

goods sectors utilize its capacity fully considering the consumption effect. The exercise shows that by improving the capacity utilization by making the first of the investment goods sectors utilize its capacity fully, which can be easily done, in the sense that the demands can be internally generated within the system through the existing linkages and without additional investment in the capital goods sectors, additional capacities are to be created in food products like sugar, tea, edible oils etc., agricultural implements and petroleum products amongst the manufacturing sectors. Our estimate of the capital value-added ratio declines from 5.7581 to 5.5510 which means an increase in the capital productivity by 3.6 per cent. The improvement of capacity utilization to 97.76 per cent decreases the capital value-added ratio to 4.6857 which means an increase in capital productivity by 18.62 per cent. The improvement in capacity utilization to 97.76 per cent, needs creation of sizeable additional capacities of 67 per cent in chemicals, 53 per cent in petroleum products, 34 per cent in food products like sugar, tea, edible oils and 31 per cent in chemical fertilizers within manufacturing segments of the economy. These sectors are likely to emerge as bottlenecks, and therefore they should receive priority in planning for investments.

**Title :** *Agricultural Marketing : Economics of Fruit Marketing in the Poona District (1977-1986)*

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#### **The Objectives and Subject Matter of this Research**

Agricultural marketing was for many years considered to be secondary to agricultural production. Increasingly, it is recognised that adequate incentives are an important factor in increasing agricultural production. Students of Indian agriculture have long understood that the special conditions of agricultural marketing strongly influence the returns the cultivators obtain. The study of this important area has remained limited due to the special demands and conditions of secrecy in which marketing is conducted.

Of the numerous agricultural products of Maharashtra, fruit is a commercial crop cultivated entirely for the market. In the Poona district, a study titled "A Survey of Fruit Marketing in Poona" by D. R. Gadgil and V. R. Gadgil (1933) 1/ provided an excellent backdrop for a comparative study. As a point of additional interest in October 1976 the wholesale section for fruit at the Poona Agricultural Produce Market was regulated. It was the first market in India to regulate fruit marketing. These factors offered an unusual opportunity to examine the changes in the marketing