



# Marketing of Fruits & Vegetables in West Bengal

Dr. Arnab Kumar Maiti





# **Marketing of Fruits & Vegetables in West Bengal**

## About the Author



**Dr. Arnab Kumar Maiti**, M.Com. (Co-operative Management), M.Com. (Banking & Insurance Management), M.Phil (Commerce) and Ph.D. (Research topic: Marketing of Fruits & Vegetables in West Bengal), son of Sri Praphulla Kumar Maiti is a Senior Faculty Member of MSME-Development Institute, Ministry of MSME, Govt. of India, Kolkata.

Dr. Maiti has been successfully completed various valuable trainings from different Training Institutes e.g.

Packaging from Indian Institute of Packaging, Materials Management from Indian Institute of Materials Management, National Certificate in Supervision from National Productivity Council, Sales & Marketing Courses from Indian Council of Small Industries and Dymak Consultants, Entrepreneurship Development Programmes from District Industries Centre, Allahabad Bank & United Bank of India, Export Management and Financial Management from Small Industries Service Institute, Govt. of India, Diploma in Co-operative Management from Centre for Co-operative Management under West Bengal State Co-operative Union and Higher Diploma in Co-operative Management from Netaji Subhas Regional Institute of Co-operative Management under National Council for Co-operative Training etc.

Dr. Maiti has vast practical experience in the line of teaching, administration & consultancy serving in several Organizations and Training Institutes in home & abroad, eg. SIDCON (a division of Indian Council of Small Industries), ABC Investment & Consultancy Services (P) Ltd., Agricultural Finance Corporation Ltd., RUSO-RAMA, Russia, Central Institute of Plastics Engineering & Technology, Netaji Subhas Regional Institute of Co-operative Management under National Council for Co-operative Training, Indian Institute of Packaging etc. and also has been delivering the lectures as a Guest Faculty on "Entrepreneurship Development Programme on Food Processing Industries" organised by Directorate of Food Processing Industries & Horticulture, Govt. of West Bengal.

His name has been included as a Member of Association of Food Scientists & Technologists (India), Mysore and also has been nominated as one of the Editorial Advisory Board Members for SMART Journal of Business Management Studies, a Referred, Indexed, Professional & International Journal (ISSN:0973-1598 Print & ISSN:2321-2012 Online).

Dr. Maiti has actively participated & submitted many abstract & full papers in various national & international seminars, workshops and conferences and also a huge number of articles written by him published in the office of Tamilnadu State Co-operative Union, Andhra Pradesh State Co-operative Union & Media Today Pvt. Ltd., New Delhi. He has written two books "Prospect & Programmes of MSMEs & SHGs in West Bengal - an overview" & "Helps to the study on Traffic & Transport Management".

# Marketing of Fruits & Vegetables in West Bengal

**Dr. Arnab Kumar Maiti**

M.Com (Co-operative Management);

M.Com (Banking & Insurance Management); M.Phil (Commerce), Ph.D

Sr. Faculty Member, MSME-Development Institute,

Ministry of MSME, Govt.of India, Kolkata

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(e-mail: [arnab.kmaiti@rediffmail.com](mailto:arnab.kmaiti@rediffmail.com))

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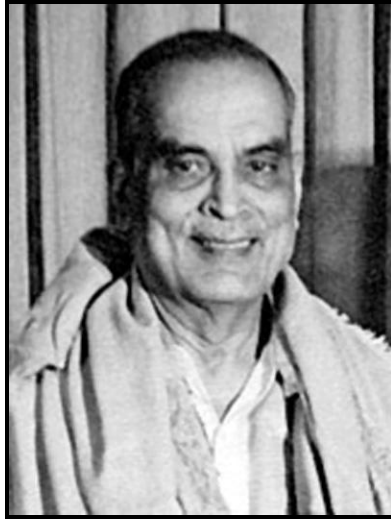
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***OH. MOTHER EARTH!***  
***YOUR HILLS, SNOW CLAD MOUNTAINS, FORESTS,***  
***IN ALL SHAPES AND FORMATIONS.***  
***BRING HAPPINESS TO US.***  
***I BOW TO THEE***  
***WITH ALL MY MIGHT, I SHALL SAVE***  
***YOUR CULTIVABLE, FERTILE AND NOURISHING BLACK & RED***  
***SOILS***  
***WHICH ARE STRONG AND RESISTANT,***  
***AND PROTECTED BY OUR ANCESTORS,***  
***FROM GETTING WEAK BY DESTRUCTION AND DEGRADATION***

***Artharva Veda:***  
***Kand 123, Sukti -1, Mantra-11***



*With profound reverence  
dedicated to*

***Dr. Bidhan Chandra Roy (1882-1962),***

*MRCP, FRCS, Bharat Ratna,  
the second Chief Minister of West Bengal,  
who was the main force and inspiration  
in the development of  
agriculture, industry and employment in the  
state of West Bengal.*





डा. एस. अय्यपन  
सचिव एवं महानिदेशक

**Dr. S. AYYAPPAN**

SECRETARY & DIRECTOR GENERAL

भारत सरकार  
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MINISTRY OF AGRICULTURE, KRISHI BHAVAN, NEW DELHI 110 001

Tel.: 23382629; 23386711 Fax: 91-11-23384773

E-mail: dg.icar@nic.in

## FOREWORD



The present publication "Marketing of Fruits & Vegetables in West Bengal" is an outcome of the doctoral thesis of Dr. Arnab Kumar Maiti, Senior Faculty Member of MSME Development Institute, Govt. of India, Kolkata.

The author has applied innovative ideas & conception and incorporated up-to-date departmental data & information on fresh fruits & vegetables of entire state of the West Bengal. The findings of the study would be useful in understanding growth and to plan strategy for future growth of fruits & vegetables output at the State.

Besides, the research content i.e. "Marketing of Fruits & Vegetables in West Bengal" develops series of innovative information on resources allocated for marketing research on fresh fruits and vegetables in the State of West Bengal. It would be very useful to other researchers and all those interested people/entrepreneur for the benefit of the State and the farming community.

**(S. Ayyappan)**

(डा. एस. अय्यपन/DR. S. AYYAPPAN)  
सचिव, कृ.अ.शि.वि. एवं महानिदेशक, भा.कृ.अ.प.  
Secretary, DARE & DG, ICAR  
भारत सरकार/Govt. of India  
कृषि भवन, नई दिल्ली-110001  
Krishi Bhawan, New Delhi-110001

*Arup Roy*

Minister-in-Charge  
Agricultural Marketing Department  
Government of West Bengal  
Khadya Bhawan  
Kolkata - 700087



Phone Office : (033) 2252 0604  
Fax : (033) 2252 0307  
Residence : (033) 2638 5889

## MESSAGE

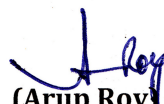
It fills my heart with immense joy to learn that the salient chapters of the approved & awarded doctoral thesis from Bharathidasan University, Trichy, Tamilnadu titled as "**Marketing of Fruits & Vegetables in West Bengal**" is being published in a book form Scientific Publishers(India),Jodhpur, Rajasthan, written by **Dr. Arnab Kumar Maiti**, Senior Faculty Member of MSME-Development Institute, Govt. of India, Kolkata.

It highlights on the Introduction, Historical Background, Geographical Environment, Cultivation of Marketable Fruits & Vegetables, Processing & Preservation of Fruits & Vegetables, Agri-Export Zones & Allied Services, Infrastructure Development, Marketing Scenario, Analysis & Interpretation, Findings, Problems, Recommendations & Conclusion, Recent Development in the State of West Bengal described in details very efficiently.

The Author has widely explained newer ideas & conception including various tables in his topic of the entire State and also incorporated a huge number of various departmental current data & allied information in the book.

I understand that his valuable research publication will be a very useful and authentic reference for the interested people, entrepreneurs, researchers, farmers and also provide a window for the initiatives of the Government of West Bengal.

I express my cordial thanks & gratitude to **Dr. Maiti** for his valuable research contribution in preparing the book.

  
(Arup Roy)  
29.05.15

# PREFACE

The present study “**Marketing of Fruits and Vegetables in West Bengal**” Ph.D. thesis in a book form has been arranged altogether in eleven chapters including **Introduction** which presents the items are given in a chronological order: **Chapter II: Historical Background of the State** deals with Suba Bangla, The First Partition; The Second Partition & The Present Shape has been described, **Chapter III:** This chapter covers **Geographical Environment of the State** — Location, Climate, Geographical Regions & Zones, Agro Climatic Regional Planning, Soil Characteristics of the State, Soil Requirements for Growing Vegetables, Physiography, **Chapter IV:** This chapter contains a detailed account of **Cultivation of Marketable Fruits & Vegetables in the State** — Agriculture of the State, Horticulture in West Bengal, Cultivation of Fruits & Vegetables in the State, Some Selected Fruits & Vegetables Grown in the State, Improved Cultivation Techniques, Requirement of Environmental Conditions, Classification of Vegetable Crops, Different Stages of Cultivation of Vegetables, Tissue Culture, Protected Cultivation Technology for high quality production of Horticultural Crops, Precision Farming Green House Technology, **Chapter V :** This chapter seeks to present **Processing & Preservation of Fruits & Vegetables in the State** — Genesis of Food Processing & Initiative taken by the Government in the State, Need for setting up Agro Processing Units in the State, Importance of Processing Sector, The Status of Food Processing Industries in the State, Scope & Range of Processed Food Products, Packaging Requirements for fresh Fruits & Vegetables, Measures of Food Safety & Quality, Setting up a Testing Laboratory in the State, **Chapter VI:** This chapter contains a detailed account of **Agri. Export Zones & Allied Services** — Trade & Commerce in Ancient India, Concept of Agri. Export Zones for Export, Agri. Export Zones e.g., Pineapple, Litchi, Mango, Potato & Vegetables, Allied Services e.g., The Agricultural & Processed Food Products Export Development Authority, National Horticulture Board, National Institute of Post Harvest Technology’s Horticulture Training Center, National Bank for Agriculture & Rural Development, West Bengal State Food Processing & Horticulture Development Corporation Ltd., Export Credit & Guarantee Corporation, National Institute of Agricultural Marketing, The National Agricultural Co-operative Marketing Federation of India Ltd., Indian Institute of Packaging, National Institute of Food Technology

Entrepreneurship & Management, Indian Institute of Crop Processing Technology, Indian Grape processing Board, West Bengal Agro Industries Corpn. Ltd., West Bengal State Seed Corpn. Ltd., West Bengal State Warehousing Corpn, **Chapter VII** : This chapter covers **Infrastructure Development in the State** — Infrastructure, Transport, Inland Water Transport, The Construction of Second Hooghly Bridge, State Transport Corporations, State Govt. Undertakings in the Transport Sector, Water Transport Service, Development work taken up the Transport Department, Computerization of Motor Vehicles Department, Road Safety Scheme, Bus Stand Scheme, TOIP Schemes, etc Railways, Airports, Ports, Generation of Power, Rural Electrification, Distribution & Transmission, Renewable Energy Development Programmes, Tele Communication, Warehouses, Cold Storages, Pack House, Food Parks & Mega Food Park, Center for Perishable Cargo, Banking & Finance, Market, Research & Development Works, Training & Programme, **Chapter VIII** : This chapter deals exhaustively with **Marketing Scenario i.e. Marketing of Fruits & Vegetables in the State in its various aspects** — Internal & Foreign Trade, Agricultural Marketing, Historical Background of Agricultural Marketing & the Measures taken by Govt. to improve it, Market Survey, Grading & Quality Control, Legislation, Developmental Work, Fruits Products Order: 1948, Development Programmes under new Govt. of the State, Present Status of Regulated Market Committees in the State, Progress in Agricultural Marketing in the State Regulated Market Project, Market Linkages- Cold Storages, Market Price of Agricultural Produce & Supply of Other Allied Information, Status of Agricultural Produce in the State: Krishak Bazar, Arrangement for 'Agmark' Grading, New Schemes for Agricultural Marketing, Status of Agricultural Produce Market in the State, Markets & Rural Mandis, Markets Linkages: Mandis for Horticultural Produce, Panorama of Average Rural Markets in the State, Need for exploring the Rural Markets, Seasonal availability of fruits & vegetables in the State & its impact on Price, Demand for & supply of fruits & vegetables in the markets in the State, Distribution Channels, Marketing Channels & Hats, In Rural & Semi Urban Areas, Buying behavior of Traders & Intermediaries, Wholesalers, Commission Agent, Byapari, Small Traders, Exporters, Pricing, Export Potential of Horticultural Produces, Export of Vegetables, Need for Export Oriented Horticulture Growth, Reasons for Low Export, Export Promotion activity taken by the Deptt. of Food Processing Industries & Horticulture, Action Plan Suggested, Need for an Importance of Quality Control, Progress of Quality Control Measures, Quality Control Laboratory, Importance of Packaging in Export Promotion, Official Regulations & Restrictions, Packaging for Export, Market Requirement, Competition, Display and Consumer Attitude, Transport, Storage & Handlings, The Status of Agricultural Co-operative Marketing in the State, Need for Developing Co-operative Organizations

in the State, Agricultural Marketing Reforms & Contract Farming, Horticultural boosts Agriculture Income & Export Opportunities, Salient Features of Foreign Trade Policy: 2009-14, Govt. of India, **Chapter IX :** This chapter seeks to present **Analysis & Interpretation** — primary data & information, procured as per specified format supplied to respective parties e.g., consumers, retailers, farmers & producers, traders for the purpose on random sampling basis in the State. The primary data relating to consumers', retailers & opinion of farmers and producers are briefly narrated. Primary data & information, procured as per specified format supplied to respective parties e.g. 250 consumers, 100 retailers, farmers & producers, traders for the purpose on random sampling basis in the State. The primary data relating to consumers' behaviour, retailers and opinion of farmers & producers are briefly narrated, **Chapter X :** This chapter which presents the **Summary of the thesis** — its **Findings, Problems, Recommendations, Conclusion and Bibliography, Chapter XI: Recent Development.**

The Author collected departmental data from different Government Organizations & Training Institutes and incorporated in the book in different chapters in the list of tables in a chronological form.

The findings of this study would guide the creation, supply & use of fresh fruits & vegetables information & also will develop its collection and design services as per needs of Researchers, Entrepreneurs & the Farming Community for maximum benefit in the State of West Bengal.

**Dr. Arnab Kumar Maiti**



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At the outset I offer my gratitude & thanks to **God** for the strength & courage endowed upon me for the successful completion of the material.

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I express my gratitude to the **Hon'ble MICs to the Govt. of West Bengal, Department of Agriculture Marketing & the Department of Food Processing Industries & Horticulture**, and the **Hon'ble Principal Secretaries to the Govt. of West Bengal, Department of Agriculture Marketing & the Department of Food Processing Industries & Horticulture**, who has been continuous source of inspiration & help.

I owe a debt of gratitude to the **Bureau of Applied Economics & Statistics, Directorate of Agriculture Marketing and Deptt. of Food Processing Industries & Horticulture, Govt. of West Bengal**, who have taken all the pains in providing me the required documents & data.

I am thankful to the **Gram Panchayats** & the farmers of the selected villages in the State, for their kind co-operation & help in my data collection.

I acknowledge my irreparable debt to my father **Shri Praphulla Kumar Maiti**, M.Com., B.T., ACCS (London), CAIIB, Cert. in Cooperation (Prize man), FGSI., my mother **Smt. Abha Maiti**, MA.,

B.Ed., Kovid for supporting & encouraging me to write this material. My sister **Dr. Aditi Banerjee**, M.Sc., B.T., DMLT., Ph.D. & her husband **Dr. Amitava Banerjee**, who showed their interest constantly to find me in the field of successful achievement.

I feel indebted to my maternal nephew **Master Vivek Jyoti Banerjee** for the application of suitable computer programming & typing from the manuscript & completing it in proper time.

I extend my sincere thanks to **Scientific Publishers (India), Jodhpur** for bringing out the book in quality & in time.

Last but most important I seek blessings of my elders. I also seek forgiveness of those who have stayed with me in over the course of years & whose names I have failed to mention.

**Dr. Arnab Kumar Maiti**



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## West Bengal at a Glance

- Geographical Area in sq. kms. Total: 88752. Rural: 85427.26, Urban: 3324.74.
- Administrative divisions : District :18 (including Kolkata), Divisions: 3 & Subdivisions : 65, Police Stations: 463, Blocks: 341, Municipalities : 120, Municipal Corporations: 6, Panchayat Samiti : 333, Gram Panchayat : 3354, Mouza: 40782, Nos. of inhabited Villages : 37945, Town 375.
- Population 5,5580,647 (1981), 8,01,76,197 (2001).
- Density of population per sq.km. 615 (1981), 761 (1991), 903 (2001).
- Rural-urban population : Rural 5,77,48,946, Urban 2,24,27,252 (27.97%).
- SC/ST Population : SC: 1,84,52,555. ST: 44,06,794.
- Nos, of Schools: Primary Schools : 49865, Junior/High Schools : 1984, Higher/Higher Secondary : 7376, Shishu Siksha Kendra : 16117.
- No. of Colleges: General Degree College: 356, B.Ed./PGBT: 30, Physical Education: 4, Law: 9, Home Science: 1, Music: 2, English & Tech.: 45.
- Medical : 7, Business Management: 8, Special Institute: 3.
- Net Cropped Area : (in thousand hectares) 1674.24.
- Total Forest Area (in thousand hectares) 1674.24.
- Total Agricultural Produce : (in thousand tons in 2004-05) Rice 14884.9, Wheat: 841.5, Pulses: 167.3, Oil Seeds : 556.8, Sugarcane : 10332.2, Tobacco: 20.1, Potato: 7106.6, Dry Chillies: 61.4, Ginger (Dry): 18.8, Mango: 460.75, Banana : 512.52, Pine Apple: 349.85, Papaya: 253.14, Guava: 140.89, Jackfruit: 148.38, Litchi: 69.91, Mandarin Orange: 32.27, Other Citrus Fruits: 50.57, Sapota: 45.39, Other Fruits : 65.11, Tomato: 757.95, Cabbage: 1863.91, Cauliflower: 1748.17, Peas: 122.02, Brinjal: 2701.69, Onion: 183.58, Cucurbits: 1748.17, Ladies Finger: 677.28, Radish : 358.63, Other Miscellaneous: 961.20.

- Jute (in thousand bales of 180 Kgs) : 7853.2, Tea (in thousand Kgs) 188081.
- Regulated Market Committee : 46.
- Principal Market Yard : 28.
- Sub Market Yard: 149.
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