

A Survey
OF
The Marketing of Fruit in Poona.

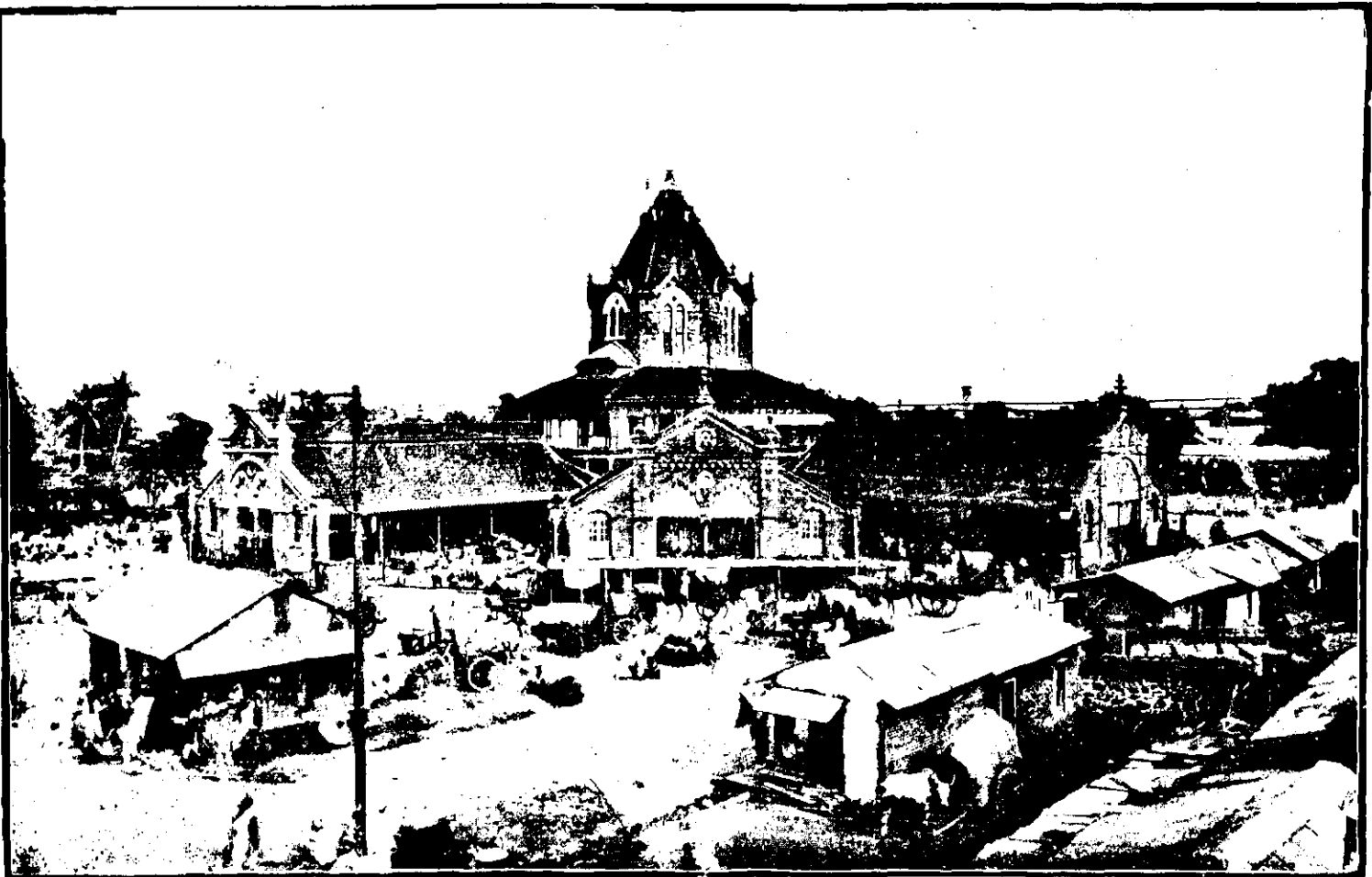
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REAY MARKET BUILDING (North-eastern view.)



Showing three segments of the market building and the two uncovered portions between them.
(Also the parking ground for vehicles in front, and booths for retailing non-perishable articles towards the right and left.)

PREFACE.

This is the first publication of the Gokhale Institute of Politics and Economics embodying the results of a detailed field investigation carried out by the Institute. The value of economic surveys of this type has been emphasised a number of times in recent years; and the possibilities and the limitations of the method, as we have experienced them are made clear in the following pages. Because this was our first survey, and because such surveys have been somewhat uncommon in India, we have recounted the results of the investigation in considerable detail. We have tried to deal with all aspects of the question, whether the information available was full or not. We expect to indicate, in this way, the degrees in which our investigation has been successful in the different directions.

There is one important direction, however, regarding which little will be found in what follows. This is the question of marketing finance. This is chiefly because the financing of the marketing of fruit, so far as the grower is concerned, is not in any special category by itself. There are very few orchard owners for whom fruit growing is the only or the chief occupation, and the question of growers' finance is bound up with the question of the general agricultural economy of the tract. We did not feel justified in straying so far from our subject, especially, in so far as the problems connected with rural finance have received considerable attention from other quarters, in recent years.

We have to thank a great many persons and bodies for help in our work. Foremost our thanks are due to R. B., P. C. Patil, R. B., D. L. Sahasrabudde and Prin. V. G. Gokhale, all of the College of Agriculture, Poona, who consented to form themselves into an advisory committee for guiding us in the planning and conduct of the survey. In the field investigation, workers connected with the co-operative movement in the district were of the greatest help to us. Officers of the Poona Central Co-opera-

tive Bank and the District Co-operative Institute were always willing to lend their assistance in any way they could, to the investigation. In introducing our investigator to the growers and in obtaining sales accounts from them, the agency which proved invaluable was that of the supervisors of the co-operative supervising unions in the district. The most prominent among the supervisors who helped and to whom our special thanks are due were, Mr. S. D. Joshi of the Purandhar taluka supervising union, Mr. M. T. Wingle of the Haveli union and Ingle of the Kedgaon union. Mr. M. B. Mokasbi, agent of the Khed Branch of the P. C. C. Bank was also extremely helpful in the same way. It was our experience that information from growers etc. was most readily obtained wherever co-operative credit societies were in existence, and the chairmen and secretaries of these societies were able materially to help the investigator. Among growers and buyers in the district, we would like specially to mention the following among those who replied to our questionnaire and helped the investigator in other ways. Messrs. Pingles of Talegaon Dhamdhere, Mr. Karanje Patil of Shikrapur, Messrs. Kunjir and Kad of Waghapur, Mr. Rajurikar of Rajuri, Mr. Raskar of Khalad, Mr. Jagtap of Saswad, Messrs. Doke and Shete of Ale, Mr. Ghatpande of Belhe, Mr. Karwade of Chakan, Mr. K. B. Bhagwat, B. Ag. of Loni Kalbhor, Mr. P. N. Bhide, M., Ag., of Vadgaon, Messrs. Sutar and Walimbe of Pimple, Mr. Dalvi, a director of the P. C. C. Bank of Nanded and Mr. Mane of the same place, Mr. Barate of Warje and Mr. Bhave of Khed-Shivapur, Prof. V. B. Naik, Dr. V. D. Phatak and Mr. N. V. Limaye of Poona have also given some valuable information arising out of their experiences in fruit growing and marketing. Mr. Keshavlal Balaram, a prominent forwarding agent, is a mine of information regarding all matters connected with fruit marketing, especially the movement of fruit and vegetables in this district. We had recourse to him a great many times during the course of the enquiry and the writing of the report, and we always found him extremely obliging. Mr. Mainkar, another forwarding agent also gave us valuable information. Mr. Parandekar filled in many gaps in our information regard-

ing the business of commission salesmen and wholesalers in Poona. Mr. J. G. Gadgil supplied us with detailed information regarding commission salesmen's charges at the Sholapur market. Mr. Bahirat, secretary of the Crawford Market Fruit and Vegetables Merchants Association and contractor of the Crawford Market auction-floor and Mr. Sawant, stall-holder and commission salesman, were chiefly helpful in supplying information about the Bombay marketing organisation. Mr. Lalchand Hirachand, secretary of the Fruit Growers Association showed a keen interest in our investigation from its start.

The Horticulturist to the Government of Bombay, Dr. G. S. Cheema, the district horticulturist Mr. Paranjpe and the horticultural assistant Mr. Bhat were all found willing to assist whenever approached. The Chief Officer of the Poona Municipality, the Market Inspector and the Octroi Superintendent made available to us every information that we required regarding the municipal markets and the octroi records and receipts. The Collector of the Poona District was kind enough to ask the taluka and peta officers to supply us with acreage statistics. The Divisional Traffic Managers of the Poona and Bombay Divisions gave us facilities to watch the booking of parcels and allowed us to extract certain information from some of their office records. To these and to many others, whose names we have not mentioned for want of space above, we give our most heartfelt thanks.

1-11-33.

Servants of India
Society's Home,
Poona, 4.

D. R. GADGIL.
V. R. GADGIL.

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