A Study on Marketing and Marketing Efficiency of Potato in Ghazipur District of Uttar Pradesh
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Indian Journal of Agricultural Economics; Jul-Sep 2008; 63, 3; ProQuest
pg. 385

time and the temporal growth in area and production of horticultural crops in Rajasthan. Time series data were collected for the period 1990-91 to 2004-05 from the published sources. The area under fruits, vegetables and spices have positive growth. The growth in area under fruit crops was negative between 1990 and 1995 and has gained momentum after 2000-01. The area under vegetable crops has constantly increased. The area under spices has increased during the period 1990-1995, but lost ground either in favour of fruits and vegetables or oilseed crops later. The foodgrains crops has experienced a decline in area by 571.6 thousand hectares in the last one and a half decade in favour of oilseeds, fruits and vegetables. The area under orange, guava, ber and aonla has increased over time. The area under orange has shown a positive change throughout. Mango is another important fruit of Rajasthan occupying a major portion of total area under fruits but its area has declined over the years. The area under kinnow, an important export crop of northern districts, has shown a decline in 2004-05 compared to 1990-91. Among the vegetable crops onion occupied the maximum area. The landscape of vegetable crops in Rajasthan is bright and their area has shown an increasing trend in the last 15 years. Coriander and cumin are the major spice crops of Rajasthan together occupying 74 per cent of the total area under spices. The area under coriander, cumin, garlic, fennel and methi has increased while it has declined in case of chilli, ginger and turmeric. Productivity improvement through technological interventions have played a major role in increasing the production of fruits while policies of governments played a comparatively larger role in the enhancement of production of vegetables. Thus selection and identification of improved varieties of vegetables with higher yields and assuring their acceptance by the farmers through proper extension activities is very important. In the case of spices the rise in production has almost equally contributed by both these factors i.e., government policies and improved technology.

A Study on Marketing and Marketing Efficiency of Potato in Ghazipur District of Uttar Pradesh

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An attempt has been to study the system, method of sale and channel commonly used in marketing of potato in Ghazipur district, Uttar Pradesh. The study pertained to the year 2007. The different marketing channels identified in marketing of potato are: Channel I: Producer – Consumer; Channel II: Producer – Retailer - Consumer; Channel III: Producer – Wholesaler – Retailer- Consumer and Channel IV: Producer – Village merchant - Wholesaler – Retailer – Consumer. In the case of marketing of potato the producer received low share of consumer's price in channel III than

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channel II. Moreover in channel IV, producer's share in consumer's price was marked lowest as compared to channel II and channel III. The marketing margins received by the wholesaler and retailer were lower as compared to channel III. Marketing efficiency indices for marketing channels II, III and IV were 5.75, 4.39 and 3.96 respectively. The index of marketing efficiency was higher in channel II than the channel III and channel IV, indicating respectively higher marketing efficiency in this channel. In this sphere one transaction taking place by producer is that he directly sold his produce to the consumer in village itself (channel I), and in this way the producer does not meet the marketing cost and hence avoids the need to calculate the marketing efficiency.

Production of Fruits and Vegetables in Mahanadi River Bed Area of Chhattisgarh: An Economic Assessment

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An attempt has been made in this study to work out the economics of production of summer season fruits and vegetables and constraints thereon. The present study is based on 38 respondents selected from five villages in Mahanadi river bed area of Fingeshwar block in Raipur district of Chhattisgarh state. The study is confined to five major fruits and vegetables, namely, watermelon, muskmelon, pumpkin, cowpea and cucumber. Data collected pertained to the crop year 2005-2006. The study revealed that the per farm cultivated area varied from 3.42 hectare on small farms, 5.65 hectare on medium farms to 10.58 hectare on large farms. The total irrigation is observed to be 29.03 per cent of which 65 per cent area comes under canal irrigation. The total cropped area is estimated as 3.60 ha, 6.20 ha. and 11.19 ha. for small, medium and large farms respectively. The highest cropped area is found to be in summer season mainly due to more crops grown in riverbed area. The cropping intensity is estimated as 105.26 per cent, 108.01 per cent and 103.22 per cent for small, medium and large farms respectively. The transportation cost incurred by the large farmers is worked out as quite high as they covered long distance to dispose off their produce in the market. Per quintal commission paid by medium and large farmers is also observed to be quite high due to maximum quantity sold through commission agents. The commission charged varies from 6-8 per cent in the market. The highest variation in the productivity is observed in the case of watermelon where it varied from 711 quintal/ha. on large farms to 800 quintal/ha. for small farms but such variation is not observed in the case of other crops. Per hectare highest net returns was from muskmelon followed by watermelon, cucumber, pumpkin and cowpea in the case of small and medium farms while the sequence of crops from the profitability point of view is muskmelon, watermelon, pumpkin, cowpea and

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