



**Research Paper**

# Marketing pattern followed and constraints faced by of lime grower

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**ABSTRACT :** The present study was conducted in the Vijayapura and Kalaburagi district of Northern Karnataka in the year 2013-14 on basis of largest cultivated area under lime. The purpose of fixing the criteria of five years and above old orchard was that the Lime requires more than five years to harvest good crop, so in five years one can harvest at least one crop which facilitates to study the knowledge and adoption of Lime grower. The total sample size of the respondents is 140 for the study. The study revealed that with respect to nature of marketing reveals that, 63.57 per cent of lime growers marketed their lime fruits through commission agents, while 36.43 per cent of the lime growers were selling to local retailers. In case of reasons for selling through local retailers 33.57 per cent of farmers quoted the reason of it helps to buy other necessary material, followed by nearest distance from market (29.29%), shortage of manpower/family members (20.71%) and helps to realise higher profit (16.43%). Majority 72.86 per cent of lime growers faced the constraint of non-availability of labour followed by non-availability of sufficient loan and high rate of interest (70.00 %).

**KEY WORDS :** Marketing pattern, Citrus fruits, Lime growers

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The important fruits grown in the country are mango, citrus, banana, apple, guava, sapota, papaya, pomegranate and grapes. Fruits of the citrus family are amongst the most widely grown fruits of the world. Though citrus is mainly a subtropical crop, it is found growing in tropical zone and also in some parts of temperate zone. In India citrus occupies a commercially very important place among the fruit crops after mango with an area of 254.00 thousand ha, production of 2421.60 MT and productivity of 9.60 t/ha (Anonymous, 2014). These fruits are grown all over India but on commercial scale they are mainly grown in the states like Maharashtra, Gujarat, Seemandhra, Telangana, Uttarkhand, Bihar, Assam, Karnataka and Madhya

Pradesh. Acid lime has a typical fragrance, high vitamin C content, thin peel, attractive shape, size and colour of fruits. Limes do not face the same competition as of other fruits (grapes, banana, apple etc.) since these are used for salad garnishing and processing purposes and not as dessert fruit like an orange or tangerine. Lime fruits are extensively being used in making delicious and refreshing cool drinks, preparation of pickles, citric acid, citrate of lime and cosmetics. Lime or lemon juice is useful as a natural cosmetic and also for external application as a hair rinse, skin lotion and as a mouth wash. Acid lime crop is extensively grown in Vijayapura district. There is always high volatility of market prices leading to uncertainty, however, there are instance where producer

making huge profit and also incurring losses. Under these circumstances economic analysis of acid lime cultivation would help in knowing income and employment potential. The economic performance of a crop is assessed on the basis of cost of production and net returns obtained per unit area. The empirical data on physical inputs and net returns per unit area would be extremely useful to farmers and policy makers to augment the productivity and production of this crop enterprise. There is a need to study cost and returns of acid lime and it is also essential to analyze the wide seasonal fluctuations, or variations in prices of acid lime and the relationship between the arrivals and prices. The different institutional or non institutional marketing channels involved in marketing of acid lime along with the price spread in different channels of marketing and the new marketing practices also warrant an in-depth analysis. There appears to be a potential for establishment of processing units by utilizing the base material that is lime in the study area.

## MATERIALS AND METHODS :

The study was conducted in the purposively selected Vijayapura and Kalaburagi district of Northern Karnataka in the year 2013-14 on basis of largest cultivated area under lime (Anonymous, 2014a). Among the five taluks of Vijayapura district, Indi taluk had the maximum area under lime (3564 ha) followed by Vijayapura (1464 ha) taluk (Anonymous, 2014b). Similarly Among seven taluks of Kalaburagi district, Afzalpur taluk (315 ha) had maximum area followed by Aland (235ha) taluka (Anonymous, 2014b). Hence, Indi taluk in Vijayapura district, and Afzalpur taluk from Kalaburagi district were purposively selected for the study. The list of villages having highest area and production in the Taluk was obtained from the Department of Horticulture and villages having highest area and production were selected for the study. From each taluk seven villages were selected and from each village 10 Lime growers who have minimum one acre of lime orchard and who have at least five years and above old orchard were selected randomly. Thus, the total sample size of the respondents is 140 for the study. In the present investigation, Ex-post-facto research design was used.

## RESULTS AND DATA ANALYSIS :

The results obtained from the present investigation as well as relevant discussion have been summarized under following heads :

### Marketing pattern of lime grower :

A data furnished in Table 1 with respect to nature of marketing reveals that, 63.57 per cent of lime growers marketed their lime fruits through commission agents. This might be due to the reasons that, the lime growers expressed the benefits of getting good price for the lime, getting advance money followed by insufficient time to sit in market place. While, it is also notice that, 36.43 per cent of the lime growers were selling to local retailers. The probable reasons might be it helps to buy other necessary material, nearest distance from market and shortage of manpower/family members.

Majority (84.28%) of farmers marketed their produce to Vijayapur due it as well established market, more number of buyers, reduce transport charge and damage of lime will be reduce. However, it is also noticed that cent percentage of farmers followed by grading of lime and usage of gunny bags for packing reasons might be grading helps in getting higher price for lime. Similar findings were noticed in the studies of Bennur (2015).

### Constraints in adoption of recommended lime cultivation practices:

An appraisal of Table 2 reflected various constraints in adoption of recommended lime cultivation practices faced by the lime growers.

In case of production aspects it is observed that, majority (72.86%) of lime growers faced the constraint of non-availability of labour followed by non-availability of sufficient loan and high rate of interest (70.00 %), irregular and insufficient power supply (63.57 %), high cost of fertilizers (39.29 %), high incidence of pest and diseases (27.86 %), non-availability of disease free plant materials (24.29 %) and high cost of plant protection chemicals (20.27 %).

With respect to marketing aspects it is noticed that, large majority (80.00 %) of lime growers faced the problem of exploitation by middlemen, followed by price fluctuation in the market (76.43 %), lack of market information (68.57 %), lack of exclusive market for lime (36.43 %) and poor transportation facilities (33.57 %).

## Marketing pattern followed and constraints faced by of lime grower

<b>Table 1: Marketing pattern followed by lime grower</b>			
Sr. No.	Items	Frequency	Percentage
1.	Nature of marketing		
	Sold to local retailer	51	36.43
	Commission agents	89	63.57
	<b>Reasons for preferring local retailers</b>		
	To realize higher profit	23	16.43
	Nearest distance from market	41	29.29
	Helps to buy other necessary materials	47	33.57
	Shortage of manpower/ family members	29	20.71
	<b>Reasons for selling through commission agents</b>		
	Availability of storage facilities	32	22.86
	To get good price	79	56.43
	To get more buyers through commission agents	29	20.71
2.	Place of marketing		
	Bijapur	118	84.28
	Bangalore	3	2.14
	Kalaburagi	17	12.14
	Hubli	35	25.00
	Hyderabad	2	1.44
	Solapur	43	30.72
3.	Sources of getting market information		
	Friends, neighbours and relatives	77	55.00
	Mass media	7	5.00
	Extension personnel	6	4.28
	Commission agents	50	35.72
4.	Grading of lime (Size and Shape)	140	100.00
5.	Method of packing followed		
	Gunny bags	140	100.00

<b>Table 2 : Constraints in adoption of recommended cultivation practices of lime</b>			
<b>(n = 140)</b>			
Sr. No.	Constraints	Frequency	Percentage
	<b>Production related</b>		
1.	Labour problems	102	72.86
2.	Non-availability of sufficient loan and high rate of interest	98	70.00
3.	Irregular and insufficient power supply	89	63.57
4.	High cost of fertilizers	55	39.29
5.	High incidence of pest and diseases	39	27.86
6.	Non-availability of disease free plant materials	34	24.29
7.	High cost of plant protection chemicals	29	20.71
	<b>Marketing related</b>		
1.	Exploitation by middlemen	112	80.00
2.	Price fluctuation in the market	107	76.43
3.	Lack of market information	96	68.57
4.	Lack of exclusive market for lime	51	36.43
5.	Poor transportation facilities	47	33.57

Similar constraints in marketing of flowers was also reported by Bennur (2015).

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★★★★★ of Excellence ★★★★★