



# Current Global Reviewer

UGC Approved International Research Referred Journal For All Subjects & All Languages

ISSN 2319-8648

Impact Factor - 2.143

Indexed (IIJIF)

UGC Approved  
Sr. No. 64310

SPECIAL ISSUE

Date: 19<sup>th</sup> & 20<sup>th</sup> January 2018

Volume I, Issue-I

Gokhale Education Society's

**Shri Bhausahab Vartak Art's Commerce  
and Science College, Borivali (W), Mumbai-91**

(NAAC: B+ & ISO Certified)

Organised

INTERNATIONAL CONFERENCE  
ON

**IMPLICATIONS OF RECENT ECONOMIC REFORMS ON INDIA  
IN CHANGING GLOBAL SCENARIO**



**Editor in Chief  
Mr. Arun Godam**

**Special Editor  
Dr. Mrs. Suhasini V. Sant**

**Co-Editor  
Dr. R.P. Deshpande  
Mr. P.K. Mishra**

**Co-Editor  
Dr. S.B. Karande  
Mr. S.R. Uchale**

[www.rjournals.co.in](http://www.rjournals.co.in)





## Index

Sr. No.	Article Title	Author	Page No.
1	Implications of Economic Reforms on India	Prin. Dr. Suhasini V. Sant	1
2	Indian Banking Sector : Issues And Opportunities	Dr.R.P.Deshpande.	6
3	Start Up India – An Economic Philosophy	Mr. P. K. Mishra	10
4	Skill Development - A Need of Today.	Dr. Shrinivas V. Joshi	13
5	Evaluation of Corporate Social Responsibility	Dr. Mulik Shobha Gunaji	16
6	A Study of Implications of Demonetization on International Trade of India	Dr. S. B. Karande	20
7	An Assessment of Six Dimensional Model for the Industry 4.0	Dr. Yogesh M. Kulkarni	26
8	Recent Economic Reforms and Indian Capital Market: An Overview	Dr. S. K. More	31
9	Digital Libraries: Role of Web 2.0 and Library 2.0	Mr. S. R. Uchale	36
10	Implications of Supply Chain Management on Marketing of Konkan fruits: A case study of Raigad district. (MS)	Dr. Mrs. Nazare Kalyani Sandip	40
11	To Examine the Relationship between Safety & Security and Human Development	Dr. Seema Ukidve	47
12	Problems and Solutions to Unemployment in India	Dr.Surajkumar S. Prasad & Dr . Jitendra K. Sali	50
13	Role of Water Management in Agricultural Sector in changing Scenario of India	Kamalesh Atmaram Raut	53
14	Value Orientation and Education	Mr. M. K. Wakchaure & Dr. Anil Patil	57
15	Nutritional Health Status of rural pregnant women a study	Urmila P Dashwant	61
16	Implications of Recent Reforms implemented by Government of India on Industries (Subtheme- Implications on Industrial Sector-joint paper)	Chitra Trehan & Medhavini Khare	67
17	Economic Reforms and Initiatives Under The Earlier Central Government and It's Implications	Dr.(Mrs) Indrani Saha	69

**10) Implications of Supply Chain Management on Marketing of Konkan fruits: A case study of Raigad district. (MS)**

**Dr. Mrs. Nazare Kalyani Sandip**  
*Gokhale Education Society's, Arts, Commerce and Science College,  
Shriwardhan. Dist. Raigad.*



**Introduction**

India is the world's largest producer of fresh fruits and vegetables. Vast geographical area and various conditions facilitate to grow variety of fruits in India. But India lacks an efficient supply chain for the distribution of fruits. Kokan region has favorable climatic conditions with sufficient rainfall, many rivers and suitable soil conditions facilitate to grow various horticultural crops. Majority of Kokan area is covered by rural area and the policies largely favor rural development. Hence there is considerable potential for growth particularly in rural areas where horticulture production is concentrated in rural areas. In Kokan region, fruits cultivated include Mango, Jackfruit, Karonda, Jamun etc. This cultivation is largely concentrated in Ratnagiri, Sindhudurg and Raigad districts. Majority of the agriculture area is used for the cultivation of fruits. Apart from this, farmer's involvement in horticulture production results in increased income and generates employment opportunities to rural India. Under the Rojgar Hami Yojana (Employment Guarantee Scheme), government has declared 100% subsidy for fruit cultivation in the Kokan region.

Raigad is a district in Kokan Region of Maharashtra state where majority of the area is rural and remote areas where fruits are cultivated in Raigad district. For fruit production Raigad district has an advantage in terms of natural endowments namely;

1. Raigad district has the right soil (clayey and red) to grow different fruits.
2. Raigad district has the right climatic conditions (warm and humid) to grow varieties of fruits.
3. Raigad district has abundant sources of water (wells and rivers) and heavy rainfall (2000 to 3000 mm.) which are essential to cultivate fruits.
4. Raigad district has a rich and vast biodiversity which is favorable for growth of various fruits.

Following table indicates the Fruits Cultivation area, Production Area and Productivity in Raigad district.