

SWOC Analysis of Yelahanka Raithara Santhe in Bengaluru

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ABSTRACT

The present study was carried out during 2018-2019 to find out the purchasing pattern of fruits and vegetables by consumers at Raithara santhe of Bengaluru and to find out the strengths, weakness, opportunities and challenges of Yelahanka Raithara santhe. Ninety consumers were selected randomly based on their availability during the investigation. The data was collected using a pre-tested interview schedule. More number of consumers were visiting Raithara santhe during morning (90.00%), weekly once (66.67%) and since more than 24 months (73.34%). A larger number of consumers were visiting Raithara santhe alone (56.67%), purchasing only vegetable (46.67%) and spending more than 300 rupees per visit to Raithara santhe (83.34%). A simple majority of the consumers (53.34%) had not bargained at Raithara santhe while purchasing fruits, vegetables and other items. The research results further revealed that all the consumers perceived the strengths of Raithara santhe as, weights are true to type (100.00%) and Raithara santhe is at good location (100.00%). Non-availability of parking areas was the weakness of Raithara santhe as perceived by all the consumers (100.00%). Cent per cent of the consumers mentioned that installation of electronic weighing machines in all the stalls (100.00%) and installation of electronic price display boards (100.00%) as the opportunities of Raithara santhe as perceived by all the consumers, whereas maintenance of hygiene and cleanliness in Raithara santhe (100.00%) was perceived as the major challenge of Raithara santhe as perceived by all the consumers.

Keywords: Strengths, Weakness, Opportunity, Challenges, Raithara santhe

DIRECT marketing of agricultural produce helps in eliminating middlemen and makes the farmers directly involve in selling the produce, which in turn helps in ensuring profitable financial returns for farmers and increased consumer satisfaction in purchasing the produce at reasonable price. It was in this direction, the various State Governments have introduced the concept of Farmers Market (Raithara santhe). Farmers market was established during 1994 in the United States. By the year 2000, there were more than 3100 farmers markets operating in United States with 19,000 farmers reported selling their produce only at farmers markets. The farmers markets are gaining popularity in United States mainly due to growing consumer interest in obtaining fresh products directly from the producers (Prameela, 2004). A farmers market is one in which the farmers from a local area sell their produce in person directly to the consumers. The stall holder himself is supposed to have grown all the products sold in a farmers market (Desmond Jolly, 2002).

In India, the Government of Punjab has become the pioneer to implement a new concept called Apni Mandi in the year 1987. The Punjab State has taken a bold initiative in addressing the farmers problems related to marketing by establishing Apni Mandi. The first Apni Mandi was started in 1988 at Karnal. These mandis were also set up in four districts of Rajasthan at Udaipur, Ajmeer, Jaipur and Jodhpur. Later, the Apni Mandis were established during 1987 in Haryana. Shri M.S. Gill, former Union Agricultural Secretary to Government of India, during his visit to the United Kingdom noticed that farmers were selling fresh vegetables on the roadside on a collective basis at a premium price and the market was quiet busy. After a detail investigation, he found that the farmers directly sold their produce to the consumers without commission agents or the middleman. On his return to India, he was successful in setting up of Apni Mandi in the states of Punjab and Haryana. As per this concept, farmers are allowed to bring their agricultural produce into the market and can sell at a price fixed by the committee.

After observing the spectacular performance of Apni Mandis, the Central Government directed all the State Governments to establish Apni Mandis following the model adopted in Punjab and Haryana.

The farmers' markets (Apni Mandis) in Karnataka are called as Raithara santhe. They are established to encourage an efficient marketing system of direct sale of vegetables and fruits from producers to consumers. The first farmers' market was established in March, 2002 at Yelahanka, a suburb of Bengaluru city in Karnataka State, India and the other two farmers market in Karnataka are established in Hubli and Chitradurga. The Karnataka State Agricultural Marketing Board has embarked on programme of establishing 'farmers markets' in other prominent towns of the state. The Raithara santhe is mainly organized to enhance the farmer's income by preventing intermediaries and distress selling. The farmers gets immediate money as the sale at the Raithara santhe of fruits and vegetables is only through immediate cash. In this backdrop, the present study is undertaken with the following specific objectives:

1. To analyse the purchasing pattern of fruits and vegetables by consumers at Raithara santhe
2. To find out the Strength, Weakness, Opportunities and Challenges (SWOC) of Raithara santhe as perceived by the consumers

METHODOLOGY

The present study was carried out in Bengaluru urban district of Karnataka state during 2018-2019. Even though three Raithara santhe (farmers markets) were established in Karnataka, as of now only one Raithara santhe is functioning at Yelahanka. Therefore, Yelahanka Raithara santhe was purposively selected for the study. Ninety consumers were selected randomly based on their availability during the investigation and who were also voluntarily willing to provide the required information. The data was collected using a pre-tested interview schedule.

The purchasing pattern of fruits and vegetables by consumer at Raithara santhe was documented on eight aspects such as, since how many months the consumer is visiting Raithara santhe, frequency of

purchasing, time of purchase, items purchased, money amount spent per visit, usage of the produce purchased, visit accompanied by and bargaining.

SWOC analysis is an acronym stands for Strength, Weakness, Opportunity and Challenge of the organization, project or any programme. These four attributes are known as SWOC parameters. Strength is the basic asset of the Raithara santhe that would provide competitive advantage for its growth and development. Weakness is the liability of the Raithara santhe that can create a state of the time and specific disadvantages for its growth and development. Opportunity is the ability of the Raithara santhe to grow and achieve its specific objectives in a given situation. Challenge is a situation that blocks the abilities of the Raithara santhe to grow and develop for meeting its ultimate goal. The SWOC analysis of Raithara santhe was done on the basis of data collected by using 32 statements under following four contributed components *viz.*, Strengths (10 statements), Weaknesses, (9 statements) Opportunities (6 statements) and Challenges (7 statements). The consumers were requested to evaluate all the statements framed under each attribute. Data collected was tabulated and analyzed using frequency and percentage.

RESULTS AND DISCUSSION

Purchasing pattern of fruits and vegetables at Raithara santhe by consumers

The purchasing pattern of fruits and vegetables at Raithara santhe by the consumers are presented in Table 1. A little less than three-fourth (73.34%) of the consumers are visiting Raithara santhe since more than 24 months, while an equal number of consumers (10.00% each) are visiting Raithara santhe since less than 6 months and 19-14 months. An equal percentage of the consumers (3.33% each) are visiting Raithara santhe since 6-12 months and 13-18 months. Two-third of the consumers (66.67%) were purchasing fruits and vegetables at Raithara santhe weekly once, whereas 16.67, 10.00 and 6.66 per cent of the consumers were purchasing fruits and vegetables at Raithara santhe once in 3 days, daily and on alternate days, respectively.

TABLE 1
Purchasing pattern of fruits and vegetables at
Raithara Santhe by the consumers (n=90)

Particulars	Consumers	
	Number	Per cent
Since how many months are you visiting Raithara santhe		
< 6 months	9	10.00
6-12 months	3	3.33
13-18 months	3	3.33
19-24 months	9	10.00
> 24 months	66	73.34
Frequency of purchasing		
Daily	9	10.00
Alternate days	6	6.66
Once in 3 days	15	16.67
Weekly once	60	66.67
Time of purchase		
Morning	81	90.00
Afternoon	3	3.33
Evening	3	3.33
Morning and evening	3	3.34
Items purchased		
Vegetables only	42	46.67
Fruits only	0	0.00
Vegetables and Fruits	30	33.33
Others (cereals, eggs, mushrooms, etc.)	0	0.00
Fruits, vegetables and other items (cereals, eggs, mushrooms, etc.)	18	20.00
Money spent per visit (Rs.)		
<100	3	3.33
100-200	6	6.66
201-300	6	6.66
>300	75	83.34
Usage of the produce purchased		
Fresh consumption	27	30.00
Preserving	63	70.00
Visit accompanied by		
Alone	51	56.67
Friends	21	23.34
Neighbours	3	3.33
Family	15	16.66
Bargaining		
Yes	42	46.66
No	48	53.34

The findings presented in Table 1 also indicates that a greater majority of consumers (90.01%) were purchasing fruits and vegetables during morning, while an equal percentage of consumers (3.33% each) were purchasing fruits and vegetables at Raithara santhe during afternoon, evening and also during morning and evening. Nearly half of the consumers (46.67%) had purchased 'only vegetables' at Raithara santhe, while one-third (33.33%) of the consumers had purchased 'both vegetables and fruits' at Raithara santhe and the remaining 20 per cent of the consumers had purchased 'fruits, vegetables and other items (cereals, eggs, mushroom etc.)' at Raithara santhe.

A greater majority of the consumers (83.34%) had spent more than Rs.300/- per visit to Raithara santhe, whereas, an equal percentage of the consumers (6.66% each) had spent Rs.100-200/- and Rs.201-300/- per visit to Raithara santhe. A meagre percentage of consumers had spent less than Rs.100/ per visit to Raithara santhe. It is also observed from Table 1 that a majority of consumers (70.00%) were preserving the fruits and vegetables purchased at Raithara santhe, while 30.00 per cent of the consumers had consumed the fresh fruits and vegetables.

A majority of consumers had visited Raithara santhe alone (56.67%), while 23.34, 16.66 and 3.33 per cent of the consumers had visited Raithara santhe along with their friends, family and neighbours, respectively. A simple majority of consumers (53.34%) were involved in bargaining while purchasing fruits and vegetables at Raithara santhe, while 46.66 per cent of consumers had not bargained while purchasing fruits and vegetables at Raithara santhe.

It can be inferred from the above results that more number of consumers were visiting Raithara santhe during morning (90.00%), weekly once (66.67%) and since more than 24 months (73.34%). A larger number of consumers were visiting Raithara santhe alone (56.67%), purchasing vegetable only (46.67%) and spending more than Rs.300/- per visit to Raithara santhe (83.34%). A simple majority of the consumers (53.34%) had not bargained at Raithara santhe while purchasing fruits, vegetables and other items. Similar

findings were reported by Jabir *et al.* (2010) and Srikanth (2016).

Strengths of Raithara Santhe as perceived by the consumers

Table 2 presents the data on the strengths of Raithara santhe as perceived by the consumers. It is observed from Table 2 that all the consumers perceived the strengths of Raithara santhe as, weights are true to type (100.00%) and Raithara santhe is at good location (100.00%). A vast majority of the consumers perceived the strengths of Raitharasanthe as, availability of fresh fruits and vegetables throughout the year (96.66%), availability quality fruits and vegetables (95.55%), discouraging the use of plastic covers at Raithara santhe (93.34%), availability of fruits and vegetables at cheaper price (90.00%), absence of middlemen (90.00%), courteous behaviour of sellers (76.66%) and availability of other items like eggs, cereals mushrooms, etc. (60.00%). Half of the consumers (50.00%) felt that maintenance of hygienic conditions as one of the strengths of Raithara santhe as perceived by the consumers. Because of the above reasons, the consumers preferred to buy fruits and vegetables at Raithara santhe. Similar findings were reported by Pierre *et al.* (2009) and Ahmad (2011).

Weaknesses of Raithara Santhe as perceived by the consumers

The result in Table 3 presents the data on the weaknesses of Raithara santhe as perceived by the consumers. Non-availability of parking areas was the weakness of Raithara santhe as perceived by all the consumers (100.00%), while majority of the consumers perceived the weaknesses of Raithara santhe as, no online transaction (credit/debit cards) (93.33%), price instability (90.00%), lack of shelter to consumers during uneven weather conditions (90.00%), non-availability of organically grown fruits and vegetables (86.66%), lack of display boards indicating which fruits and vegetables are available at which stalls/counter (83.33%), no adequate publicity about the functioning of the Raithara santhe (73.33%) and menace of traders with fake identity cards (53.44%) in the order of importance. The above weakness could be addressed by the government for effective functioning of Raithara santhe. More or less similar findings were reported by Surendra *et al.* (2012) and Vijaya (2016).

Opportunities of Raithara Santhe as perceived by the consumers

The opportunities for growth and development of Raithara santhe as perceived by the consumers are :

TABLE 2
Strengths of Raithara Santhe as perceived by the consumers (n=90)

Particulars	Agree		Disagree	
	Number	Per cent	Number	Per cent
Availability of fresh fruits and vegetables throughout the year	87	96.66	3	3.34
Availability quality fruits and vegetables	86	95.55	4	4.45
Availability of fruits & vegetables at cheaper price	81	90.00	9	10.00
Weights are true to type	90	100.00	0	0.00
Raithara santhe is at good location	90	100.00	0	0.00
Maintenance of hygienic conditions	45	50.00	45	50.00
Availability of other items like eggs, cereals mushrooms, etc.	54	60.00	46	40.00
Discouraging the use of plastic covers at Raithara santhe	84	93.34	6	6.66
Courteous behaviour of sellers	69	76.66	21	23.34
Absence of middlemen	82	90.00	8	10.00

TABLE 3
Weaknesses of Raithara Santhe as perceived by the consumers (n=90)

Particulars	Agree		Disagree	
	Number	Per cent	Number	Per cent
Non availability of all types of fruits and vegetables	60	66.68	30	33.32
Price instability	81	90.00	9	10.00
No adequate publicity about the functioning of the Raithara santhe	66	73.33	24	26.67
Lack of shelter to consumers during uneven weather conditions	81	90.00	9	10.00
Lack of display boards indicating which fruits and vegetables are available at which stalls/counter	75	83.33	15	16.67
Menace of traders with fake identity cards	48	53.44	42	46.56
Non –availability of parking areas	90	100.00	0	0.00
No online transaction (credit/debit cards)	84	93.33	6	6.67
Non –availability of organically grown fruits and vegetables	78	86.66	12	13.34

installation of electronic weighing machine in all the stalls (100.00%) and installation of electronic price display boards (100.00%) (Table 4). More than three-fourth of the consumers perceived the opportunities for the growth and development of Raithara santhe as, establishment of an information center to cater the needs of customers (96.66%), provision of adequate parking area (96.66%), home delivery for purchase in bulk order (90.00%) and encouraging the farmers' association to have a stall (76.66%). The suggestions provided by the consumers in the form of opportunities

should be considered/ implemented by the government for improving the functioning of Raithara santhe (Table 4). The findings are in line with the research findings of Ahmad (2011).

Challenges of Raithara Santhe as perceived by the consumers

The results pertaining to the challenges of Raithara santhe as perceived by the consumers is presented in Table 5. Maintenance of hygiene and cleanliness in Raithara santhe (100.00%) was perceived as the

TABLE 4
Opportunities of Raithara Santhe as perceived by the consumers (n=90)

Particulars	Agree		Disagree	
	Number	Per cent	Number	Per cent
Establishment of an information center to cater the needs of customers	87	96.66	3	3.34
Encouraging the farmers' association to have a stall	69	76.66	21	23.34
Installation of electronic weighing machines in all the stalls	90	100.00	0	0.00
Installation of the electronic price display boards	90	100.00	0	0.00
Provision of home delivery for purchase in bulk order	81	90.00	9	10.00
Provision of adequate parking area	87	96.66	3	3.34

TABLE 5
Challenges of Raithara Santhe as perceived by the consumers (n=90)

Particulars	Agree		Disagree	
	Number	Per cent	Number	Per cent
Stopping the menace of traders with fake identity cards	48	53.44	42	46.56
Encouraging online transaction	72	80.00	18	20.00
Adequate publicity about functioning of Raithara santhe	81	90.00	9	10.00
Maintenance of hygiene and cleanliness in Raithara santhe	90	100.00	0	0.00
Discouraging the use of plastic covers/bags	87	96.66	3	3.34
Encouraging bulk purchase by retailers and provision of door delivery	50	55.55	40	44.45
Provision of cold storage facility	86	95.55	4	4.45

challenge of Raithara santhe by all the consumers, whereas more than half of the consumers perceived the challenges of Raithara santhe as, discouraging the use of plastic covers/bags (96.66%), provision of cold storage facility (95.55%), adequate publicity about functioning of Raithara santhe (90.00%), encouraging online transaction (80.00%), encouraging bulk purchase by retailers and provision of door delivery (55.55%) and stopping the menace of traders with fake identity cards (53.44%). It is obvious that the above challenges would be helpful in the effective functioning of the Raitha santhe. The findings of the present study is in with the findings reported by Saurav and Neeraj (2015), Vijaya (2016) and Sabyasachi (2018).

The Government may consider in providing the following facilities for the effective functioning of Raithara santhe to attract more consumers to the Raithara santhe: (a) shelter to consumers during uneven weather conditions, (b) information centre, (c) putting up display boards indicating which fruits and vegetables are available at which stalls/counter, (d) providing identity cards to farmers (sellers) to avoid the menace of traders with fake identity cards, (e) providing adequate parking area, (f) encouraging online transactions, (g) installing electronic price display boards, (h) ensuring the availability of organically grown fruits and vegetables, (i) Installation of suggestion box at Raithara santhe for obtaining

feedback from consumers, (j) maintenance of hygiene and cleanliness at Raithara santhe, (k) discouraging the use of plastic covers/bags and (l) providing door delivery on bulk purchase and cold storage facility at Raithara santhe. The Government may also appoint Horticultural Officer (s) at Raithara santhe to look after the day to day activities of Raithara santhe and to address the grievances of the consumers.

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