

**PRODUCTION AND MARKETING OF POTATO IN KHED  
TALUKA, PUNE DISTRICT, MAHARASHTRA STATE  
( A REVIEW OF THE LITERATURE )**

A DISSERTATION  
SUBMITTED TO THE  
**UNIVERSITY OF POONA**  
IN PARTIAL FULFILMENT  
FOR THE DEGREE OF  
**MASTER OF PHILOSOPHY**  
(IN ECONOMICS)

BY  
**TANAJI G. GITE**

GOKHALE INSTITUTE OF POLITICS AND ECONOMICS  
PUNE - 411 004

OCTOBER 1990

## ACKNOWLEDGEMENTS

At the outset I must acknowledge my indebtedness to the Chairman, Secretary and Principal of the Hutatma Rajguru Mahavidyalaya, Rajgurunagar, for having allowed me to undertake the M.Phil. Course at the Gokhale Institute of Politics and Economics, Pune.

The present study was completed under the guidance and direction of Dr. G.R. Mulla, Gokhale Institute of Politics and Economics, Pune. I like to express my deep sense of gratitude to him for his unstinted support, scholarly guidance and timely suggestions.

The staff of the Gokhale Institute Library were of immense help to me and I thank them all.

I am also thankful to Shri S.S. Ambardekar, who typed the dissertation efficiently and in short span of time.

Gokhale Institute of Politics  
and Economics.

Pune 411 004

October, 1990

Tanaji G. Gite

## C O N T E N T S

	<u>Page</u>
ACKNOWLEDGEMENTS	i
LIST OF TABLES	iii
<u>CHAPTER</u>	
I INTRODUCTION	1
II SOME BASIC CONCEPTS IN MARKETING	7
III REVIEW OF THE LITERATURE	26
IV CULTIVATION AND PRODUCTION OF POTATO IN KHED TALUKA	63
V MARKETING OF POTATOES IN KHED TALUKA	78
VI SUMMARY, CONCLUSION AND SUGGESTIONS	96
SELECTED BIBLIOGRAPHY	108

## LIST OF TABLES

<u>Table No.</u>		<u>Page</u>
3.1	Area, production and yield of potato in major producing countries of the world	27
3.2	Area, production and yield of potato statewide position in India	29
3.3	Potato : Month-end wholesale prices	32
3.4	Prices of potatoes in a producer and a consumer market in India - 1980-81 through 1985-86	42
3.5	Index numbers of wholesale prices of potato	44
3.6	Area under potato and production in Maharashtra State (1955-56 - 1961-62)	46
3.7	Yield per hectare of potato in India and Maharashtra during 1955-56 to 1961-62	49
3.8	Districtwise production of potatoes in Maharashtra	51
4.1	Average annual rainfall from 1980 to 1988 in Khed taluka	65
4.2	Important facilities which are available in Khed taluka during 1988-89	66
4.3	Area under potato cultivation in Maharashtra, Pune district and in Khed taluka	74
4.4	Production of potato in Maharashtra, Pune district and Khed taluka	76
5.1	Total arrivals and average prices of potato at Khed Agricultural Produce Market from 1975-76 to 1987-88	90
5.2	Monthly arrivals of potato produce and its monthly price in the Khed sub-market Chakan in 1987-88	92