

## Innovation in Supply Chain Management of Vegetables and Fruits in Maharashtra

Sanjaykumar Jagannath Patil<sup>1</sup> and Yogita Sanjaykumar Patil<sup>2</sup>

<sup>1</sup>Associate Professor, Indira Institute of Management, Pune, Maharashtra, India.

<sup>2</sup>Research Student, North Maharashtra University, Jalgaon, Maharashtra, India.

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### ABSTRACT

*In the present marketing system of vegetables and fruits in Maharashtra state, a number of middlemen are involved till the produce reaches the final consumer, as a result of this, the farmer gets only 30 to 35% of every rupee paid by the consumer. The absence of transparency in this marketing system leads to the farmer's exploitation. To avoid all these situations, Government of Maharashtra started new startup called "Shetkari Bazar (Farmer's Market)" to facilitate the Producer farmers of vegetables and fruits to sell their produce to direct consumers with a view to reduce intermediations, marketing costs and to improve farmers' share in the consumer price. This new startup Shetkari Bazar (Farmer's market) has a concept of direct marketing by the producer (farmers) of vegetables and fruits to consumers. This results in better price realisation for producer farmer. This is expected to help producer farmers of vegetable and fruits should get a fair price and escape commercial exploitation in the market place. To scale up the benefits of this innovation to a wider set of vegetable and fruit producer (farmers), it is necessary to study the limitations and expectations for the improvements. Present research studied the limitations in the form of existing problems and expectations of producers. Also, the success of Shetkari Bazaar was studied in the form of economic development of producer farmers.*

**KEYWORDS:** Shetkari bazaar, Farmer's market, Innovation, Supply chain, Vegetables, Fruits.

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