

A study of marketing behaviour, profile and suggestion of respondent paddy growers of district Sitamarhi in Bihar

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ABSTRACT

Paddy is India's most important food crop being grown on 43 million hectares of land with an annual production of 95 million tonnes. The study was conducted in Sitamarhi district of Bihar State. Use of exploratory design of social research was made in the present investigation. Sonbarse, Bazpatti, Riga, Runnisaidpur and Nanpur blocks from Sitamarhi district were randomly selected on the basis of maximum area under paddy cultivation. It was concluded that majority of the respondents did not have marketable surplus. Major Problems faced by the respondent paddy growers were lack of capital or fund (66.67 per cent), weak market infrastructure (46.67 per cent), limited transport facilities (41.43 per cent), fluctuating market prices (20.95 per cent). The major suggestions made by the respondent paddy growers for minimizing (overcoming) the technological gap, Development of irrigation network with government aid, provision of quality seeds with technical know-how and training on major practices to needy farmers.

Key words : Marketing behaviour, Paddy growers, Problems, Suggestions.

Paddy is grown in all the seven continents. It is India's most important food crop being grown on 43 million hectares of land with an annual production of 95 million tonnes. Rice is grown as major staple food crop. Similarly, it is also grown for the other products like parched rice (*Murmura*), beaten rice (*Poha*) and parched paddy (*Lahi*). Paddy is consumed by human beings after cooking as whole rice and by preparing product like *Bhakari*, *Jdli*, *Dosa*, *Uttapa*, etc. The paddy straw is used as cattle-feed and as packaging material. It is also useful in manufacturing of cement as it contains silica. The by-products after milling *i.e.* bran and husk are used for extracting edible oil and cattle-feed respectively. Rice grain is useful in rituals and important ceremonies connected with birth, marriages and funeral from very ancient times whereas broken rice of inferior quality is used as poultry feed. In other words, rice is a major source of food and income of the farmers. The statistical data of area and production for the year 2004-05 shows that the average yield of rice per hectare in Sitamarhi district was observed 0.461 tones per hectares as against 0.811 tonnes per hectare in Bihar. In Bihar state total area under paddy during the year 2004-05 was 3.167 million hectares and the total production was 2.569 million tonnes. In Sitamarhi the total area under paddy was 0.72 million hectares with total production of 0.332 million tonnes. This indicates that, the average per hectare yield of paddy in Sitarnarhi district is much less than the average yields of paddy in

Bihar and India. In view of the study the specific objectives of the present study was ad below;

- To study the marketing behaviour of the paddy growers.
- To obtain the Problems faced and suggestion made by the paddy growers.

METHODOLOGY

The study was conducted in Sitamarhi district of Bihar State. Use of exploratory design of social research was made in the present investigation. Sonbarse, Bazpatti, Riga, Runnisaidpur and Nanpur blocks from Sitamarhi district were randomly selected on the basis of maximum area under paddy cultivation. The list of paddy growing villages was obtained from Agricultural assistant of BDO Offices. From the list, 21 villages were selected by proportionate sampling procedure. A list of paddy growers was prepared from each village with the help of Panchayat assistant and gram sevaks and then 10 farmers were selected randomly. Thus a total of 210 respondents were selected as a sample for the study. Detailed and simple structured interview schedule was designed with relevant questions as per the objectives of study. Pre-testing is essential for clarity, reliability and validity of interview schedule. The data were collected through face to face contact method by contacting the selected farmers at their farm houses or their farms. The finding is presented herewith as under;

OBSERVATION AND DISCUSSION

Marketing behaviour:

Marketing behaviour of the respondent paddy