A STUdy of Marketing Behaviour and Constraints Faced by Onion Growers in Ahmednagar District in Maharashtra, India

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ABSTRACT

The demand for onion is world wide and is not limited to any particular climate or nationality. China ranks first in onion production in the world, while India ranks second. In India, the total area under the cultivation of onion crop is 448.02 thousand hectares with total production of 42.21 lakh metric tonnes. Maharashtra is the leading state in India for onion with the total area of 16.87 lakh metric tonnes from Maharashtra. Present study is found out actual practices followed and problems faced by the respondent onion growers. Total 120 respondents were selected for the study. Onion growers sold their produce in the local market i.e. Rahata and Rahuri, half of them sold their onion in the Lasalgaon and Pune market each. Maximum number of respondent onion growers had experienced low prices and fluctuations in market prices as a major constraints.