

“A Study of Covid-19 pandemic impact on Raisins Marketing in Maharashtra with special Reference to Sangli District”**Dr. Jahangir Mulani**

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Abstract

The impact of corona virus pandemic on India has been largely disruptive in terms of economic activity as well as a loss human lives. Almost all the sectors have been adversely effected as domestic demand and export. Raisins production and marketing also effected due to corona virus Pandemic Situation. The objective of this paper is to assess the impact of covid-19 pandemic and lockdown on raisins marketing in sangli district of Maharashtra and give proper suggestions to healthy marketing practices during pandemic situation.

Key words – Raisins, Marketing, Covid-19 Pandemic

INTRODUCTION –

In Western Maharashtra and especially in Sangli district area under grape cultivation and raisins production has been increasing mainly because of favorable climate conditions, experimental and hard and smart working attitude of farmers. Maharashtra is leading state in production of raisins.

The contribution of raisin production to the contribution of food processing production in the total economy had seen a considerable increase in recent past. Raisin marketing plays vital role in economic development of this region.

The Sangli and Tasgaon APMC marketed raisins through open auction sale. On 13th March 1994 the regulated market for raisins was established at Tasgaon APMC in Sangli district After that in 2001 Sangli APMC also started raisin auction sale. The Tasgaon and Sangli APMC'S are big and famous regulated Markets for raisins in the Asian Country.

In this regulated market auction method is followed for raisin production. On the basis of sample of raisins the open auction is done. The raisin producers before sale of their raisin, first contact with the commission agents in the market and after his consent, hand over the sample of their produce for auction. At the market day the wholesalers and traders from different places in country take part in open auction sale. Raisins are sold to those wholesaler or trader who gives highest price in open auction. The prices are given according to the quality and grade of the raisins. Thus the open auction method of sale is followed which has helped to reduce the number of intermediaries in marketing of raisins it is also found beneficial to avoid the cheating of producers and to get better prices for their produce. The raisin producers get the amount of sale within 40 days after auction takes place. But due to the lockdowns APMC'S have been closed. APMC'S were closed during the peak season. Due to closure of APMC auction sale of raisins have been stopped in Sangli and Tasgaon APMC. Due to this producers, traders, commission agents, weigh men and transporters have also been hit.

OBJECTIVES OF THE STUDY –

- 1) To study impact of corona virus pandemic on raisins marketing in Sangli district.
- 2) To study impact of corona virus pandemic on prices of raisin.
- 3) To present observations, findings and to make suggestions for improving marketing system during covid-19 pandemic.

HYPOTHESES OF THE STUDY

Null Hypothesis (H₀) - Sales turnover decreased due to corona virus pandemic.

RESEARCH METHODOLOGY

The primary as well as secondary data have been used for the data analysis. The primary data have been collected through discussion made with different experts working in the Sangli and Tasgaon APMC and oral interviews taken by the farmers to find out impact of corona virus pandemic on raisins sales and prices. The secondary data have been collected from the Sangli and Tasgaon APMC sales turnover and price. The yearly secondary data have been collected from 2011 to 2021 and for the purpose of measuring the impact of corona virus pandemic on raisin sales monthly data have been collected from April 2019 to March 2021.

SIGNIFICANCE OF THE STUDY:

The present research study is aimed to identify the impact of covid-19 on raisins marketing in Maharashtra in general and Sangli and Tasgaon in particular. This study has measured the impact of Covid-

19 on the sales and prices of raisins in the study area. The present research study will be beneficial to the farmers, Sangli and Tasgaon APMC's, policy makers of government, and other stakeholders. The will be helpful to take decision regarding the production of raisins and sales of raisins whenever the situation occur of lockdown because of Covid-19. The study is significantly important in respect of large scale dealers, small scale traders, agents, and customers those are purchased raisins.

DATA ANALYSIS AND INTERPRETATION

The following data analysis and interpretation disclosed the picture of sales and turnover of raisins of Sangli and Tasgaon APMC.

Table 1.1
Analysis of Sales Share of Sangli and Tasgaon APMC to Maharashtra

Sr.	Year	Sales of Raisins in Maharashtra in tones	Sales Share of Sangli APMC		Sales Share of Tasgaon APMC	
			Sales	% to Total Sales *	Sales	% to Total Sales*
1	2011-12	1,05,000	64452	61%	31500	30%
2	2012-13	1,60,000	43190	27%	48000	30%
3	2013-14	1,30,000	50491	39%	45390	35%
4	2014-15	1,80,000	41170	23%	71350	40%
5	2015-16	1,70,000	62427	37%	59620	35%
6	2016-17	1,80,000	43415	24%	49350	27%
7	2017-18	1,60,000	34445	22%	43640	27%
8	2018-19	1,70,000	36194	21%	49780	29%
9	2019-20	1,80,000	44852	25%	47090	26%
10	2020-21	2,10,000	27397	13%	41400	20%

(Source – Records of Sangli and Tasgaon APMC and Compiled by researcher)

*Note – Percentage Figures have been rounded off.

The table 1.1 shows that 1,05,000 tones raisins produced in Maharashtra in the year 2011-12 and marketing share of Sangli APMC was 64452 tones (61%) From the year 2012-13 to 2019-20 marketing share of Sangli APMC was between 21% to 39% every year. In the year 2020-21, 2,10,000 tones raisins produced in Maharashtra but marketing

share of Sangli APMC is only 27397 tones (13%) whereas raisins marketed in Tasgaon APMC was 31,500 tones (30%) in the year 2011-12. From the year 2012-13 to 2019-20 raisin marketed in Tasgaon APMC was between 26% to 40%. But in the year 2020-2021 Tasgaon APMC marketed raisins only 41400 tones (20%) which is lowest in 10 years.

From the above analysis it shows that raisins production increased in the year 2020-21 by 30,000 tones than earlier years. Raisins production increased due to countrywide lockdown. Grapes harvesting seasons generally runs from January to April every year. In those days grapes marketed throughout country and abroad India. But from the march 2020 due to lockdown grapes are not marketed anywhere grapes are perishable nature, such grapes diverted towards raisin production so raisin production increased in the year 2020- 21.

It also shows that raisins production increased but raisins marketing decreased in Sangli and Tasgaon APMC. From the last 10 years raisins marketed in between 49% to 91% in Sangli district but in the year 2020- 21 raisins marketed only 33% which is huge decrease as compared to earlier years.

From the above analysis, it shows that raisins marketing affected by corona virus pandemic situation in Sangli district. Open auction sale stopped nearly seven months in Sangli and Tasgaon APMC. At the time of auction sale traders, commission agents, purchasers, raisin producers & staff of APMC gathered together. It means nearly 200 to 300 peoples come together for auction sale. Due to this situation, there is possibility to spread corona virus, so open auction sale stopped by APMC. Meanwhile raisins producers store their raisins in cold-storage for a few months. Raisin producers does not store their raisins for long time because they need funds for repayment their loans, for grapes growing expenses and other household expenses. In this situation raisin producers privately contact to traders, commission agents, wholesalers and owners of cold storage to sale their raisins. It means in corona virus pandemic period raisin producers sale their raisins directly to purchasers at cold-storage. Due to this situation raisins marketing in Sangli and Tasgaon APMC decreased from 50% to 33% But direct selling practices is a dangerous method because absence of auction sale reasonable price does not occur to raisin producers, also amount of sales not getting in time or sometimes not

getting the amount. There is possibility to cheating raisin producers.

Table 1.2
Raisins Prices in Sangli and Tasgaon APMC

Sr.	Year	Prices in Sangli APMC		Prices in Tasgaon APMC	
		Minimum Price per Kg. in Rs	Maximum Price per Kg. in Rs	Minimum Price per Kg.in Rs	Maximum Price per Kg. in Rs
1	2011-12	110	256	125	254
2	2012-13	65	195	60	201
3	2013-14	78	240	85	260
4	2014-15	80	190	70	180
5	2015-16	92	180	75	140
6	2016-17	88	180	80	185
7	2017-18	98	272	115	275
8	2018-19	110	280	130	295
9	2019-20	97	252	115	275
10	2020-21	110	290	120	310

(Source – Records of Sangli and Tasgaon APMC and Compiled by researcher)

The above table 1.2 shows that raisin prices in Sangli and Tasgaon APMC or last ten years. Minimum price per Kg is Rs 65 to Rs 110 in Sangli APMC, where as Rs 60 to Rs 125 per Kg in Tasgaon APMC. Maximum price per kg is Rs 180 to Rs 280 in Sangli APMC and Rs 140 to Rs 295 in Tasgaon APMC. During the year 2020-21 maximum price of raisins is Rs 290 per Kg and Rs 310 per Kg in Sangli and Tasgaon APMC

respectively. From the above table and analysis it can be interpreted that the demand for dry fruits increased during covid-19 pandemic period. Raisins are one of the most nutrition dried fruit. Raisins are cholesterol free, low in sodium and totally fat free. They provide us with many necessary vitamins and minerals including iron, potassium calcium and certain „B“ vitamins. Raisins are good source of fiber and rich in antioxidant. Raisins are 70% pure fructose (a natural form of sugar) which is easily digested for quick energy. Due to this reason, the demand for raisins increased from wholesalers, retailers and consumers during covid- 19 pandemic period, so raisin prices increased during covid-19 pandemic period as compared to earlier years.

Table
Growth of Monthly Sales Turnover of Tasgaon APMC

Month	Sales in Tonnes	Growth	Month	Sales in Tonnes	Growth
Apr-19	6624	Base Year	Apr-20	0	-100.00
May-19	4942	-25.39	May-20	478	100.00
Jun-19	3564	-27.88	Jun-20	7366	1441.00
Jul-19	4081	14.51	Jul-20	1167	-84.16
Aug-19	4012	-1.69	Aug-20	0	-100.00
Sep-19	3316	-17.35	Sep-20	0	0.00
Oct-19	2732	-17.61	Oct-20	0	0.00
Nov-19	3549	29.90	Nov-20	240	100.00
Dec-19	3822	7.69	Dec-20	8239	3332.92
Jan-20	3547	-7.20	Jan-21	6214	-24.58
Feb-20	3219	-9.25	Feb-21	4220	-32.09
Mar-20	3682	14.38	Mar-21	13476	219.34

(Source: Compiled by researcher)

The above table indicated that the growth of monthly sales turnover of Tasgaon APMC. The data have been presented from April 2019 to March 2021. It is observed that there is highest downfall recorded as -25.39%, and -27.88% in the month of June and July 2019 while in the month of June 2020 highest sales have been found as 1441% as compared to May 2020 after that there is declining trend has been recorded as -84.16% and -100%. This results from June 202 to October 2020 there is no sales turnover shown in the respect of Tasgaon APMC. Again in the month of December 2020 to it has been increased 3332.92% because of the release the lockdown by the government. It is

concluded that the growth of sales turnover of raisins of the Tasgaon APMC has been decreased over a period of lockdown because of Covid-19.

Table
Growth of Monthly Sales Turnover of Sangli APMC

Month	Sales in Tonnes	Growth	Month	Sales in Tonnes	Growth
Apr-19	6416	Base Year	Apr-20	0	-100.00
May-19	5146	-19.79	May-20	194	100.00
Jun-19	3478	-32.41	Jun-20	3737	1826.29
Jul-19	3891	11.87	Jul-20	852	-77.20
Aug-19	3610	-7.22	Aug-20	0	-100.00
Sep-19	4019	11.33	Sep-20	0	0.00
Oct-19	3030	-24.61	Oct-20	0	0.00
Nov-19	2432	-19.74	Nov-20	34	100.00
Dec-19	3669	50.86	Dec-20	501	1373.53
Jan-20	3404	-7.22	Jan-21	4923	882.63
Feb-20	3332	-2.12	Feb-21	3307	-32.83
Mar-20	2425	-27.22	Mar-21	9246	179.59

(Source: Compiled by researcher)

The above table showed that the growth of sales turnover of Sangli APMC during the month of April 2019 to March 2021. It is found that the continuously declining trend of sales turnover of raisins has been revealed from May 2019 to May 2020. In the month of August, September and October 2020 there is no sales turnover recorded due to strictly lockdown declared by the government. There is highest growth have found 1373.53% and 882.63% in the month of December 2020 and January 2021 respectively. It is concluded that overall picture of the sales turnover of the raising market is declined in the month of April 2019 to March 2021.

TESTING OF HYPOTHESIS

The raising in the Sangli and Tasgaon AMPC centers has been having average sales of 3687 and 2818 respectively. After the Covid-19 it is observed that the sales have been decreased from April 2019 to March 2021. The sales from Sangli and Tasgaon AMPC are as follows;

H₀ - Sales turnover decreased due to corona virus pandemic.

For the purpose of testing of hypothesis that average sales 2818 of Sangli APMC and average sales 3687 of Tasgaon have been considered.

Table Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Tasgaon	24	.00	13476.00	3687.0833	3172.28773
Sangli	24	.00	9246.00	2818.5833	2342.14710
Valid N (listwise)	24				

(Source: Compiled by researcher)

The mean score of the sales turnover of Tasgaon APMC is 3687.08 and standard deviation is 3172.28 while mean value of sales turnover of Sangli APMC is 2818.58 and SD is 2342.14. The minimum value of Tasgaon and Sangli APMC are found 0 which indicates that there are no sales in the period of Covid-19 pandemic.

Table
One-Sample „t“ Test of Sales Turnover of Tasgaon APMC

Test Value = 3687						
			Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
	t	df			Lower	Upper
Tasgaon	.000	23	1.000	.08333	-1339.4563	1339.6230

The observed value of t is 0.000 which is in the accepting region and thus H₀ is accepted at 5 per cent level of significance and the study conclude that the sales turnover of the Tasgaon APMC has been decreased over a period of April 2019 to March 2021 because of the Covid-19. Further it is concluded that the sales of raisins in the study area has been declined in the lockdown period because of the Covid-19 and it results the financial disturbance has been found in respect of Tasgaon APMC.

Table
One-Sample „t“ Test of Sales Turnover of Sangli APMC

Test Value = 2818						
			Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
	t	df			Lower	Upper
Sangli	.001	23	.999	.58333	-988.4186	989.5853

The above table revealed that the testing of sales turnover of Sangli APMC in the period of April 2019 to 2021. It has been found that the value of 't' is 0.001 which is in the accepting region and thus H₀ is accepted at 5 per cent level of significance and the study conclude that the sales turnover of the Sangli APMC has been decreased over a period of April 2019 to March 2021 because of the Covid-19. It is concluded that the Sangli raisins market is one of the largest market in the Maharashtra but because of the Covid-19 the sales turnover has been decreased.

CONCLUSION AND SUGGESTIONS:

Raisin production and marketing effected due to covid pandemic situation. Sangli and Tasgaon APMC have been closed during peak season. Due to closure of APMC auction sale of raisins have been stopped in Sangli district. Raisins production increased due to countrywide lockdown. Due to lockdown, grapes are not marketed any where, grapes are perishable nature, such grapes diverted towards raisin production. But other hand raisin marketing decreased in Sangli district. In coronavirus pandemic period raisin producers sale their raisins directly to purchaser at cold storage. Direct selling method is a dangerous because there is the possibility of cheating raisin producers. Raisins are one of the most nutrition dry – fruit. Due to this reason, the demand for raisins increased during covid pandemic period, so raisin prices increased during covid pandemic period.

Due to coronavirus pandemic situation raisins open auction sales reduced in Sangli district. With the growth of technology in the 1990s auctioneers started using computers, cell phones and fax machines to increase the efficiency of their trade in European countries. In European countries some auctioneers would take photographs of their items and project them on to big screens so that potential buyers could get a clear view of the items on sale. In 1995, eBay, the first online bidding site, opened in the United States, setting a new stage for the auctioneering business. In this way online raisins auction sale is essential in covid pandemic situation. In today's world where everyone is internet friendly, online raisin auction help in buying and selling raisins at favourable process. On this basis, Sangli and Tasgaon APMC will adopt online raisin auction, the following procedure must be followed.

- The first step for both the buyer and seller before participating in an online raisin auction is to register on an online bidding site. Registration is required in order to keep a track of the items you bid on or sell. The seller meets the potential buyers with the competitive bids. For this online raisin auction Sangli and Tasgaon APMC updated their websites from the point of view of online auction.
- The raisin seller lists for sale on the bidding site and sets up a starting price for bidding. The seller is expected to give a complete description and specifications of the raisin sale. Mostly a specified time period is set up for bidding or bidding process takes place live.
- Buyers visit the website, select the raisin and bid on them during the online auction.
- At the end of a successful online auction, the buyer and seller communicate over an email to arrange for delivery of the raisins and payment. E – auctions are easy, quick, competitive prices and seller can get good returns.

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