

# Role Of Horticulture Marketing In The Rural Development Of Bihar

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**Abstract-**Horticulture in the country is more vibrant and dynamic sector. It contribute nearly 30 percent of the agricultural GDP. And the state of Bihar is one of the largest producers of fruits and vegetables in the country. The state has a monopoly in the productions of litchi. This paper is an attempt to highlight the level of horticulture marketing development especially in terms of fruits, flower and vegetables in Bihar. To show the level of variation composite Z-score technique has been employed. Afterword the thirty eight districts of Bihar has been grouped into 3 categories i.e. High, Medium, Low in term of horticulture marketing development. Analysis of the result shows that there is huge variation in between the district of the state. Over viewing the current status, it is evident that there is ample opportunity for the development of horticulture marketing in the state.

**Keyword:-** Horticulture, Z-score, Opportunity, Marketing.

**Introduction:-** India with its wide variability of Climate and soil, is highly favorable for growing a large range of horticultural crops such as fruits ; vegetables, potato, tropical tuber crops and mushroom; ornamental crops; medicinal and aromatic plants, spices and plantation crops like coconut, green nut, cashew, cocoa, tea, coffee and rubber.

The Indian economy is poised to achieve a double digit growth rate increasingly, India is being regarded as the economy to watch and various projections suggest that India would be the second largest economy by 2050. However, this success story hides a larger worry on the agricultural front. The share of agriculture sector in GDP has declined from around 35 percent in 1990-91 to around 27 per cent in 1999-2000 and further to merely 18.5 per cent during 2006-07. The annual average growth rate for the agriculture sector was merely 3 per cent in the first

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five years of the new millennium. Thus, the agriculture sector is proving to be a drag on the economy.

India currently produce about 50 million tone of fruits, which is about 9 percent of the world's production of fruits and 90 million tone of vegetables, which accounts for 11 percent of the world's vegetable production. However only about 2 per cent of the fruits and vegetable in India are processed, which is very low compared to countries like the USA, China and other. Lack of processing and inadequate storage of fruits and vegetables result in huge wastages.

The state of Bihar with a geographical area of 94.2 thousand square km is divided by river Ganges into two parts, the north Bihar with an area of 53.3 thousand square Km, and the South Bihar having an area of 40.9 thousand square km. Based on soil characterization, rainfall, temperature and terrain, three main agro-climatic zones in Bihar have been identified.

The percentage of population employed in agriculture producing system in Bihar is estimated to be 81%. Which is much higher than the national average. Nearly 42 per cent of GDP of the state (2004-05) has been from agriculture sector (including forestry and fishing). High concentration of population, largely dependent on agriculture coupled with low yields of the major cereal crops, is main reason for high poverty ratio in the state.

The state of Bihar is also logging behind the national average on all socio-economic indicators like per capita income, average size of operational holding, per capita cultivated land, percentage of villages electrified, roael length per thousand sq. km, per capita deposit, per capita bank credit, credit deposit ratio, male – female literary and life expectancy etc. Bihar is considered to be at the bottom.

Bihar with a geographical area of 94,163 Sq. km. is located in the eastern part of the country. It is bordered on the north by the kingdom of Nepal, on the west by Uttar Pradesh, South by Jharkhand and north – east by West Bengal. The state ranks fourth in fruit production and third in vegetable production in the country. The total area under horticulture crops at percent is 7.90 lakh hectares out of which 3 lakh hectares (ha) is under fruits and 4.90 lakh ha is under vegetables.

Major fruits grown in the state are mango, Litchi, Guava, Pineapple citrus, Banana, Papaya and Ber. And the prime growing areas are Muzaffarpur, Vaishali, Bhagalpur, Darbhanga, Madhubani, Sitamarhi,

Patna, West Champaran, Kishanganj, Purnea, Araria, Katihar and Saharsa districts. The major vegetables grow on Commercial Scale in the State are cauliflower Okra, brinjal, tomato, onion, chillies, cabbage, gourds, peas, cowpea and melons.

**Action plan in Bihar in National horticulture mission :-**National Horticulture mission (NHM) will be implemented in Bihar to promote holistic growth of the horticulture sector covering fruits, vegetable seed production, spices and flowers. While area expansion and enhancement of production and productivity of perennial fruits and non-perennial fruits like mango, litchi, pineapple banana, spices, flowers & vegetable will from the core of the pomegranate; development of nurseries to support the area expansion, including creation of infrastructure for infusion of modern micro- propagation technologies, and the development of marketing & storage infrastructure, processing industries and proper market linkages will also be aimed to be achieved. In achieving the targeted area expansion under different crops the following strategies will be adopted.

The state of Bihar had on unprecedented growth rate during the last few years catching up with the all India average. In the changing economic environment the growth in the agricultural sector not only depends on the farm production but to a great extent also depends on the efficient functioning of the agricultural markets the efficiency of the agricultural markets largely depends on the overall infrastructure level in the economy.

**Agriculture Production Base in Bihar :-** The state has fertile genetics alluvial soil with abundant water resource including ground water resources enabling farmers to produce a variety of crops. The area under food grains is around 85 percent of the gross cropped area which means that agricultural production is still oriented low wards subsistence production as most of the area is under food grains. The area under vegetable crops is around 7 per cent and fruits 3 per cent. The total food grain production in the state was 105 Lakh MT with the rice, wheat and maize are the major cereal corps. Bihar is the third largest producer of vegetables in India after west Bengal and Uttar Pradesh and the seventh largest production of 3.46 million MT in the year 2009-10. The production for various crops in the state is given in table :

**Crop wise Production in Bihar (2007-08 to 2009-10)**

S. No.	Crop	2007-2008	2008-09	2009-10
1	Rice	44.73	55.90	36.21
2	Wheat	49.75	44.10	46.23
3	Maize	18.57	17.14	17.139
4	Coarse Cereals	18.96	17.51	17.50
5	Pulses	4.73	4.68	5.14
6	Oilseed	1.44	1.38	1.49
7	Sugarcane	40.27	49.60	50.12

**Source :-** Bihar horticulture Board, Patna

**Fruits & Production in Bihar 2009-10**

State	Bihar	India	Percentage of National Production
Banana	14.35	264.7	5
Citrus	1.31	96.38	1
Litchi	2.15	4.83	1
Mango	9.96	150.27	45
Papaya	0.36	39.13	7
Pineapple	1.25	13.87	1
Other fruits	2.95	72.01	9
Total	34.93	715.16	5

**Source :-** National Horticulture Board

**Problems of Horticultural marketing in Bihar :-**Bihar, the state located in the eastern part of India, is endowed with the best of natural resources for agriculture. It is privileged of having abundant rain water, sun shine and Labour. On the country it is food deficit and house the largest number of undernourished and poor people (>40%) in the country due to exceptionally low agricultural productivity. The agriculture sector of Bihar and clearly documented multiple reasons for the poor performance. These include :-

- (1) High risk due to concurrent twin problems of flood and drought.
  - (i) Small and fragmented land holdings
  - (ii) Weak institutions and poor governance
  - (iii) Absence of enabling Agri-infrastructure; and
  - (iv) Poor policy response to changing agriculture

**Major production constraints are :-**

- (i) Low seed Replacement Rate
- (ii) Low level of Fertilizer use
- (iii) Lack of Mechanization
- (iv) Low level of credit availability
- (v) Small & Fragmental Holding.
- (vi) Risk Arising out of the flood & Drought Rural Power Supply.
- (vii) Lack of effective for transfer of Technology.
- (viii) Diesel Based Irrigation which increases the Cost of production –
- (ix) Cost of production
- (x) Inadequate Processing & Marketing

**Suggestions :-** Many policy implications have emerged from this study to convert the opportunities into benefits. Harnessing the potential of diversification presupposes gradual restructuring of diversification hindering market institutions, infrastructure and quality standard and credit into the diversification enabling ones. For making agriculture profitable sustainable and competitive, agricultural diversification will have to be intensively promoted with emphasis on much needed the availability of quality seeds, processing value chain particularly in case of oilseeds, pulses, horticulture crops becomes a crucial component of agricultural growth and development.

There is however a consensus that challenges ahead is indeed daunting requiring greater attention and effort.

There is a dire need for increasing public investment in the development of infrastructure viz, market, road, communication, etc. to help accelerate the pace of diversification.

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