

## GHANSAL RICE RESULT OF GREEN REVOLUTION: A CASE STUDY OF AJARA TALUKA DIST KOLHAPUR

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### ABSTRACT

The Ajara Ghansal variety of Rice is known far and wide across the globe for its taste and aroma. Also known as the ‘King of Rice’ this **highly aromatic grain** that is **short and elegantly thin**, has originated from ‘Ghansal’ which is derived from two words- one is ‘Ghan’ means ‘Aroma’ and ‘Flavour’ and ‘Sal’ means ‘Elegant Paddy’. Ghansal rice has been cultivated at the merely Ajara Taluka famous rice and **Saatvic or Pure**, is nourishing for the body tissues and is easy to digest. Maharashtra state is one of the well-known states for agricultural sector. One of the important crop grown in the southernmost region of Maharashtra Ajara Taluka especially produce Ghansal Incentives Given by the Governments. Ghansal rice requires more production period and cost. The yield per acre is less but the rate received is high and thus ultimately the average income is far more than other varieties.

**Key Words** - Ajara Ghansal, Elegantly thin, Aroma and Flavour.

### 1. INTRODUCTION:

India is an important center of rice cultivation. The rice harvesting area in India is the world's largest. The two major rice varieties grown worldwide today are **Oryza sativa** india and **Oryza sativa japonica**. Rice is foremost crop of the world and it is the staple food of over 60% of the world population.

#### 1.1 GHANSAL RICE:

The Ajara Ghansal variety of Rice is known far and wide across the globe for its taste and aroma. Apart from the available variety viz: Basmati which is world famous, the Ajara Ghansal variety of rice is known for its nutrition, taste and aroma and has great demand in international market and is in process of exporting to European and African countries.

Also known as the '**King of Rice**' this highly aromatic grain that is short and elegantly thin, has originated from '**Ghansal**' which is derived from two words- one is '**Ghan**' means '**Aroma**' and '**Flavour**' and '**Sal**' means '**Elegant Paddy**'. Ghansal rice has been cultivated at the merely Ajara Taluka famous rice and **Saatvic** or **Pure**, is nourishing for the body tissues and is easy to digest. To obtain the current aroma and flavour of Ghansal rice, proper ageing is required to reduce its moisture content. The best quality of Ghansal rice comes from the Ajara Taluka.

## **2. STATEMENT OF THE PROBLEM:**

Maharashtra state is one of the well-known states for agricultural sector. One of the important crop grown in the southernmost region of Maharashtra Ajara Taluka especially produce Ghansal Rice. Ghansal Rice is produced on large scale in Ajara Taluka. Its quality is notable, in the area of Ajara Tahsil. The major intention of researcher is to identify focus on the problems faced by the farmers while cultivating the Ghansal Rice and the market potential for Ghansal Rice. With view this point it is decided to undertake the study " Ghansal rice result of Green Revolution: A case study of Ajara taluka Dist Kolhapur."

## **3. NEED OF STUDY**

There is no mechanism to know the exact "input-output" and profit or loss position of Ghansal Rice farming in Ajara Taluka. The lack of financial aspects in this area has motivated the researcher to undertake the present research work. Ghansal Rice farmers can be maintained by the financial aspects this will be perhaps pioneering study in this area.

## **4. OBJECTIVES OF THE STUDY**

1. To analyse profitability of Ghansal rice farming in relation to other varieties of rice.
2. To Compare Ghansal Rice with other variety of rice. In terms of Cost, Yield and Income.

3. To study the financial aspects of Ghansal Rice Farming.

## 5. METHODOLOGY

The field study method is used for the present research work. The activities performed at the farm household level throughout the year are taken into consideration.

### 5.1 DATA COLLECTION

#### 1. PRIMARY DATA

The primary data related to micro level study is collected personally through intensive field work, questionnaire and personal discussion with the farmers.

#### 2. SECONDARY DATA

The secondary data - Published Reports, Periodicals, News papers, and Internet etc, - is also used for the present research work.

### 5.2 SAMPLE DESIGN

In Ajara Taluka total population of Ghansal Rice 837 farmers Out of this population 10 percent of sample 84 farmers is selected on random sampling method.

### 5.3 METHOD OF ANALYSIS

The data is analyzed by using simple mathematical tools. This deals with the analysis and interpretation of data collected from the sample of 84 Ghansal Rice farmers.

**TABLE NO.1**  
**MARKET RATE OF GHANSAL RICE**

Years	Paddy Rates (Rs Per Qtl.)	Rice Rate (Rs.Per K.g.)
2013	1400	18-22
2014	1700	18-35
2015	3250	40-45
2016	3500	45-50
2017	3601	50-55

2018	3800	55-60
2019	4200	60-70

**Source:** Field Work

Table No.1 Shows that the market rate of Ghansal Paddy is increasing the year 2013-2019 for Rs 1400-4200 per quintal and Gansal Rice Rs 18-70 per k.g.

**TABLE NO.2**  
**PRODUCTION COST AND INCOME OF**  
**GHANSAL PADDY AND OTHER PADDY (PER ACRE)**

<b>Production Process</b>	<b>Ghansal Paddy Cost (in Rs.)</b>	<b>Percentage</b>	<b>Other Paddy Cost (Average) ❖ (in Rs.)</b>	<b>Percentage</b>
Land Cultivation	8,500	29.10	8,300	31.37
Purchases of paddy	576	1.97	720	2.72
Sowing Planting	1,850	6.34	1,865	7.04
Fertilizers	4,500	15.40	3,900	14.74
Spraying of Chemicals	450	1.54	320	1.20
Labour Expenses	3,180	10.88	2,900	10.96
Harvesting Management	3,900	13.35	3,300	12.47
Transportation	2,700	9.24	2,400	9.02
Storage Facilities	750	2.60	650	2.45
Other Expenditure	2,800	9.58	2,100	7.94
<b>Total Cost</b>	<b>29,206</b>	<b>100</b>	<b>26,455</b>	<b>100</b>
<b>Total Revenue</b>	<b>62,000</b> <b>(20 x 3,100)</b>		<b>43,750</b> <b>(35 x 1,250)</b>	
<b>Net Income</b>	<b>32,794</b>		<b>17,395</b>	

**Source:** Field Work

❖ Average cost for other variety of Paddy

Table No.2 shows the cost of production of Ghansal paddy and income from it per acre. The average cost was Rs 29,206 per acre and the revenue raised from the sale was Rs.62,000. Thus there was net income of Rs. 32,794 per acre.

This table shows the cost of production of other paddy and income from it per acre. The average cost was Rs.26,455 per acre and the revenue raised from the sale was Rs.43,750. Thus there was net income of Rs. 17,395 per acre.

**TABLE NO.3**  
**MEASURE PROFITABILITY OF GHANSAL PADDY AND OTHER PADDY**

Types of Paddy	Cost (Rs.) Per Acre	Total Revenue (Rs.) Per Acre	Net Income (Rs) Per Acre
<b>Ghansal</b>	<b>29,206</b>	<b>62,000</b>	<b>32,794</b>
<b>Other</b>	<b>26,455</b>	<b>43,750</b>	<b>17,395</b>

Source: Field Work

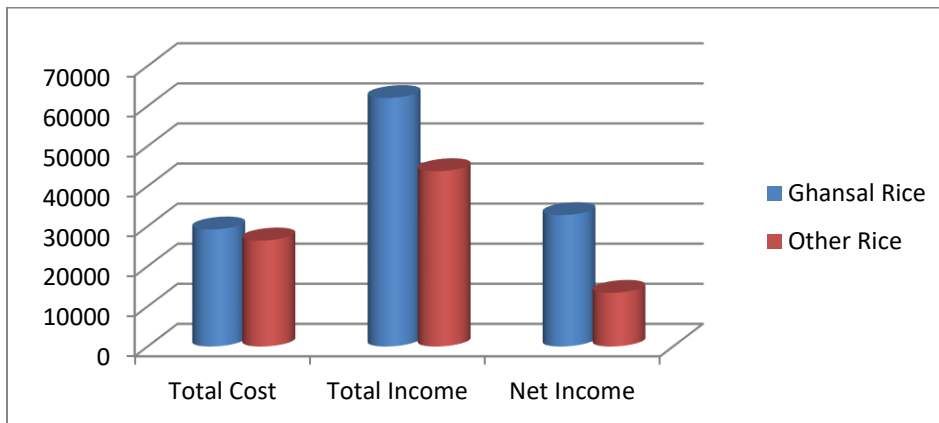


Table No.3 Shows the comparison between cost and income of Ghansal paddy variety and Other paddy. As seen from the taking there was additional income or Rs.15,399 per acre from Ghansal paddy as compared to Other paddy variety. This additional income is the main motivator to the farmers to turn to Ghansal Rice farming.

**TABLE NO.4**  
**COMPARISON OF OTHER VARIETIES OF RICE**

Variety	No. of days for production	Yield per acre (Qtl)	Rate (Rs.)	Average Income per acre (Rs.)
Jaya	120-140	35-40	1200-1500	43,750

Sonam	120-140	35-40	1200-1500	43,750
Komal	120-140	35-40	1200-1500	43,750
Ghansal	150-170	15-20	3500-4000	62,000

As shown in Table No.4 the rice varieties- Jaya, Sonam and Komal require less production period, the cost per acre is also low, yield is high but since the rate fetched is low, the average income per acre is less. Ghansal rice requires more production period and cost. The yield per acre is less but the rate received is high and thus ultimately the average income is far more than other varieties.

### Observation:

1. Most of the farmers are poorly educated. Lower education has prevented the farmers to change the attitude, habits and technology in farming activities.
2. In recent years more farmers have turned to Ghansal Rice farming because of better price received for their Ghansal Rice..

**TABLE NO.5**

**AJARA GHANSAL RICE FARMING AND OTHER RICE AT A GLANCE**

Sr. No.	Particulars	Ghansal Rice	Other Rice
1	Total Cost Per Acre ( Rs)	<b>29,206</b>	<b>26,455</b>
2	Total Income Per Acre ( Rs)	<b>62,000</b>	<b>43,750</b>
3	Net Income Per Acre ( Rs)	<b>32,794</b>	<b>17,395</b>
4	Duration/ Period Days	<b>150- 160</b>	<b>120-140</b>
5	Market Rate Paddy (Quintal )	<b>3500-4000</b>	<b>1200-1500</b>
6	Market Rate Rice ( Quintal)	<b>4000-5000</b>	<b>2000-3000</b>

3. There was lack of financial discipline in among the farmers no respondent farmers' maintained books of accounts or other record.
4. Most of the income from Ghansal farming was used for household consumption; only 3/4<sup>th</sup> farmers used the income for land development activities.
5. The poor economic condition of the farmers and low production of Ghansal Paddy did not allow the farmers to undertake marketing activity in their hands, and forced them to sell their paddy at lower rate to the private traders.

## Conclusions

Scientific knowledge of innovative agricultural practices, proper maintenance of accounts and financial discipline coupled with the use of modern farming and marketing practices, linkage between agricultural universities and the department of agricultural and the government departments of agricultural will definitely improve the financial condition of Ajara Ghansal Rice producers and help them to undertake Rice farming on commercial basis.

Ghansal rice requires more production period and cost. The yield per acre is less but the rate received is high and thus ultimately the average income is far more than other varieties.

From 2010 the Government of Maharashtra started encouraging Ghansal Rice farming by providing subsidies and marketing assistance. This has resulted in the revival of Ghansal Rice farming in this area. Ghansal rice farming has been sustainable without subsidies. The demand for Ajara Ghansal Rice will be revived and the golden days for Ajara Ghansal Rice will come back and this variety of Rice will be able to compete with even the basmati Rice. It helps to the cut throat competition ajara Rice is compete the market and era of second green revolution changing the agricultural policy in rural sector.

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