



Gokhale Education Society's

ARTS, COMMERCE & SCIENCE COLLEGE

Shreevardhan-402110, Dist. Raigad

Phone No. 02147-223333

MINOR RESEARCH PROJECT TITLED

**"TO STUDY MARKETING PROCEDURE OF MANGO BUSINESS
FIRMS IN SHRIWARDHAN- RAIGAD."**

SUBMITTED TO

UNIVERSITY GRANTS COMMISSION

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By

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EXECUTIVE SUMMARY OF THE MINOR RESEARCH PROJECT REPORT

Brief Introduction

Raigad district is in the western part of Maharashtra. Thane, Pune, Satara and Ratnagiri districts are close to this district. District involves total 15 talukas, 1851 villages and 91 towns. Arabian Sea to the West of the Raigad district as a result of this climate is hot and humid. District receives a lot of rain due to clouds coming from the Arabian Sea to the west are blocked by the Sahyadri Mountain. Soil of this district is clayey and red. There are many rivers and tributaries in district. All these natural conditions are favorable to grow different fruits on a large scale basis.

Kokan mangoes are world famous; especially Raigad Alphonso mangoes have high demand in national and international market. This fruit is one of the most favorite and liked fruit of the world. Mango cultivation area of Raigad district is 165100 hector. Majority of the farmers are engaged in production of mangoes. Mango is the cash crop of district farmers. Marketing of these mangoes is hampered due to various problems and risks. Most of the mango farmers give mango orchards/trees on contract basis which separates the responsibility of cultivation and marketing.

Most of the farmers select local and regional markets to sell mangoes. Hence they do not take proper care and required efforts for effective marketing. High quality and big size mangoes are selected for national and international sale. Along with mango production mango products like mango wadi, mango chips, mango poli, mango juice etc. are produced in Raigad district. One of the major problems Raigad people are facing is the unemployment because of which people prefer to go to cities to seek jobs.

Research Methodology

- Duration of research: - Duration was of two years.
- Jurisdiction of research: - The research jurisdiction selected was Raigad district.
- Research Problem:-Mango production in Raigad district is large but marketing process is subject to different problems. The researcher decided to know and study these problems.
- Sample size:-50 mango business firms selected as research sample.
- Sampling method: - Convenience Sampling method used to select sample.
- Data Collection: Both primary (Questionnaire, Personal Interview, Telephone Interview and Observation) and secondary data (Reference Books, local Newspaper, Magazines, Reports and Internet) were collected for this research.
- Places Visited: - Mango orchards and Agriculture offices in Raigad district.

➤ Objectives of the Research

1. To study marketing procedure of mangoes in Raigad district.
2. To explore the opportunities of development of Raigad mango marketing.
2. To know the problems in marketing of mangoes in Raigad district.
3. To suggest remedies to solve the problems in marketing of mangoes in Raigad district.

➤ Limitations of the Research

This research was limited to the area of Raigad district.

The duration of research was two years.

The conclusions and suggestions are based on data collected and analyzed.

➤ Significance of the Research

This research is useful to various parties related to mango marketing and candidates who want to research on mango marketing. This research will help to investigate the problems of Mango Business Firms in Raigad District. The prospective development and expansion of Mango Business Firms in Raigad District will generate more employment opportunities for the district and outside people which will result into increase in standard of living of the people. The research will find out the opportunities for Mango Business Firms in Raigad District to increase mango business in local, regional, national and international market.

Review of Literature

The literature in Basic Marketing and Modern Marketing books is reviewed to know the marketing related concepts. The research papers related to mango marketing are also reviewed to collect additional references. 'Marketing Management' the book of Philip Kotler is reviewed to collect data about market segmentation, marketing mix, rural marketing, agriculture marketing etc. 'Basic Marketing' the book written by William D Perreault is reviewed which has stated that a firm should select market oriented strategy for customer satisfaction.

Findings

It was found out that 100% of the mango businessmen strongly accepted that they face various problems in storing, packing, handling and transporting of mangoes. 80% of the mango businessmen agreed that the mango farmers in Raigad District prefer indirect channel of distribution for selling mangoes in national and international markets. 52% of the mango businessmen strongly agreed that production of mangoes in Raigad district is on a large scale basis. 96% of the mango businessmen strongly agreed that distribution of Mangoes in Raigad district is not effective.

Due to unawareness about international markets and lack of market information, mango farmers in Raigad District prefer indirect channel of distribution for selling mangoes in national and international markets. In Raigad district, adequate and improper warehousing, transport, packing and packaging, grading and plucking facilities have to lead to high scale of wastage of mangoes. Existing promotional efforts are not sufficient to promote mango sale in distant markets. Online advertising may be the best option to increase demand in international markets. Proper marketing management can facilitate the mango business firms in Raigad district to promote and expand their mango marketing business.

Conclusions

High scale of wastage, moody monsoon, unexpected changes in climate, etc. problems have hampered the mango production. Warehousing, grading, and packing facilities are not adequate and proper which have affected the effectiveness of mango marketing. This is the basic reason to cater local and regional markets preferably. For these markets special care and efforts are not undertaken to promote sale. In local market mangoes are sold on roadside without any shed. Apart from this, most of the mango business firms in Shriwardhan-Raigad do not avail the benefits of government schemes due to unawareness. Promotional measures undertaken are also not adequate to fetch profit. Because of contracting mango orchards and using indirect channels of distribution the returns of mango farmers are very less as compared to their hard work.

Suggestions

There should be focus on encouraging farmers to participate in mango production as well as marketing. Mango farmers should be always in touch of Agriculture Offices of different talukas to avail the benefits of various agriculture and horticulture schemes and policies. To avoid high scale of wastage of mangoes marketing functions like handling, sorting, warehousing, packing, loading etc should be undertaken very carefully and properly. Heavy advertising and publicity measures should be undertaken to promote sale in distant markets. Joint efforts should be undertaken to minimize marketing cost and to market directly in national and international markets. Proper marketing management is essential for fetching profit, surviving mango business, generating employment opportunities and improving standard of living of people in Raigad district.

Contribution to the Society

The main focus of this research is to identify marketing conditions and problems in the peripheral area. Different communities in Kokan face many problems like low


literacy level, lack of adequate education facilities, unemployment, more dependence on natural resources to get income, low standard of living etc. Though natural resources are abundant in Shriwardhan-Raigad but they are needed to be utilized properly and optimally. The natural conditions in Raigad district are favorable to grow different fruits. The need is to market these fruits effectively to increase the returns of farmers and to improve their standard of living. Unemployment is the basic problem in Raigad because of which most of the people prefer to go to nearby cities and even to foreign countries.

The outcomes of this research are useful to mango farmers, middlemen and various parties related to mango marketing and candidates who want to research on mango marketing. This research has investigated the problems of Mango Business Firms in Raigad District. This will help to overcome these problems successfully and promote mango sale in distant markets. The mango farmers who used to give their mango orchards on contract basis will realize the disadvantages of this system and will prefer to do direct marketing. This will improve their self confidence and share in the profit which was earlier taken away by the multiple middlemen.

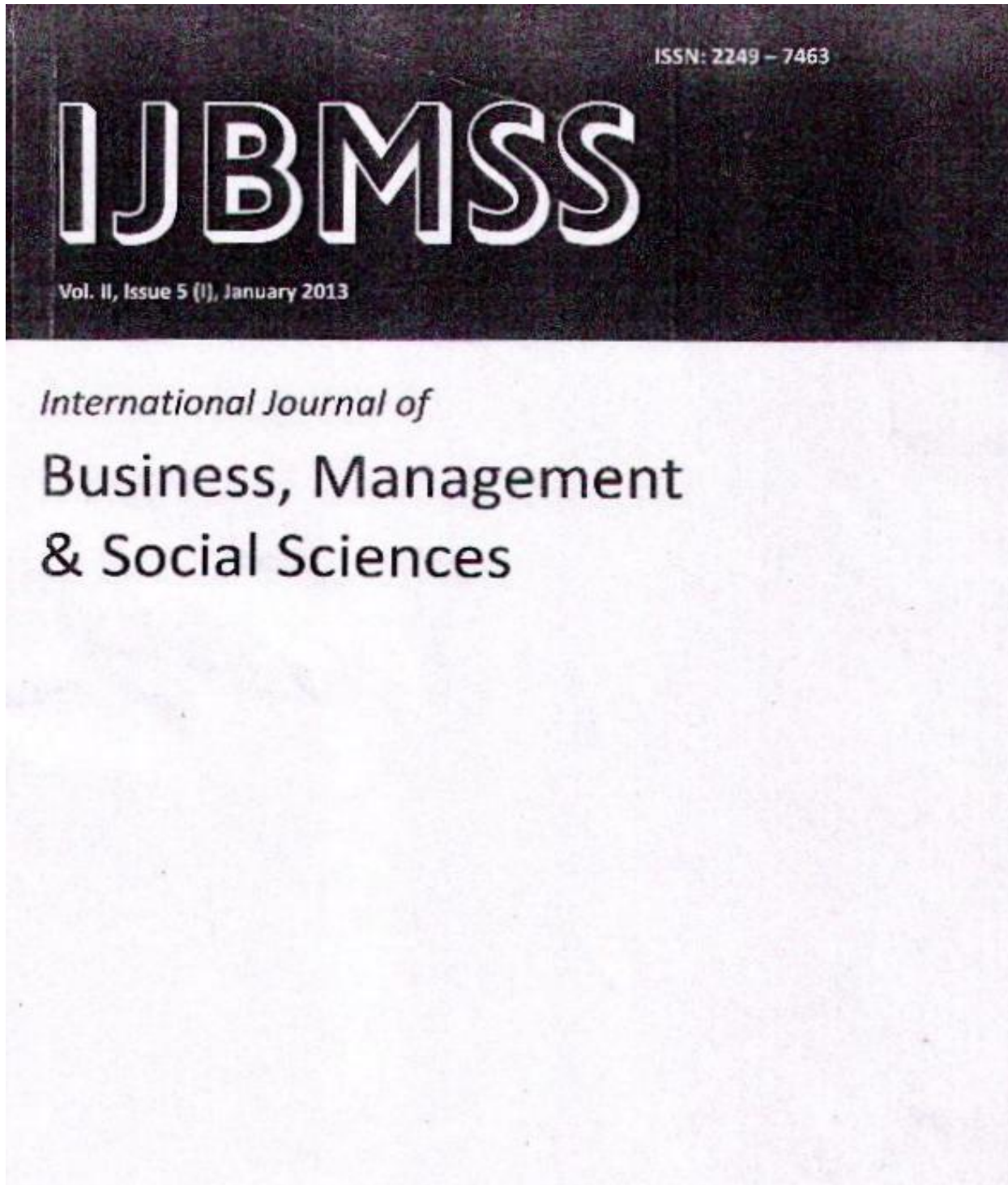
The study of profile of mango business firms in Raigad has helped to know the contemporary marketing practices which can be improved in the forthcoming era by effective utilization of natural resources. This research is also useful to know the further marketing opportunities so that they will be grabbed by the mango business firms before the competing firms from different states and nations. The prospective development and expansion of Mango Business Firms in Raigad District will generate many seasonal and non seasonal employment opportunities for Raigad people. It will solve their problem of unemployment and will prevent their departure from families. This research will not only be helpful to the Mango Business Firms in Raigad District but also to all other Indian Mango Business Firms for their development and expansion.


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CHALLENGES BEFORE KONKAN FRUITS MARKETERS IN INDIA

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Introduction:

India has a large range of varieties of fruits in its basket. The overall production of horticulture crops registered an increase of 8.0% during 2004-2005 as compared to 2003-2004. Horticulture is an allied activity under agriculture sector, participation in which not only results in incremental incomes to the cultivators but also in generating employment in rural areas. Fruit cultivation area of Maharashtra is 6 lac hectares. Konkan's fruit cultivation area is 1.3 lac hectore.

In Maharashtra production of fruits like mango, cashnut, coconut, jackfruit, jamun, kokim, banana, bitternut etc. is centralised in konkan region. The Konkan region of India includes Mumbai and Mumbai Suburban, Raigad District, Ratnagiri District, Sindhudurg District and Thane District. Agriculture is the predominant occupation in the Konkan Region. Majority of the farmers are engaged in production of fruits. They prefer cultivation of fruits because of favorable climate, soil and rainfall. There are various forts, holy places, beaches and hill stations in Konkan Region. Many Indian and Foreign tourist visit to this region and they fall in love of Konkan fruits. This induces to find out and study the problems of mango business firms.

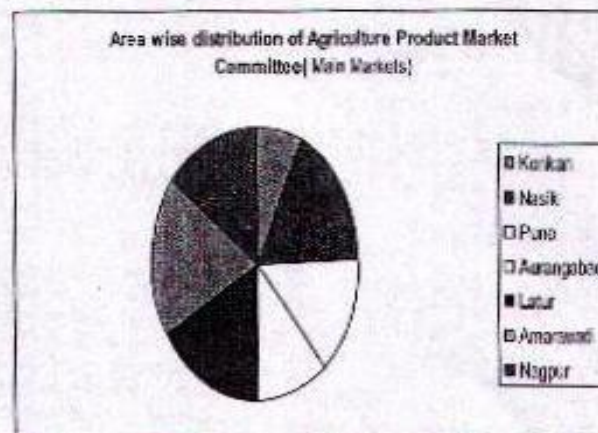
Table No.01 All India Area and production of Fruit- Area (000'hectar) , Production (000' tones)

Crop	2004-2005		2005-2006		2006-2007	
	Area	Production	Area	Production	Area	Production
Fruit	5049	50857	5339	55397	5506	57727

Following table indicates the fruits production area in Maharashtra.

Table No.2 Production of Fruits in Maharashtra.

Sr. No.	Name of the Fruit	Production in hecter
01	Mango	702180
02	Cashew nut	57700
03	Chickoo	17558
04	Banane	53181
05	Grapes	14695
06	Pomegranate	27124
07	Berries	49769
08	Orange	78646
09	Sweet lime	32211
10	Lemon	6856
11	Guava	13029
12	Custard apple	12294
13	Coconut	36161
14	Butternut	1829
15	Other	12709
	Total	595440



Fruits cultivation in Konkan Region is on large scale but the marketing is not yet effective. There are many challenges which restrict the Konkan Fruits Marketers to apply direct channel of marketing for national and international market.

Distribution Channels used by Konkani Fruits marketers.

Direct Channel (0 Level Channel)	Indirect Channel (1 Level Channel)	Indirect Channel (2 Level Channel)
(For local sale)	(For Regional and National sale)	(For International sale)
Mango Producers ↓ Local consumer	Mango Producers ↓ Local Agent ↓ Domestic consumer	Mango Producers ↓ Local Agent ↓ City Agent ↓ Foreign Consumers

in the world of Globalisation they have multiple opportunities to expand fruits marketing. Yet success is not their. As majority of Konkani area is hilly and remote area it is not developed socially and economically. There are 5857 villages in entire Konkani Region, where literacy rate is very low. People face unemployment problem. Majority of the people in Raigad, Ratnagiri and Sindhudurg district are migrated to Mumbai and Pune to earn money.

Literature Review

The book 'Maharashtra Falyade' is written by A.V. Patil and Karale. The book provides relevant information regarding the fruits varieties, cultivation area, production and productivity in Maharashtra and fruits export. 'Research Methodology, Methods and Techniques' a well-known book on the subject of research Methodology. It is written by eminent author Mr. C. R. Kothari reveals the detail information about the Methodology of research. 'Marketing Management' The book is written by Mr. Philip Kotler, Kevin Lane Keller, Abraham Kohly, Mithileshwar Jha, (2007). The book contains information related with various concepts such as market, marketing, marketing concepts, holistic marketing, modern marketing and traditional marketing. This book also reveals the scope of modern marketing. 'National Horticulture Mission' is the special issue of the magazine 'Shreekar' (March-April 2006.) The issue contains various articles regarding new orchards formation, development programmes and agriculture market facility centers and the various schemes introduced by the Government of India.

Research Methodology

A sample of 50 marketers of fruits in Raigad district from Konkani region is selected by Simple Random basis for study purpose. Primary data is collected by undertaking interviews of these marketers. Observation method is also used to collect primary data. Data is analyzed by using percentage method.

Conclusion

Konkani fruits marketers in India do face many problems such as costly export, lack of proper storage facility, inadequate cooperative marketing, high excise duty, lack of training, high scale of wastages, ban by some countries on import of Indian fruits, inadequate and improper transport and other infrastructure facilities, non awareness of government schemes, seasonal production, exploitation by city agents and lack of standardization and grading facilities. E-commerce, critical export formalities, compulsion of phytosanitary certificate, competition by other countries, globalisation, increased demand of quality standards by foreigners, etc are the challenges before them. Improvement in literacy level, training and proper marketing management can help them to face these challenges.

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**“AN EVALUATIVE STUDY OF NEW ISSUES AND STRATEGIES OF RURAL
MARKETING WITH SPECIAL REFERENCE TO
RAIGAD DISTRICT OF MAHARASHTRA.”**

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INTRODUCTION

By way of geographical dispersal and in terms of population & number of households, the Indian rural market is much larger than Indian Urban market. About 840 million people lives in villages of India. The scene of rural market is changed considerably due to green revolution, favourable government policies, rising literacy level, development of infrastructure facilities, impact of media and change in rural consumer attitude. This has increased the potential of marketing various consumer goods in rural areas. Rise of rural market has been the most important phenomenon of the 1990's which has provided opportunities to many companies to enter into the rural markets.

The Indian marketers as well as multinationals like Colgate-Palmolive, Godrej, Phillips, Hindustan Lever, Parle Foods, Procter & Gamble, LG, Samsung, Bajaj Auto, Dabur and many more have increased their focus in the rural sectors. Rural reach is showing an increasing trend. Rural India is emerging as large markets for a number of goods and services, financial services, healthcare, education and telecommunication the list seems to be endless. In fact, the rural markets are expanding in India at a very rapid pace. That is why the president of the Confederation of Indian Industries rightly said "The winners of tomorrow are going to be those who focus on rural India."

Significance of the study

- The lifestyle of rural consumers is changed.
- Many companies shifted focus on rural markets from urban markets.
- 'Go rural' is the best option for companies to expand marketing activities.
- It is necessary to know and fulfill the growing and changing needs of rural consumers.

- Marketing opportunities in rural area are raised.
- Researches into rural markets will reveal the emerging dimension of the market.

Objectives of the study

- To study the new trends in the rural marketing.
- To study the scope of rural marketing in Raigad district.
- To know the changing profile of rural markets in Raigad district.
- To find out the marketing opportunities in rural markets of Raigad district.

Methodology of the study

As there many dimensions to the concept of rural marketing, secondary data is collected and used for this study. The secondary data is collected from books, magazines, reports and internet.

Statement of the Problem

70% of India's population resides in rural areas. There are great marketing opportunities in rural India. The profile of rural markets is changing rapidly. With the changing of rural trends, companies have to also change their marketing strategies. They have to create new issues and strategies which will be exclusively for rural markets.

Review of Literature

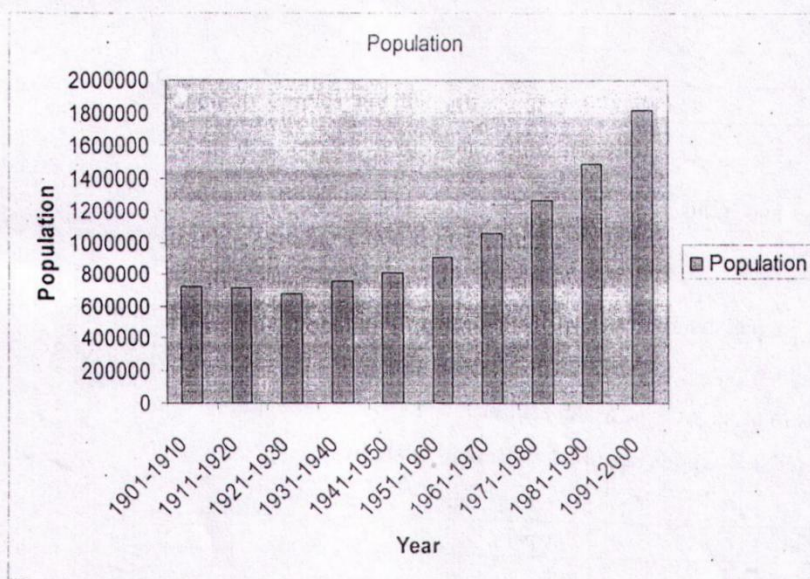
Philip Kotler in his book 'Marketing Management' explains that from time to time, companies need to undertake a critical review of overall marketing goals and effectiveness. Each company should periodically reassess its strategic approach to the marketplace with marketing effectiveness reviews and marketing audits. Strategic marketing, book of S. Shajahan, explains that the modern organisations should initiate a dialogue with rural customers and should draw new ideas to improve products for fulfilling changing customer needs. William D Perreault in his 'Basic Marketing' explain that a firm should select a market oriented strategy for customer satisfaction. T.P. Gopaldaswamy in his 'Rural marketing' said that there is large potential offered by the rural markets, there is need to understand the markets not just in terms of households and population, but in terms of their cooperation pattern, income generation, marketing arrangement etc.

PROFILE OF RAIGAD DISTRICT RURAL MARKET

Raigad District is in the western part of Maharashtra. 2.32% geographical area of Maharashtra is covered by Raigad District. The Arabian sea is to the west of Raigad District. The Raigad District involves total 15 talukas which are Alibag, Murud, Ben, Panvel, Uran, Khalapur, Pali, Tala, Karjat, Mangaon, Mahad, Poladpur, Mhasala, Roha and Shriwardhan. Raigad district involves 1851 villages

and 91 towns. Raigad District is a tourist center having natural heritage. The historical background, sea beaches, forts, ancient temples are the attraction points for the domestic and foreign tourists who frequently visit to the district. 2.37% of Maharashtra population resides in Raigad district. Agriculture is the main occupation of Raigad District people. Green revolution has achieved a break through in agriculture. It has increased agricultural production. 14% of rice in Maharashtra is cultivated in Raigad District. Mango is the cash crop of farmers. Mangoes, areca nut, cashunut, spices and fishes of Raigad district are world famous. Population of Raigad district is increased from last two decades. Following chart indicates the increasing population of Raigad District.

Fig. 1 Increasing Population of Raigad District



The literacy level is also increasing up to 55% in Raigad District. More than 9 newspapers are leading in the district. M.I.D.C. areas are in Panvel, Khopoli, Kamothe, Roha, Taloja, Patalganga, Mahad and Vile. The biggest still market of Asia is in Kalamboli from Raigad District. Per capita income of the district is increased due to employment opportunities generated by the industries in the district. Following are some of the companies operating in Raigad District.

Table No. 1

Sr.No.	Name of the company
01	Hindustan Organic Chemicals
02	Hindustan Insecticides
03	National Chemicals and Fertilizers
04	Indian Petrochemicals
05	Indian Organic Chemicals
06	Maharashtra Agro Industries
07	Albrite Morarji & Pandit Colour Chem.
08	Hyco Products
09	Deepak Fertilizers & Chemicals
10	Reliance Textiles Industries
11	Reliance Industries
12	Grindwell Abesevz
13	Indian Aluminum
14	Sanghavi Steel
15	Mahindra Uniz Steel
16	Ramkisan Ispt
17	Zenith Steel Pipes and Industries
18	Hindustan Copper

There are many industries in the district engaged in making cardboards, producing medicines, making tiles for houses, making iron pipes, making bricks, making Ganesh idols etc. Following goods are supplied to Raigad District from other parts of Maharashtra.

Table No.2 Goods supplied to Raigad District

Sr.No.	Goods	Supplied from
01	Building material	Mumbai
02	Wheat, Jawar	Pune
03	Chili	Satara, Karad, Lonard, Wai
04	Medicines	Mumbai
05	Specific Vegetables	Pune
06	Shampoos	Mumbai, Pune
07	Cosmetics	Mumbai
08	Television, Washing machines, Refrigerators	Mumbai

Following goods are supplied on a large scale from Raigad District to other parts of Maharashtra

Table No. 3 Goods supplied from Raigad District

Sr.No.	Goods	Supplied to
01	Rice	Entire Maharashtra, some parts of India
02	Salt	Ratnagiri, Barshi, Latur, Nanded, Parbhani, Solapur Pandharpur
03	Specific Vegetables (From Pen, Panvel, Uran)	Mumbai
04	Fishes (From Revdanda, Revas, Murud, Shriwardhan, Karanja and Uran)	Entire Maharashtra, some parts of India and Foreign countries
05	Poha (From Pen, Panvel, Roha)	Pune, Thane, Mumbai
06	Areca nut, Cashnut, Coconut (From Shriwardhan, Murud)	Entire Maharashtra, some parts of India and Foreign countries.
07	Ganesh Idols	Entire Maharashtra, some parts of India and Foreign countries

As far as the region of Raigad district is concerned the nearness of the northern region to the cities like Mumbai and Thane on one side and Pune on the other, the district is developed in all the aspects as compare to southern region of Konkan. There are tremendous changes in the environment of Raigad District Rural Market. As major Raigad District market is covered by rural area, there is scope for rural marketing. Demand of the certain products like shampoos & tea powder (small sachet), face powder, biscuits, medicines, stationery, pack food items, soaps, toothpaste, toothbrush, mobile handsets, television sets, health drinks, cold drinks, ice creams etc. is tremendously increased in recent years. Services like communication, insurance and transport are also having high demand in Raigad District.

SUGGESTIONS

In the following areas new marketing strategies should be applied by the companies:

- Segmentation: - For developing and implementing any strategy for the rural market company should do appropriate segmentation of the rural market.
- Competitive Strategy: - Company should consider the factors like suppliers, potential entrants, substitute products and competitors.

- **Product Strategy:** - The product design should be rural market oriented. Decisions regarding packing, branding, labeling, logo, symbols etc. should be taken by considering rural culture and language.
- **Pricing Strategy:** - Company should offer the rural prospects maximum value for the money spent by fixing fair price.
- **Communication Strategy:** - By taking into consideration aspirations, fear and hopes of the rural consumers communication package is to be confirmed.
- **Distribution Strategy:**- Company should ensure reach and visibility, reaching up to mandies, targeting larger villages, understanding to peak seasons, proper collaboration for distributors and to develop strong own distribution network.
- **Social Strategy:** - Company should be society oriented. For this it should encourage primary education in villages, arranging for adult education, partnership with NGOs, and providing employment opportunities to rural people.

In the world of globalisation, liberalisation and privatisation, rural markets are totally changed by various dimensions. Though in last some decades rural markets were neglected by the Indian companies but in recent years it is become the central point of their marketing. Increases in literacy level, increase in per capita income, impact of media and urban influence have changed the life style of rural people. Now like urban people, rural people also prefer modern, uncommon and fashionable products. Therefore it is essential to change the marketing strategies which will be suitable for rural markets. There is wide scope for marketers to adopt new marketing strategies for rural markets in Raigad District.

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Logistical Challenges Before Konkan Fruits Marketers

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Introduction

The term logistics comes from the late 19th Century from French word Logistique i.e. loger means to lodge. It is developed in 1950. Logistics is the management of the flow of resources, between the point of origin and the point of destination in order to meet customers, corporations and legal requirements. These resources are items such as materials, equipments, food, liquids, animals, energy, staff and abstract items. The logistics of physical items usually involves the integration of information flow, material handling, production, packaging, inventory, transportation, warehousing and often security.

Logistic is the science of getting supplies and materials to where they need to be in an effective and timely manner. It is the part of supply chain management. It is detailed coordination of a complex operation involving many people, facilities, or supplies. Business logistics includes all industry sectors and aims to manage the fruition of supply chains, resultant efficiencies and project life cycles. Due to increasing complexity of supplying businesses with materials and shipping out products in an increasingly globalized supply chain, business logistics is gaining importance. Logistics is for having the right item in the right quantity at the right time at the right place for the right price in the right condition to the right customers.

Logistics management is the governance of supply chain functions. Logistics management activities typically include inbound and outbound transportation management, fleet management, warehousing, materials handling, order fulfillment, logistics network design, inventory management, supply/demand planning, and management of third party logistics services providers. To varying degrees, the logistics function also includes customer service, sourcing and procurement, production planning and scheduling, packaging and assembly. Logistics management is part of all levels of planning and execution -- strategic, operational and tactical. It is an integrating function, which coordinates all logistics activities, as well as integrates logistics activities with other functions including marketing, sales manufacturing, finance, and information technology. Logistics management is that part of the supply chain that plans, implements, and controls the efficient, effective forward and reverse flow and storage of goods, services, and related information between the point of origin and the point of consumption in order to meet customer requirements. This management consist of;

- Materials management
- Channel management
- Distribution (or physical distribution)
- Supply-chain management

Logistics is an essential activity for every firm. Logistics activities are often invisible to consumers. These activities include procurement, maintenance, distribution and replacement of personnel and material. Breakdown in these activities can result in dissatisfied consumers and lost business. Hence planning of these activities is essential for efficient and effective forward and reverse flow and storage of goods, services and related information. The main fields of

logistics and activities including in each field can be broken down as follows:

Sr. No	Field	Activities
01	Procurement logistics	Market research, requirements planning, make-or-buy decisions, supplier management, ordering, and order controlling
02	Production logistics	Use available production capacities, organizational concepts, layout planning, production planning, and control.
03	Distribution logistics	Delivery of the finished products order processing warehousing, and transportation.
04	After-sales logistics	Provide effective after sale service, sending company representatives, showing demonstrations
05	Reverse logistics	Reduce logistics cost(s) and enhance service(s) related to the disposal of waste produced during the operation of a business.
06	Disposal logistics	Reuse of products and materials, management and the sale of surpluses, return material and product to vendor.
07	Green logistics	All activities of the forward and reverse flow, attempts to measure and minimize the ecological impact of logistics activities.
08	RAM logistics	Complicated technological systems.

Konkan division is one of the six administrative divisions of Maharashtra state in India. In 1961 the Konkan region became a part of the newly formed state of Maharashtra. Prior to this it was a part of Bombay province which was split to form Gujarat and Maharashtra. It comprises the Konkan region, which occupies the entire west coast of Maharashtra. The two districts in the state capital Mumbai also fall in Konkan division. Konkan region includes Mumbai, Mumbai Suburban, Raigad, Ratnagiri, Sindhudurg, Thane districts. The area of Konkan is 30,746 km². And population of this region is 24,807,357(2001 census). Literacy rate is 81.36%. Area under irrigation is 4,384.54 km². The Konkan is a coastal strip of land bounded by the Sahyadri hills on the east, and Arabian Sea on the west. The Sahyadri Mountain range ("Western Ghats") forms the eastern boundary of the Konkan, and the Arabian Sea marks the western boundary. The southern boundary is the Gangavali River. The Mayura River forms the northern boundary. The Konkan Coast is a rugged section of the western coastline of India. It is a 720 km long coastline. It consists of the coastal districts of Karnataka, Maharashtra and the state of Goa. It is a land where mythology breathes side by side with economic growth, a land with rich mineral resources, dense forest cover and a landscape fringed with paddy, coconut and mango trees.

The heavy rainfall, hot and humid climate and well drained soils mountainous undulating and sloppy terrain of the Konkan is very much conducive for the cultivation of various fruit crops. These fruit crops give comparatively four to five more return per unit area than the traditional cereal crops. In Konkan about 3 lakh hectare area has been brought under fruit crops during last decade. However still about 4.0 lakh hectare cultivable land is available for plantation of fruit crops.

This region is famous for Alphonso mangoes, bold cashewnut, kalipatti sapota fruits

and Shrivardhan's variety of Areca nut. Few years ago and even now Alphonso mango is the symbol of Konkan Region, which is one of the best in terms of sweetness, richness and flavor. The southern district of Ratnagiri and south northern parts of Sindhudurg in Maharashtra state, including regions around the Devgad and Taluka, produce the finest quality Alphonso mangoes in India. The variety grown in Ratnagiri, Devgad in the Konkan region of Maharashtra is supposed to be the best and little more expensive than all.

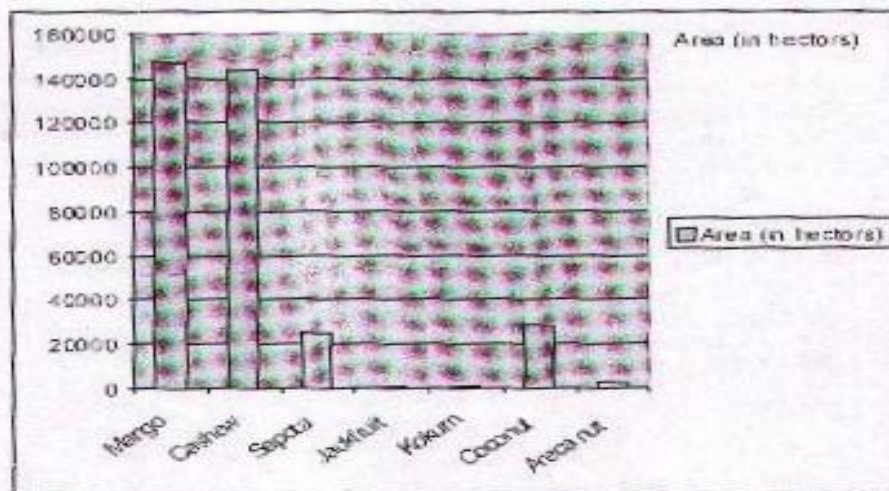
Following fruits are cultivated on a large scale in Kokan Region;

Sr. No	Name of the Fruit	Sr. No	Name of the Fruit
01	Mango	11	Karonda
02	Cashew nut	12	Jamun
03	Kokum	13	Coconut
04	Jackfruit	14	Sapota
05	Sapota	15	Areca nut
06	Banana	16	Nutmeg
07	Chickoo	17	Karvand
08	Cucumber	18	Aonla
09	Pupnis	19	Papaya
10	Cashew nut	20	Amla

Sr. No	Name of the	Area (in hector)
01	Mango	1,47,000
02	Cashew nut	1,43,000
03	Sapota	25,000
04	Jackfruit	100
05	Kokum	100
06	Coconut	28,000
07	Areca Nut	200

The Government of Maharashtra also realized the importance of fruit crops in employment generation and upliftment of poor marginal farmers and launched an ambitious Employment Guarantee Scheme Linked with Fruit Crops Cultivation in Maharashtra State. Dr. Balasaheb Sawant Konkani Krishi Vidyapeeth, Dapoli has made significant contribution in the development of Horticulture in the Konkan region by release of improved varieties, standardization of package of practices, pest and disease control, use

of growth regulators for regular and high yield, training of youth and farmers in nursery techniques, production technology and post harvest technology of fruit crops etc. It has also done research work for solving some of the vital problems in fruit cultivation and export of fruits. The area under fruit crops in Konkan region is as follows:



Review of Literature

The *Oxford English Dictionary* defines logistics as "the branch of military science relating to procuring, maintaining and transporting material, personnel and facilities." However, the *New Oxford American Dictionary* defines logistics as "the detailed coordination of a complex operation involving many people, facilities, or supplies", and the *Oxford Dictionary on-line* defines it as "the detailed organization and implementation of a complex operation". As such, logistics is commonly seen as a branch of engineering that creates "people systems" rather than "machine systems". According to the Council of Logistics Management, logistics includes the integrated planning, control, realization, and monitoring of all internal and network-wide material, part, and product flow, including the necessary information flow, industrial and trading companies along the complete value-added chain (and product life cycle) for the purpose of conforming to customer requirements.

Logistics refers to the physical supply of goods or movement of goods from producer to consumer. This includes functions like transportation, storage and warehousing done by the manufacturer. (Dr. Tanmay Panda, 2004). Marketing manager has to coordinate Logistics activities among firms. Large corporations often turn to other firms that specialize in Logistics. (William D Perreault, 2010). Logistics involves planning the infrastructure to meet demand then implementing and controlling the physical flows of materials and final goods from points of origin to points of use, to meet customer requirements at a profit. Market logistics leads to an examination of the most efficient way to deliver value. (Kotler, 2007). The main fields of Logistics are Procurement Logistics, Production Logistics, Distribution Logistics and Disposal Logistics. (Dr. Parag Ajagunekar, October, 2013)

Research Methodology

1. Statement of the Problem

Fruit Marketers in Kokan region have blessing of nature in form of favourable of climate, heavy rainfall and suitable soil, which facilitate for large scale production of fruits. But logistical challenges they do face minimize the pace of fruit marketing.

2. Objectives of the Study

- The study is undertaken to achieve the following objectives.
- To identify the logistical challenges in marketing of Kokan fruits.
- To know the profile of Kokan Fruits Marketers.
- To suggest the ways to face the logistical challenges in marketing of Kokan fruits.

3. Limitations of the Study

While undertaking this research following limitations have framed the boundaries.

1. This study is limited with only logistical challenges in Kokan Fruits Marketing.
2. Jurisdiction of the study is Kokan Region.
3. Only Kokan Fruits Marketing is taken into consideration.
4. The study is based on only Secondary Data.
5. Conclusions and findings are based on only data collected.

4. Significance of the Study

This study will be useful to improve efficiency of fruits marketing system. The outcome of this study will assist the fruits marketers to face the logistical challenges successfully. The will be also useful for the further investigation on such issues. As job potential in marketing is bright, this study will provide the suggestions to increase the pace of marketing by facing the logistical challenges. This will not only increase efficiency of fruit marketing but will generate more employment opportunities. Export of fruits can be promoted by facing logistical challenges.

5. Data Collection

As there many dimensions to the concept of marketing, secondary data is collected and used for this study. The secondary data is collected from books, magazines, reports and internet.

Logistical Challenges

Marketing of Kokan fruits is at local, regional, national and international level. Local marketing is mostly direct marketing. It is in nearby local markets. The sale is through shed or open. The fruits cultivators those who cultivate and sale on small scale basis prefer local marketing. Warehousing of the fruits for local sale is in house warehousing. For transportation local mini media like tempo, six seater, etc, are used.

Regional marketing is by adopting direct or indirect channel of distribution. This marketing is mostly by the fruits traders. These traders purchase in bulk form the cultivators. For regional marketing transportation media like tempo, trucks etc. are used. National marketing is also through middlemen. National marketing is preferably in city market e.g. Mumbai, Pune etc. markets. Fruits marketers in Kokan region rarely do direct exporting. Majority of the fruits produce is send to Agriculture Product Marketing Committee (APMC), Vashi, Mumbai. Then fruits are marketed throughout country and beyond country.

As the fruits marketers in Konkan region face Logistical challenges, they have certain limitations in expansion of their marketing activities. Physical infrastructure is

limited in Kokan region. Road condition in especially areas where fruits are cultivated is very poor. Majority of the Kokan region area is covered by rural area. Some villages are not yet connected with the roads. In some villages only kaccha roads are available. The villages with roads face the problem due to worst condition of roads. These conditions have shortened the lifespan of vehicles. Off the highways, trucks smaller than 20 feet can be only run. Apart from this improper transportation facilities in Kokan region have minimized the average speed on vehicles especially trucks through which fruits are carried. This adversely affects on quality and lifespan of fruits as the fruits are perishable in nature. Because of inadequate control on road transport, most of the trucks carry fruits load more than specified limit and capacity. Transport of fruits is highly troublesome in rainy season due to heavy rainfall and road condition. In summer season temperature affects on fruits quality and shelf life. For fruits marketing cold chain system is essential, which is lack in Kokan region.

Though Kokan region has a long coastline, but its port system isn't well utilized. Many of the ports are suffering from inadequate and improper infrastructure. In Kokan region there is virtually no complex distribution center set up, no standard for fruit suppliers and little vendor compliance. Kokan railway faces many problems mostly in rainy season. Along with this multiple tax rates at different states, octroi and different documentation requirements at the entry checkpoints of different states consumes time and increases complexity of fruit trade between states. Proper warehousing facility is essential for storing fruits. But this facility is also not adequate and proper in Konkan region.

Findings and Conclusions

Kokan fruits marketers have to face logistical challenges due to inadequate and improper infrastructure facilities. Lack of proper storage facility, inadequate and improper transport and other infrastructure facilities, high excise duty, costly export, critical export formalities, high scale of wastages, lack of standardization and grading facilities, inadequate cooperative marketing, ban by some countries on import of Indian fruits, non awareness of government schemes, exploitation by city agents, increased demand of quality standards by foreigners, etc are the challenges before Kokan fruits marketers. Improvement in literacy level, training and proper marketing management can help them to face these challenges. Proper logistics management can help them for efficient and effective fruits marketing.

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