



Marketing cost and marketing margin of wheat in Durg district of Chhattisgarh

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Abstract : An attempt has been made in this paper to examine the marketing cost and marketing margin of wheat in Durg district of Chhattisgarh state. The study was conducted in Durg district of Chhattisgarh state with forty farmers who were selected randomly from four villages and 10 wheat growers from each of the selected village considered to collect the required information. The primary data were collected from the wheat producers through personal interview method with the help of well prepare scheduled and questionnaire for the production and marketing year 2010-11. The simple mean and average method was used to work out the marketing cost and marketing margins in wheat trade. It was observed that farmers sale their produce to village traders 17.67 per cent and 3.12 per cent during the first and second quarter, respectively. The quantity sale to the wholesaler was observed as 33.08 per cent and 46.13 per cent in first quarter and second quarter, respectively. The marketing cost computed as Rs.5, Rs.19.90 and Rs. 61.40 per quintal in channel-I while it was observed as Rs. 17.18 and 61.40 per quintal in channel-II. Whereas the net marketing margin was computed as Rs.991, Rs. 64.10 and Rs.88.60 per quintal in channel-I while it was observed as Rs. 1055.82 and 95.62 per quintal in channel-II.

Key Words : Time of sale, Marketing cost, Marketing margin, Wheat marketing

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