

Analysis of Marketing Cost in Raw Jute Marketing in Assam: A Case Study in Nagaon District

K.C. Borah*

The paper attempts to examine the market performance, the pattern of cost and marketing margin of raw jute in Assam and the causes thereof. Primary data were drawn from 182 raw jute growers randomly selected from five jute growing areas of Nagaon district and 17 intermediaries pertaining to the year 1991-92. It was found that in the analysis of marketing margin of raw jute in Assam, the cost of marketing varied according to the pattern of disposal activities by the market functionaries. Among the five marketing channels included in the study, in channel IV the jute growers received the maximum net price because in this channel the number of intermediaries is less. In this channel there is a direct deal between growers and JCI. In contrast, in channel I the marketing functionaries received the highest profit margin due to the involvement of more number of intermediaries. Among all the intermediaries, the primary wholesaler earned the maximum profit. The differences in the profit margin between the channels are largely due to the number of intermediaries involved in raw jute marketing. The analysis clearly indicates that channel IV where JCI is operating can be considered the most efficient marketing channel in the sense that it brought the largest share of market price to the jute growers.

Seasonal Glut in Post-Harvest Months: A Major Constraint in Marketing of Pigeonpea in Uttar Pradesh

Brahm Prakash and Sushila Srivastava[†]

The study examines the extent of variations in prices of pigeonpea in all the regulated markets of the state of Uttar Pradesh and the variations in its production and market arrivals of the marketable surplus. The study is based on the ten-years data (1987-88 to 1996-97) collected from the Directorate of Agricultural Marketing, Ministry of Agriculture, Uttar Pradesh. Karl Pearson's coefficient of variation was worked out to study the relationship between market arrivals and wholesale prices of pigeonpea. The study revealed that the coefficient of correlation between annual production and market arrivals was positive (+0.57). Inter-year variations in market arrivals ranged from 71 to 126 per cent, while intra-year variations ranged from 40 to 232 per cent of the average arrivals during the last decade. More than 53 per cent of total arrivals reached the markets during the months of April to June, when prices were low. Inter-year variations in wholesale market prices varied between 61 and 166 per cent from the average annual prices that prevailed during the last decade, while the intra-year variations ranged between 89 and 105 per cent. The prices received by

* Professor of Economics, Dibrugarh University, Dibrugarh-786 004 (Assam).

† Indian Institute of Pulses Research, Kanpur-208 024 (U.P.).