

due to low harvest prices. The study concludes that storage plays an important role in providing higher prices to the potato growers. The need is emphasised to provide better and efficient storage facilities to the potato growers in the potato growing areas.

Marketing Efficiency and Price Spread in Marketing of Gram (Chickpea): A Study of Hamirpur District, U.P.

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The paper presents the results of a study undertaken in Hamirpur district of Uttar Pradesh during the agricultural year 1996-97 to examine the price spread and marketing efficiency of different marketing channels for gram in providing better prices to the producers. It also tries to identify the problems in marketing and suggests various policy measures. Using multi-stage stratified random sampling technique, the data were collected from 60 farmers, classified under three size-groups, from six villages in two blocks of the district. Besides, 55 intermediaries were also selected for the study.

The analysis of the data indicates that the farmers faced many problems in the marketing of gram like negligible storage facilities, poor transport structure, absence of strict implementation of market regulation act and involvement of a large number of intermediaries. The producers received a smaller percentage of consumer price for gram and a higher proportion of consumer price was absorbed in marketing cost. The marketing cost was high in channel III because of the higher transport cost due to poor infrastructure facilities. The net price per quintal of gram received by the producers in channel I was significantly lower than in channels II and III. The producer's share in the price paid by the consumer was observed to be appreciably higher in channel I (93.92 per cent) as compared to channel II (81 per cent) and channel III (81.44 per cent). The analysis of price spread in gram indicated a lower producer's share in the consumers price due to heavy margin taken by the intermediaries. It is suggested that to improve the share of the producer the marketing cost involved in gram must be reduced. This is possible only when the infrastructure is developed. Further, the market regulation in the case of pulses has gone largely unimplemented in the backward area of Hamirpur district. To check the malpractices followed by the middlemen like underweighing, absence of open auction sale and unregulated collection of taxes from farmers by the dalal, market regulation should be strictly implemented and better information technology be created.

Study of Marketing of Gur (Jaggery) in District Sitapur (U.P.)

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Based on data collected from a random sample of gur producers selected from five villages in a block in Sitapur district of Uttar Pradesh, an attempt is made in the paper to study the marketing system of gur in the study area, to work out the marketing cost, margin and producer's share under different systems of marketing of gur and to analyse the causes

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