



RESEARCH PAPER

Economics of pineapple production and marketing in Imphal east district of Manipur

Binky Singh, R.D. Vaidkar*, N.V. Shende, Vanita K. Khobarkar and U. T. Dangore
Dr. Panjabrao Deshmukh Krishi Vidyapeeth, Akola, Maharashtra, India
(Email : rajeshvaidkar@yahoo.com)

Abstract : The overall per hectare cost of cultivation of pineapple was found to be Rs. 1,73,611.39 at cost 'A', Rs. 2,27,268.05 at cost 'B' and Rs. 2,32,355.71 at cost 'C'. The average yield was 348.45 quintals, per hectare gross return was Rs. 3,14,608.18 with a benefit cost ratio of 1.35. From the study area, three marketing channels were identified *i.e.* Channel I, II and III. Price spread was Rs. 153.88 per quintal, Rs. 446.21 per quintal and Rs. 844.02 per quintal at channel I,II and III, respectively. The producer's share in consumer's rupee was 85.44 per cent, 64.71 per cent in and 43.98 per cent in channel I, II and III, respectively. In terms of constraints faced in production and marketing "non-availability and high labour rate" and "lack of regulated market and price fluctuation" were the major problem faced by the farmers. It can be concluded from the study that pineapple cultivation is a profitable venture for the farmers.

Key Words : Pineapple production, Marketing

View Point Article : Singh, Binky, Vaidkar, R.D., Shende, N.V., Khobarkar, Vanita K. and Dangore, U. T. (2023). Economics of pineapple production and marketing in Imphal east district of Manipur . *Internat. J. agric. Sci.*, **20** (1) : 157-164, DOI: 10.15740/HAS/IJAS/20.1/157-164. Copyright@2024: Hind Agri-Horticultural Society.

Article History : Received : 19.08.2023; Revised : 20.09.2023; Accepted : 25.10.2023