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Rise only in 'seasonal' items, claim vendors

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The rise in the prices of fruits and vegetables by 20-30 per cent in a span of three months has hit the common man on his basic needs. Though the bigger players of the market have every reason to support their argument that the rise in price is particularly in the seasonal fruits and vegetables and will come down in the near future, the common man finds it hard to buy the claims.

TOI went out in the city market to make comparative study of the prices of fruits and vegetables that was there in the month of December last year and that of the current period. The prices taken into consideration are of average quality fruits/vegetables. One of the most consumed fruits, apple has shown a tremendous rise in price. It used to cost around Rs 45 per kg in December but now it costs nearly double. Same has been the increase in the case of oranges. Oranges cost around Rs 35 per kg in December but now one will get a kilo only if one is ready to pay Rs 60. The retail fruit sellers of the city believe the price rise to be because the season of some fruits has come to an end. Kamal Sahu a retail fruit vendor talking to TOI said, "Prices of oranges and apples have increased because their production season has almost come to an end." Sahu added, "Another reason for the rise in prices is that the festival of Navaratri is going on." It is not only the fruits that have shown an increase in price but also the vegetables that have burnt a hole in the pocket of a middle class consumer. One of the basic vegetables for a common man's consumption, potato has shown a rise in price, as in December its cost was Rs five for a kilo and now it is selling for Rs 10 a kilo.

A house wife Urmila Srivastava talking to TOI said, "Vendors might claim any reason for the price rise but the ground reality lies that it has adversely effected our budget."

When TOI inquired of the vendors if hoarding was one of the reasons behind the rise in the prices they denied instead claiming that prices of only seasonal fruits and vegetables had increased.

