

A Study on Opportunities in open Farm Cultivation for Abhinav Farmers Club of Seasonal Vegetables in Songaav Village in Pune District

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Abstract

Vegetables are the essential commodity which is being purchased by every individual. People purchase and consume vegetables as vegetables provide nutrition which are also essential for the good health. This study has focused on the opportunities in open farm cultivation for Abhinav farmers club of seasonal vegetables in Songaav village in Pune district. The study is exploratory in nature and collected the data from 88 respondents through convenience sampling method. Study resulted that AFC providing bridge for conducting money from urban area to villages and simultaneously generating employment in village areas.

Keywords: Abhinav Farm Club, Seasonal vegetables, Songaav village, forming, cultivation.

Introduction

Today we are facing problems with purchase of vegetables like we all know that today vegetable are grown by the farmers using unfair practices in lieu of making more and more profits.

Here we are so helpless to purchase those harmful vegetables because vegetables are something essential for human body to survive and live. And one more thing for that unhealthy vegetables we are paying too much price because the middlemen is a basic need to farmer to sell their vegetables to the customers due to which the farmers are not getting the expected price of the vegetables they grow.

Now if we talk about the role of middlemen, after purchasing the crops from farmers at low cost the middlemen adds on a large part of his profit and sells it further to the end consumers.

Finally, an initiative is taken by Abhinav farmers club to come together with farmers and selling vegetables

direct from farmers and delivering it to consumers directly.

Abhinav farmers club

Abhinav farmers club is a national award winning group farming initiative located in Mulshi taluka, of Pune district of Maharashtra a state in India. The club started with 850 farmers in Maharashtra cultivating about 143 hectares of land. It was conceptualized by NABARD, in April 2012, the club had 4,600 members belonging to the states of Maharashtra, Madhya Pradesh, Gujarat and Uttar Pradesh. The club was set up in 2004. It received a national award for its activities in 2008. The Club was started by Dyneshwar Bodke, who is its chief volunteer. The club grows flowers and organic vegetables in playhouses, it sells its produce to retail outlets in Mumbai and New Delhi. It is assisting over 150 households in the city of Pune to grow their own vegetables on vegetable patches in balconies and terraces of flats and in pots.

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Review of Literature

Resurgence of high production and consumption of indigenous vegetables. Over the past ten years, consumers have become increasingly aware of the nutritional and medicinal values of indigenous vegetables and the demand has been on the rise especially in major urban centres. The supply of these vegetables has however not matched this growing demand. Farmers are semi commercially oriented poor farmers, owning less than two acres of land. They are not organized and face problems of inadequate inputs and lack of market information. They are not able to access high value markets and are often exploited by middlemen. The lack of awareness of production and utilization of the indigenous vegetable is also another hindrance. It has been shown that the home garden production of vegetables can improve food supply and family nutrition especially in the rural areas of Kenya (Cheatle and Nekesa 1993, Chweya 1997).

Responding to the changing consumption patterns and market opportunities occasioned by the growing demand for these vegetables in urban centres, a number of farmers have come together to form producer groups to get around their constraints and meet the conditions within the markets. Key retail outlets include supermarkets and established institutions (hospitals, hotels, grocers), which impose stringent conditions on quality of the produce. The retail outlets demand specific standards for leaf size and appearance, and put a premium on pesticide maximum residue. Thus if farmers are not organized it is quite difficult to meet these requirements. Despite rapid urbanisation and increasing levels of urban poverty, urban food systems are rarely adequately considered in African urban development studies (Drakakis-Smith 1990, Smith 1998) although a few excellent but mostly rather dated case studies exist. According to Guyer's (1987) edited collection 'Feeding African Cities' is perhaps the most notable example with its specific urban case studies of Salisbury (Harare), Dar es Salaam, Yaounde and Kano (Nigeria). However, these are principally historical in focus. [Guyer (1997) went on to produce a specific study of Ibadan's food supply but this only covers the period up to 1988]. Dar as Salaam has been studied in terms of food supply and marketing particularly by Bryce son (1987, 1992, 1993), and Harare's supply systems were well researched in the 1980s

(Drakakis-Smith and Kivell 1990, Smith 1989, Horn 1994). Other studies which include consideration of urban food supply and marketing include Mbuyi (1989) and Iyenda (2002) on Kinshasa, El Hadi Abuy Sin and Davies (1991) on Khartoum and van Donge (1992) on Dar as Salaam. Work on the general situation of urban food supplies and the policy response in Africa has also been reviewed by Ellis and Samberg (1998). This paper emphasizes the analytical and policy importance of rural-urban interactions and the dangerous tendency to downplay or to neglect these interactions in determining access to food and welfare by the urban poor. An enormous body of work exists on urban agriculture in African cities and this frequently contains consideration of the extent to which crops are marketed within the city: indicative references, some of which are Africa-specific and some of which have African case study material included, are Bakker et al (2000), Chimbowu and Gumbo (1993), Egziabher et al (1993), Freeman (1991), Hovorka (1998), Maxwell (1995), Mbiba (1995, 2000), Mlozi (1996), Obosu-Mensah (1999), and Rogerson (1992). However, while the role of urban agriculture in providing food for urban people has increased very significantly in the 1980s and 1990s (although exact figures on the contribution in individual African cities are hard to find), the main thrust of the research is either on its contribution to the urban household's livelihoods in terms of self-provisioning and the generation of some possible sales income, or on its impact on the urban physical environment (e.g. see Bowyer-Bower and Smith 1997). The exact nature of trading and marketing arrangements is rarely the main consideration. Other work on urban livelihoods has also generally failed to generate such studies on the role of urban food markets, although such work abounds with analysis of the impact on livelihoods of increases in the cost of basic foods under structural adjustment. As Downward et al. (2003) point out, despite the prioritization of a sustainable livelihoods approach by DFID in recent years, this has encompassed remarkably little consideration of the role of markets and market institutions in livelihood development and poverty reduction. However, calls are now being made for donor assistance with improved institutions (contract law and enforcement, systems of grades and standards) (see Kelly et al. (2003) in an agricultural inputs context).

A useful exception is recent work by African and Swedish scholars brought together by a Nordic African Institute

(2002) conference which focused on interactions between gender, urban governance and markets in Africa, including the relation between the state and market traders, and provides case material from fourteen different studies. A number of publications are planned in the NAI's Research Report series, including one on the theme of 'Feeding the cities'. There is a wide range of highly complex formal and informal institutions that shape Africa's food marketing systems: different types of associations and self-imposed rules, in addition to national legal systems that affect how trade is done. We need to know more about how these formal and informal regulatory systems operate, if we are to improve access by all producers to suitable markets and thus enhance urban food supplies, and also secure income and livelihoods. An important recent study led by Fafchamps (2001) comparing Benin and Malawi confirms this view in those countries: they document the 'absence of speculative, inter-seasonal storage for the overwhelming majority of traders, and the relatively low returns to storage in general' (Fafchamps 2001:38). Traders obviously provide a crucial service and they are often investing their capital in a high-risk environment where, arguably, returns should be commensurate with the risks involved. This is, of course, even more true of farmers themselves, and evidently a balance needs to be struck between the conflicting interests of the producer and the trader which allows both to profit if food marketing is to develop and be improved. Fafchamps (2001) 'argues that rudimentary business practices found in Benin and Malawi can be largely blamed on transaction risk. Since payment takes place at delivery, this precludes invoicing and payment by cheque and complicates accounting. 'Business networks have developed as a partial palliative to these problems, but they are insufficient to eliminate them' (ibid p.39). The positive contribution of traders in providing an essential service to urban consumers has not been adequately analyzed, perhaps in some cases because it is taken as 'read' by policy makers and analysts, in the same way as the role of other service providers who are operating for profit. However, there has been long-standing antipathy among many policy makers in post-independence Africa to small-scale trading, in particular, as evidenced by the innumerable cases of harassment reported in the African press and by the derogatory terms often used to describe traders and their trading activities. In part this can be explained by the disorganized nature of informal trade and the difficulties it presents as such for

regulators in areas such as hoarding, unfair pricing and even city traffic flow. Dennis (1987) refers to numerous incidents during Nigeria's economic crisis in 1984 when soldiers went into markets and beat women traders to force them to sell their goods at lower prices. Given the constraints so often described in studies of marketing in Nigeria (Smith and Latrell 1994; Porter 1994a; Lyon 2001), the ability of the traders to move produce from millions of disparate farms to millions of consumers in Nigeria and internationally is astonishing. Within these difficult conditions traders have built up the skills and capital necessary to perform these services. The contribution of traders is more specifically recognised by policy makers when government involvement in food and other crop trading has been 'rolled back' and it has been found that private traders have not filled the ensuing vacuum in a geographically equitable fashion, even when this was entirely predictable according to the logic of the market in countries with very poor transport infrastructure. This has been a major issue in Zambia since the food trade was finally properly liberalized in the 1990s (Republic of Zambia 2001, Seshamani 1998). Similar problems have arisen in Malawi (Harrigan 1991). Nonetheless, across the continent, '[markets] may not be working optimally, either for livelihood or for development, but they are delivering goods on a regular basis and distributing resources' (Gayer and Hansen 2001:199).

Research Methodology

Objective of study

- To understand the benefits provided to customers and farmers through open farm cultivation
- To understand and evaluate the benefit/profit of AFC by eliminating the role of middlemen
- To study the model and technique of open farm cultivation by abhinav farmers club for Indian vegetable's
- To study the factors affecting open farm cultivation
- Find the satisfaction among customers on the basis of quality availability packaging price services provided by AFC.
- Find satisfaction among farmers in referce to customer demand ,margin, company relation and growth

RESEARCH DESIGN

- The research design is exploratory wherein data is being collected through interview schedule and telephonic conversation

UNIVERSE

- The Universe of the study is all the customers and societies who purchase vegetables from abhinav farmers club or any other source

SAMPLE SIZE

- Customers of songaav village Area. Sample size for the study is 88 customers who purchase vegetables

and food from Abhinav farmers club or any other source

SAMPLING METHODOLOGY

- Convenience Sampling will be used in sampling methodology.

TOOLS OF DATA COLLECTION

- Telephonic conversation.
- Personal interview
- Through questionnaire

ANALYSIS AND INTERPRETATION**4.1 For Farmers****Table No- 4.1.1 Consider most during purchasing of AFC vegetables**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quality	77	87.5	87.5	87.5
	Service	7	8.0	8.0	95.5
	Packaging	4	4.5	4.5	100.0
	Total	88	100.0	100.0	

Table No- 4.1.2 Purpose of purchasing vegetables

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Personal	77	87.5	87.5	87.5
	Hotel	11	12.5	12.5	100.0
	Total	88	100.0	100.0	

Table No- 4.1.3 Expectation from AFC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quality	50	56.8	56.8	56.8
	Service	7	8.0	8.0	64.8
	Quality and service both	31	35.2	35.2	100.0
	Total	88	100.0	100.0	

Table No- 4.1.4 Mode preferred to get in touch with AFC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Phone	74	84.1	84.1	84.1
	Social media	14	15.9	15.9	100.0
	Total	88	100.0	100.0	

Table No- 4.1.5 Image of AFC in your society

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	41	46.6	46.6	46.6
	Good	27	30.7	30.7	77.3
	Medium	18	20.5	20.5	97.7
	Low	2	2.3	2.3	100.0
	Total	88	100.0	100.0	

Table No- 4.1.6 Aware about AFC production

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	74	84.1	84.1	84.1
	No	14	15.9	15.9	100.0
	Total	88	100.0	100.0	

Table No- 4.1.7 Get to know about AFC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mouth publicity	50	56.8	56.8	56.8
	Advertising	38	43.2	43.2	100.0
	Total	88	100.0	100.0	

Table No- 4.1.8 Satisfied from AFC vegetables packaging

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	68	77.3	77.3	77.3
	No	20	22.7	22.7	100.0
	Total	88	100.0	100.0	

4.2For Farmers**Table No- 4.2.1 Technique for farming**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Organic farming	24	80.0	80.0	80.0
	Non organic farming	6	20.0	20.0	100.0
	Total	30	100.0	100.0	

Table No- 4.2.2 Got training from AFC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	21	70.0	70.0	70.0
	NO	9	30.0	30.0	100.0
	Total	30	100.0	100.0	

Table No- 4.2.3 Kind of customers dealing most

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid FOR PERSONAL USE	23	77.0	77.0	77.0
FOR HOTELS	4	13.0	13.0	90.0
SHOPKEEPERS	3	10.0	10.0	100.0
Total	30	100.0	100.0	

Table No- 4.2.4 Medium of selling

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid DIRECT TO CUSTOMERS	24	80.0	80.0	80.0
THROUGH MIDDLEMEN	6	20.0	20.0	100.0
Total	30	100.0	100.0	

Table No- 4.2.5 Get full price of vegetables

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	16	53.0	53.0	53.0
NO	14	47.0	47.0	100.0
Total	30	100.0	100.0	

Table No- 4.2.6 Satisfied from organic farming

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	24	80.0	80.0	80.0
NO	6	20.0	20.0	100.0
Total	30	100.0	100.0	

Table No- 4.2.7 Impact on income after joining AFC

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-1,00,000	15	50.0	50.0	50.0
1-2,00,000	12	40.0	40.0	90.0
2-3,00,000	2	7.0	7.0	97.0
3-4,00,000	1	3.0	3.0	100.0
Total	150	100.0	100.0	

Table No- 4.2.8 Income per annum

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0-10%	12	40.0	40.0	40.0
10-20%	13	44.0	44.0	84.0
20-30%	4	13.0	13.0	97.0
Above 30%	1	3.0	3.0	100.0
Total	150	100.0	100.0	

Table No- 4.2.9 Type of vegetables consumer prefer

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid INDIAN	23	76.0	76.0	76.0
EXOTIC	52	17.0	17.0	93.0
BOTH		7.0	7.0	100.0
Total	30	100.0	100.0	

Interpretation

Table 4.1.1 reveals that 87%% of the sample size i.e. 77 respondent consider Quality for taking vegetables.

8% of the sample size consider service for taking vegetables and 5% respondent consider that packaging is importance for taking vegetables and only 0 % respondent consider price is importance for purchase vegetables.

Table 4.1.2 reveals that 91%% of the sample size i.e. 80 respondent consider vegetables for personal use. 9% of customers take vegetables for hotel use.

Table 4.1.3 reveals that 35% of the sample size i.e. 31 respondents consider Quality and service both for purchasing vegetables.

57% of sample size considers quality for purchasing vegetables from AFC and 8% of customers consider quality for purchasing vegetables from AFC.

Table 4.1.4 reveals that 84% of the sample size i.e. 74 respondent contacts with AFC from the medium of phone.

16% of the sample size contacts with AFC From social media such as WhatsApp.

Table 4.1.5 reveals that 47% of the sample size i.e. 41 respondents says that excellent image of AFC.

31% of the sample size Says that the image of AFC in their area/society is good and 20% of respondent says that the image of AFC in their area/society is medium and only 2% respondent says that the image of AFC in their area/society is low.

Table 4.1.6 reveals that 41% of the sample size i.e. 36 respondents not aware about AFC organic production. 59% of the sample size aware about AFC production.

Table 4.1.7 reveals that 57% of the sample size i.e. 50 respondents know about AFC from mouth publicity. 43% of respondent know about AFC from advertising.

Table 4.1.8 reveals that 77% of the sample size i.e.68 respondents are satisfied from AFC vegetables packaging. 23% of the respondent is not satisfied from AFC vegetables packaging.

Table 4.2.1 reveals that 80% of the sample size i.e.24 farmers grow organic vegetables in open farm cultivation. 20% of farmers grow non organic vegetables in open farm cultivation.

Table 4.2.2 reveals that 70% of the sample size i.e.21 farmers have got training from AFC.

30% of the Farmers have not got training from AFC.

Table 4.2.3 reveals that 77% of the sample size i.e.23 farmers mostly sales vegetables of customers for personal use.

13% of the farmers' sale vegetables for shopkeepers and only 10% respondent sales vegetables for hotel use.

Table 4.2.4 reveals that 80% of the sample size i.e.24 farmers sales their vegetables direct to customers. 20% of farmers sales their vegetables through middlemen.

Table 4.2.5 reveals that 53% of the sample size i.e.16 farmers get full price of vegetables.

47% of farmers not get full price of vegetables.

Table 4.2.6 reveals that 80% of the sample size i.e.24 farmers are satisfied from organic farming. 20% of the farmers are not satisfied from the organic farming.

Table 4.2.7 reveals that 44% of the sample size i.e.13 farmers said after joining AFC their income is increased 10 to 20%. 40% farmers said after joining AFC their income are increased 0 to 10% and 13% farmers said after joining AFC their income are increased 20 to 30% and only 3% farmers said that after joining AFC their income are increased above 30%.

Table 4.2.8 reveals that 50% of the sample size i.e.15 farmers said their annual income is 0-1, 00,000. 40% farmers said their annual income is 1-2,00,000 and 7% farmers said that their annual income is 2-3,00,000 and

only 3% farmers said that their annual income is 3-4,00,000

Table 4.2.9 reveals that 76% of the sample size i.e.23 farmers said that consumer prefer Indian vegetables. 7% farmers said that consumer prefer only exotic vegetables and 17% farmers said that consumer prefer both vegetables.

Findings

- AFC is providing organic vegetables and it is very important to customers for health and there is no chemical to make vegetables unhealthy.
- AFC is providing home delivery to its customers and it is time saving for customers.
- Customer can order to AFC by phone call and WhatsApp. So, this is a benefit of customer to save time and money.
- AFC allows customers to visit farm and customer can also check the quality of vegetable and see all the process of farming, it is a very big benefit of customer.
- Providing bridge for conducting money from urban area to villages and simultaneously generating employment in village areas.
- Mouth publicity is increasing business of AFC.
- Many customers prefer quality for vegetables.
- AFC sales organic and exotic vegetables but the demand of Indian vegetable is high.
- Many farmers are satisfied from organic farming.
- Many customers don't know about the AFC organic production.
- Many customers' takes vegetables for personal use and some customers take vegetables for hotel use for good quality.

Suggestion

1. AFC should to improve advertising for the business; it should to give advertisement on newspaper.
2. AFC should to trained farmers for direct marketing.
3. AFC should to improve vegetables packaging.
4. AFC should to invite customers for AFC organic production.
5. AFC should to provide training to the farmers for the organic production.

Conclusion

Abhinav Farmers Club is following an interesting model, as it is club they are continuously adding farmers and making them member of abhinav farmers club. Abhinav farmers club is using HI-TECH farming and it is a benefit for farmers. The club is providing market for farmers to sell their vegetables; Abhinav farmers club is operating its business successfully from last ten years. Abinav farmers club has already developed good image and goodwill among the farmers and customers by offering excellent services, Abinav farmers club provides customer to call and book facility and the direct marketing is main objective of company to reduce interference of arising middle men and it's a also beneficial for farmers because middle men takes vegetables in lower rate and sales the vegetables on higher rate and Abhinav farmers club takes vegetables from farmers on good rate so it's a benefit for farmers.

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Web links:

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