

A Study of Comparative profitability of the Green and Yellow Raisins in Western Maharashtra.

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Abstract: The present investigation was carried out to study gross and net profitability of raisins. The study was conducted in Sangli and Solapur districts on the basis highest production and marketing of raisins. Due to perishable nature of grapes the farmers produces raisins on large scale in western Maharashtra. Green and yellow types of raisins have been produced in the study area. Gross profitability of yellow raisins accounted for 16.39 percent and green raisins for 22.20 percent. Where, as net profitability of yellow raisins accounted for 8.57 percent and green raisins accounted for 14.70 percent.

Keywords- Green raisins. Yellow raisins, Gross profitability. Net profitability.

1.1 Introduction-

Up to 1980, raisin was not produced in India. India depended upon foreign countries in respect of raisins. During 1982 year in Tasgaon Tahasil of Sangli District. Late Vasantao Aarwe, Late Ganpatrao Mchtre. Mr. Namdeo Mane and Mr. Shripad Dabholkar prepared 100 Kg raisins with the help of local engineers. These four experts played vital role in raisin production in India. After that Mr. Vasantao Aarwe went to Delhi and showed the 100 Kg prepared raisins to the scientists of Indian Institute of Agriculture Research. At that time the scientist were shocked. They were not ready to believe the quality raisins produced by these Indian farmers. These fanners visited America for observation and study of raisin process, dipping method, techniques and drying method of raisin making. After that in 1983 they did experiment of raisin shed, type of grapes for raisin making, use of dipping oil, spray system for drying and developed new and proper technique of raisin making in India.

Sangli District has secured second place in Maharashtra in grapes cultivation and raisin production. Solapur district also produced raisins at moderate level. As raisins are an important product of grapes and as farmers are getting better price from raisin production, they are making raisins on a large scale.

Profit is the reward of the entrepreneur rather than the entrepreneurial functions. The term profit means all excess of income over cost and this excludes the earnings of self-used factors i.e. raisin producers own land, own capital and own labor work. Gross returns means excess of income over tota! cost of production whereas net return are the difference between gross profit and cost of marketing. Total income comprise, income from the sale of total production. Cost of production includes establishment cost of shade, cost of processing, depreciation on assets, interest on capital and marketing cost. Gross and net returns thus estimated in absolute terms as also in terms of percentage of cost of production would focus on the profitability of raisin Industry.

1.2 Research Methodology-

A sample of 528 raisins producers farmers from 44 villages of 16 Tahsils of Sangli and Solapur districts have been selected by multi -stage sampling method. The researcher has used Godden's formula for the purpose of adequacy of sample size because it is very difficult to determine the exact number of raisin producer farmers. There is no central agency to register them as raisin producer farmers. In each village researcher has selected 6 raisin producing farmers from each category as under.

- i) Farmers producing raisins less than five tonnes.
- ii) Farmers producing raisins more than five tonnes.

1.3 Gross Profitability =

Gross Return = Sale Proceeds of Raisin per Kg - Cost of Production per Kg,

It is considered as percentage of gross return to the net sales known as gross profit ratio. The gross profit called the average markup ratio.

$$\text{Gross Profitability} = \frac{\text{Gross Return}}{\text{Net Sales}} \times 100$$

A. Gross Return from Green Raisins per Kg.

Following table shows that per kilogram gross return from green raisins.

Table I Gross Return from Green Raisins (Rs/Kg).

Sr. No.	Items	Category I	Category II	Overall
1	Sale proceeds	180	180	180
2	Cost of production	140	130	135
3	Gross Return	40	50	45

Source - Complied by researcher on the basis of field survey

$$\text{Gross Return of first category} = \frac{40}{180} \times 100 = 22.22 \%$$

$$\text{Gross Return of second category} = \frac{50}{180} \times 100 = 27.77 \%$$

$$\text{Gross Return Overall} = \frac{45}{180} \times 100 = 25.00 \%$$

From the above gross return ratio, we know that the gross return of the second category is 27.27 percent which is more than the gross return of first category which is 22.22 percent. It shows that respondent of second category gets the benefit of large scale production. The overall gross return of green raisin is 25.00 percent which shows that raisin production is a profitable activity.

B. Gross Return from Yellow Raisins per Kg

Following table shows per kilograms gross return from yellow raisins.

Table 2 : Gross Return from Yellow Raisins (Rs/Kg).

Sr. No.	Items	Category I	Category II	Overall
1	Sale proceeds	170	170	170
2	Cost of production	140	135	137.50
3	Gross Return	30	35	32.50

Source - Complied by researcher on the basis of field survey

$$\text{Gross Return of First Category} = \frac{30}{170} \times 100 = 17.64 \%$$

$$\text{Gross Return of second Category} = \frac{35}{170} \times 100 = 20.58 \%$$

$$\text{Overall gross Return} = \frac{32.50}{170} \times 100 = 19.11 \%$$

Form the above table gross return ratio of yellow raisins, we understand that gross return ratio of second category is 20.58 percent which is higher than the first category (17.64 percent). The overall gross return, of yellow raisin is 19.11 percent which is less than overall gross return of green raisins (25.00 Percent). It means that green raisins are more profitable than yellow raisins.

C. Comparative Gross Return from Green and Yellow Raisins per Kg.

Table 3: Comparative Gross Return from Green and Yellow Raisins (Rs/Kg)

Sr.No	Category	Green Raisins	Yellow Raisin
1	I	22.22 %	17.64 %
2	II	27.77 %	20.58 %
3	Overall	25.00 %	19.11 %

Source - Complied by researcher on the basis of field survey

Per kg gross return from green raisins is 22.22 percent and from yellow raisins is 17.64 percent of first category. It means gross return from green raisins is higher than the yellow raisins, the second category per kg gross return from green raisins is 27.77 percent and yellow raisins is 20.58 percent. It shows that 7.19 percent excess gross return to green raisins. The average gross return from first and second category of green raisins is 27.77 percent and yellow raisins is 20.58 percent. It also shows that per kg gross return from green raisins is higher by 4.58 percent.

1.4 Net Profitability

Net Return = Sale Proceeds of Raisins Per Kg- Cost of Production Including Marketing Cost Per Kg. L e. Cost of Sales.

It is considered as percentage of per kg net return to the net sales. It is expressed in ratio also

$$\text{Net Return Ratio} = \frac{\text{Net Return}}{\text{Net Sales}} \times 100$$

A. Net Return from Green Raisins per Kg,-

Table 4: Net Return from Green Raisins (Rs/Kg)

Sr. No.	Items	Category I	Category II	Overall
1	Sale proceeds	180	180	180
2	Cost of production	140	130	135
3	Cost of marketing	15	13	14
4	Net Return -1 (2+3)	25	37	31

Source - Complied by researcher on the basis of field survey

$$\text{Net Return of first category} = \frac{25}{180} \times 100 = 13.88 \%$$

$$\text{Net Return of second category} = \frac{37}{180} \times 100 = 20.55 \%$$

$$\text{Overall net Return} = \frac{31}{180} \times 100 = 17.22 \%$$

The net return of second category is 20.55 percent and first category is 12.33 percent. The net return of second category is more than first category'. It is due to that second category get benefit of large scale production and efficient marketing system as well as they use modern techniques for raisin production.

B. Net Return from Yellow Raisins per kg.

Table 5. : Net Return from Yellow Raisins per kg

Sr. No.	Items	Category I	Category II	Overall
1	Sale proceeds	170	170	170
2	Cost of production	140	135	137.50
3	Cost of marketing	16	14	15
4	Net Return -1 (2+3)	14	21	17.50

Source - Complied by researcher on the basis of field survey

$$\text{Net Return Of First Category} = \frac{14}{170} \times 100 = 8.23 \%$$

$$\text{Net Return Of Second Category} = \frac{21}{170} \times 100 = 12.35 \%$$

$$\text{Overall Net Return} = \frac{17.50}{170} \times 100 = 10.29 \%$$

The net return of second category of yellow Raisins is 12.35 percent and first category is 8.23 percent. The net return of second category is more than the first category. It shows that second category get benefit of large scale production and use of modern techniques for raisin production and marketing.

Comparative Net Return from Green and Yellow Raisins per Kg.

Table 6: Comparative Net Return from Green and Yellow Raisins (Rs/Kg)

Sr. No	Category	Green Raisins	Yellow Raisin
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1	I	13.88 %	8.23 %
2	II	20.55 %	12.35 %
3	Overall	17.22 %	10.29 %

Source - Compiled by researcher on the basis of field survey

shows per kg.net returns from first category of green raisins is 13.88 percent and yellow raisins is 8.23 percent. The second category per kg.net return from green raisins is 20.55 percent and yellow raisins is 12.35 percent. It shows that 8.30 percent excess net return to green raisins than the yellow raisins. The overall net return from both categories from green raisins is 17.22 percent and yellow raisin is 10.29 percent, it means that per kg.net return from green raisins is higher by 10.93 percent. Demand for green raisins are more from national and international market so price received to green raisins are higher than the yellow raisins. From the above table and analysis, it can be interpreted that higher price received to green raisin as well as cost of production and marketing are less as compare to yellow raisin.

1.5 Conclusion-

Per Kg gross return of green raisins is higher by 5.89 percent than the gross return of yellow raisins. Per Kg.net return of green raisins is higher by 6.93 percent. It means that green raisins are more profitable than the yellow raisins. Production cost yellow raisins have more than the green raisins. Also Green raisins marketed more in domestic and foreign countries. So it is suggest that grape growers make an additional benefit by producing and marketing of green raisins instead of producing and marketing of yellow raisins and fresh grapes.

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