

Post harvest handling and marketing of Jamun (*Syzygium cuminii*) in Sindhudurg District of Maharashtra state

PARESH V. JOSHI

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ABSTRACT

The present marketing system of Jamun in study area is imperfect in nature. Few market intermediaries dominated the market and producer-sellers have less control in fixing the price of their produce. Due to improper grading and standardization of Jamun fruits, absence of sufficient market information, etc., it is a need of the hour that growers and others who are engaged in harvest and post harvest handling and marketing of Jamun in Sindhudurg district to commit themselves whole heartedly to adopt proper harvest and post harvest practices. Adoption of proper methods and practices right from harvesting to final marketing would help in maintaining quality of fruit desired by consumers which can fetch the grower better prices and high profit.

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Correspondence to:

PARESH V. JOSHI, Department of Economics, College of Agriculture Business Management, Narayangaon, PUNE (M.S.) INDIA
Email : pareshjoshi18@gmail.com