

**THE LAND OF WINES – NASHIK VALLEY, MAHARASHTRA****Gokul Tryambak Sonawane**

Assistant Professor

A.J.M.V.P.S's Institute of Hotel Management and Catering Technology, Ahmednagar, Maharashtra, India

Email Id:- gokul_sonawane@rediffmail.com**Balasaheb Ramaji Shendage**

Assistant Professor

A.J.M.V.P.S's Institute of Hotel Management and Catering Technology, Ahmednagar, Maharashtra, India

Email Id:- balasahebshendage@gmail.com**ABSTRACT**

In the present paper an attempt is made to study the growth of wine industry in Nashik district. A wine making is an ancient art and fruit processing technique. All over the world, wine is produced on large scale. Wine making is progressing at a very fast pace, from last decade. There are 45 wineries in the district and produced 137.66 lakh liters and sold 136.85 lakh liters wine in the season 2015-16, which establishes 'Nashik as the wine capital of India'. The study has observed that wineries are mostly concentrated in Dindori, Niphad & Nashik tahsils of the district. The area under grape cultivation is increasing by around 300 acres every year, to meet the demand of wineries in the district to produce their wines. The way acreage is expanding; grape production today is enough for all the wine producers. Infrastructural & basic development facilities provided by wine park in Vinchur near Nashik, healthy wine grape production in throughout the district, favorable conditions of climate, marketing, innovative farmers & foreign collaborations have developed the wine industry in the district. For the present study primary & secondary data is collected from the field work and the department of State Excise, Nashik Division, Nashik.

Key words: Wine, Policy, Wine Park, Production & sale, Growth

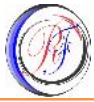
INTRODUCTION

Wine is one of God's choicest gifts to man. Wine is an alcoholic beverage obtained by fermenting the juice of freshly gathered grapes in the district of origin, according to local customs and traditions (Andrews S. 2009). Wine is the important product of the grapevine. Wine is produced and consumed all over the World since ancient times.

Since the very inception Indians had the native familiarity with Wine. This becomes apparent with the artifacts found at the sites of Harappan Civilization. During ancient times wine was often referred to as Somarasa; soma is mentioned in Vedic scriptures as well. Also the reference of Drakshasava is found in ayurvedic texts which was basically a delicious digestive preparation made from ripened red grapes, cinnamon, cardamom, nagkesara, vidanga, tejpatra, pippali, and black pepper and contained natural alcohol.

Since almost a thousand years or so, wine is being made in India. India's larger wine producing areas are located in Maharashtra, Karnataka and Telangana. Within the Maharashtra region, vineyards are found on the Deccan Plateau and around Nashik, Baramati, Sangli, Pune and Solapur. The high heat and humidity of the far eastern half of the country limits viticultural activity.

Nashik is the major quality grape growing area in Maharashtra, India. Grape wine making is gradually picking up in Nashik district from last one and half decade. Government of Maharashtra announced a 'Wine Policy' in 2001. It has resulted in opening 33 new wineries in the Nashik district. Government of Maharashtra had appointed Maharashtra Industrial Development Corporation (MIDC) as a nodal agency to implement wine policy. MIDC had established 'Godavari Wine Park' at Vinchur, near Nashik. At present there are 45



wineries in the district which has shown continuous growth in wine production last three years, as 69.82 lakh liters in 2013-14, 88.93 lakh litre liters in 2014-15 and 136.85 lakh liters in 2015-16.

Nashik district is the largest wine producer not only in Maharashtra state, but also in India. Now Nashik is called as 'Wine Capital of India', as half of the Maharashtra's wineries are based in the district. The wineries from Nashik contribute to a whopping 80% the total sale in the domestic market. There are a total 101 wineries in the country including 83 in Maharashtra. Out of these 45 wineries are based in Nashik alone.

STUDY AREA:

The Nashik district is situated in the Western ghats part of the Maharashtra. Nashik district is the third largest district in Maharashtra in terms of area occupying an area of 15,582 square kilometres in the North Maharashtra region extending from 19° 59' 39" North Latitudes and 73° 47' 50" East Longitudes. It is bounded by Dhule district to the north, Jalgaon district to the east, Aurangabad district to the southeast, Ahmadnagar district to the south, Thane and Palghar districts to the southwest, Valsad and Navsari districts of Gujarat State to the west, and The Dangs district to the northwest.

The terrain is hilly with elevation range of 2,000–2,400 feet (610–730 m) with an inverse climatic condition with warm average day temperature of 26° C (79° F) and night cold temperature of 7–8 °C (45–46 °F), which are ideal conditions for the growth of grapes used for making wine with characteristic flavor of the Nashik valley. The yearly rainfall typically totals ca. 700 mm, but most of this rain falls in the summer months with the arrival of the monsoon. The Western Ghats serve to shelter the Deccan Plateau from excessive rain. Following pruning in November, drip irrigation is common until harvesting which usually takes place in late January to March. The soil condition consists of red laterite with good drainage conditions and generally with chemical properties suitable for growing wine grapes. The water quality is also stated to be ideal for growth of quality wine grapes. Other factors such as humidity of 86%, microclimatic conditions, land and water also contributes & is most favorable for grape cultivation in Nashik. Hence wines produced here are of the best quality.

OBJECTIVES

The present research was undertaken with the following objectives:

1. To study the favorable conditions for the development of wine industry in Nashik district.
2. To study the growth of wine industry in Nashik district.

DATABASE AND METHODOLOGY

The present research study is based on primary and secondary data. The primary data has been collected through sample survey and personal interview throughout the study region in the year 2012-13 to 2015-16. Secondary data obtained from socio-economic abstract of the Nashik district census handbook, Agricultural office, State Excise office of Nashik district and websites. Statistical tools like % age, average have been used in the research.

WINE PRODUCTION IN NASHIK DISTRICT

Nashik district has entered around year 2000 into wine industry. The district has achieved good success in the production of quality wines. Nashik wine producers make distinctive and classic wines with the use of imported rootstocks. The good draining land of the region, long sunny days and dry climate produces excellent grapes.

Earlier there were only four wineries in Maharashtra before the state government announced the 'Maharashtra Grape Processing Industrial Policy: 2001'. The government of Maharashtra has set up specialized state of the art Godavari Wine Park, at Vinchur, in Nashik district. The government has appointed Maharashtra Industrial Development Corporation (MIDC) as a nodal agency for the establishment of grape wine parks. The MIDC has developed infrastructure facilities like good roads, water supply, effluent treatment plant, quality control & analytical laboratory, power, telecom, bank, post and the mother unit. The

main objective behind developing wine parks is to provide the smallest farmer an opportunity to set up his own winery, at less investment if it is set up at the wine park. This has resulted into increasing the number of wineries and the wine production. As there are total 101 wineries in the country including 83 in Maharashtra. Out of these 45 wineries are based in Nashik district alone which shows a growth of wine industry throughout the Nashik district. In majority most of the wineries are concentrated in the Dindori, Niphad & Nashik tahsil. At present 5 wineries have stopped their production & 1 winery has temporarily closed operations.

Some of the vineyards import grape rootstocks from various parts of the world and planting them to produce different varieties of wine grapes. They also have appointed foreign master wine makers and advisors for making their wines world class. Vineyards have partnered with some great wine providers throughout the world to ensure their wines to be delivered direct to the door of every customer.

Table 1 Tahsil wise Distribution of wineries in Nashik District:

Sr. No.	Tahsil	No. of Wineries	% of Location
1	Baglan (Satana)	01	2.22
2	Chandvad	--	--
3	Deola	01	2.22
4	Dindori	16	35.56
5	Igatpuri	03	6.66
6	Kalwan	01	2.22
7	Malegaon	01	2.22
8	Nandgaon	--	--
9	Nashik	06	13.35
10	Niphad	15	33.33
11	Peint (Peth)	--	--
12	Sinnar	01	2.22
13	Surgana	--	--
14	Trambakeshwar	--	--
15	Yevla	--	--
Total		45	100

Source: State Excise Department, Nashik Division, Nashik, August 2016.



Fig. Map: Tahsils in Nashik District

Table 1 reveals that the Tahsilwise distribution of the number of wineries in the 2015-16 in the district. Although the largest number of wineries are concentrated in the Dindori, Niphad and Nashik tahsil.

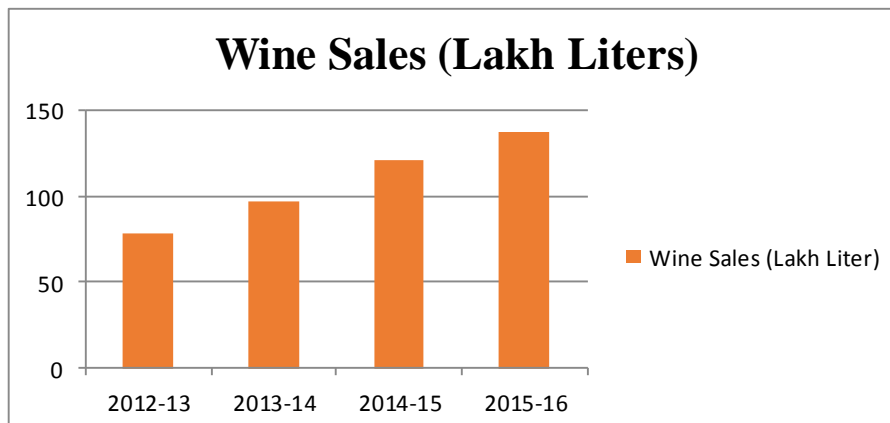
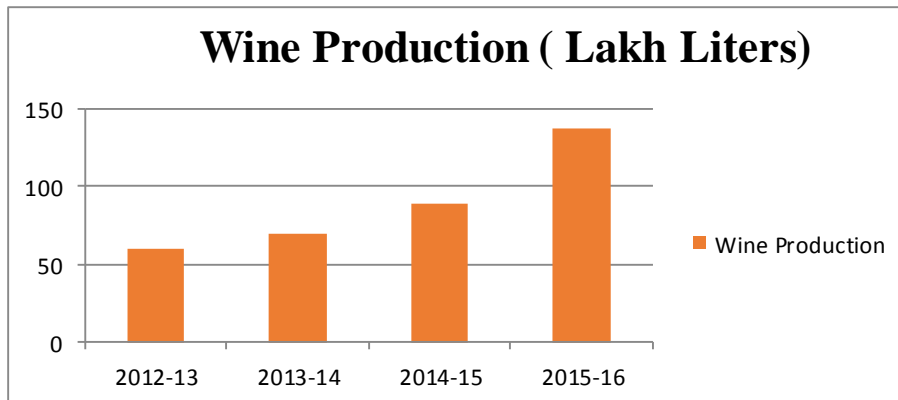
The total areas under grape plantation in the district has increased from 1.50 lakh acres in 2014 - 2015 to 1.75 lakh acres in the grape season 2015 – 2016. Every year, the area under grape cultivation is increasing by around 300 acres to meet the demand of wineries in the districts to produce their wines. The way acreage is expanding; grape production today is enough for all the wine producers.

Wine consumption in countries like France and Italy is 60 to 70 litres per person per year, 25 litres in USA, 20 litres in Australia and 4 litres in China. But wine consumption in India is literally a sip, 4 to 5 ml per person per year. But there is no cause for alarm. Our wine industry has wide scope to grow if we considered our population. The education, awareness & improving tastes of Indian palates are showing increase in the wine consumption all the way. Wine tourism has helped a lot in creating awareness and educating the people to promote the wine sales & consumption.

Table 2 Wine production in Nashik District 2012-13 to 2015-16

Sr. No.	Year	Wine Production (Lakh Liters)	Growth Rate %	Wine Sales (Lakh Liters)	Growth Rate %
1	2012 – 2013	59.56	--	78.59	--
2	2013 – 2014	69.82	17.23	97.32	23.84
3	2014 – 2015	88.93	27.36	121.44	24.78
4	2015 – 2016	137.66	0.55	136.85	0.13

Source: State Excise Department, Nashik Division, Nashik, August 2016.



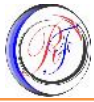


Table No. 2 shows the wine production in Nashik District for the year 2012-13 to 2015-16. By referring the above table, it is observed that the production of wine in 2012-13 was 59.56 lakh liters, which has been continuously increasing up to 137.66 lakh liters in year 2015-16, the growth is more than double in 3 years span of time.

The table also shows the figures for the sale of wines. In the year 2012-13 industry made sale of 78.59 lakh liters, whereas the same has increased to 136.85 lakh liters in 2015-16, which is almost doubled in 3 years' time. This proves consistency in growth factor due to the quality of wines, new techniques, grape varieties, foreign collaborations and support from State Government.

CONCLUSION

The study shows, that the wine industry in Nashik district has achieved continuous growth with the development of wine production and sales. The favorable conditions for grape cultivation are temperature, soil, rainfall, foreign collaborations and support from State Government and that helped for the progress of wine industry.

Incentives & profits motivated farmers to plant and cultivate new wine grape varieties instead table grapes, which have been contracted by the wineries to produce quality wines. This has also increased area under grape cultivation & largely contributed for the growth of wine industry not only in quantitative sense but in qualitative terms as well.

Wine production in Nashik district is mainly concentrated in Dindori, Niphad and Nashik tahsil. Dindori, Nashik, Igatpuri are the major players in the table grapes production since long time. The above mentioned factors motivated farmers to grow wine grape varieties, which contributed towards the development of industry. In Niphad tahsil, which is close to Nashik has a well developed wine park – Godavari Wine Park, constructed by MIDC, given helping hand to the small entrepreneurs to set up their wineries at low investment. Thus these areas come up with a good number of wineries which also contributed to the success of the wine industry in Nashik district.

REFERENCES

1. Pawar, T. (2006, December 13). Maharashtra's grape wine industry has bright future ahead. *Business Standard*.
2. Grape wine industry in Nasik on rise: Sula CEO (2007, Oct 19). *The Economic Times*.
3. JBC International Inc. (2008): India – Wine “Comprehensive survey of the Indian wine market”
4. Mitra, S. (2010): “Wine industry in Maharashtra – An analysis” Centre for Civil Society. India's leading liberal think tank.
5. Andrews, S. (2011 fifth reprint). Food and Beverage Service
6. Singaravelevan, R. (2011). Food and Beverage Service
7. Raut A. Bhakay J. (2012): “Wine tourism in Maharashtra: problems and solutions”. Asian
1. Journal of Food and Agro-Industry. ISSN 1906-3040.
8. Pawar, T. (2014, Mar 2). Wine industry in Maharashtra losing its high. *India Business, Times of India*.
9. Gade, A. D. (2015): “Growth and spatial distribution of wine industry in Sangali district”. Research Front – an International Journal. ISSN (Print) 2320 – 6446, (Online) 2320 – 8341.



10. Bheemathati S. (2015): “An Overview: Recent Research and Market Trends of Indian Wine Industry”. *J Food Processing & Beverages*. 2015;3(1): 5. ISSN: 2332-4104.
11. Kasabe, N. (2015, September 11). Maharashtra’s wine industry cheers new liquor policy. *The Financial Express*.
12. District sees 40% rise in grape production. (2016, Apr 17). *The Times of India*.
13. Pawar, T. (2016, Apr 22). Nashik produces record 1.4 crore litres wine from 37 wineries this year. *Times of India City*.