is important.
- 2) Special efforts have to be made by farmers, traders and Govt. machinery for enhancing export of onion.

Research Methodology:

Collection of Data

- 1) Primary Data
- 2) Secondary Date
- 3) Selections of samples

Tools and Techniques to Be Used:

Different tools and techniques will be used for statistical processing of primary and secondary data collected that will include classification, tabulations, digramatic representations of data collected, different types of averages like mean, median mode etc will have to be used for the study purpose.

Scope of The Study :

After passing agriculture produce market commodities act, 14 (fourteen) APMC's and money other sub markets have been set up in Nashik District. The commodities other institutions and private traders take care of onion marketing management. Now the boundaries of market have extended to other countries ie export of onion.

Limitations of the Study:

