

Marketed surplus and price spread in marketing channels of crossbred cow milk in womens's SHG

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ABSTRACT

The present study was undertaken to know the marketing cost, margin and price spread in marketing channels of crossbred cow milk in Ahmednagar district of Maharashtra. For the study, 5 crossbred cow dairy SHGs were randomly selected in Jamkhed Tehsil. The cross sectional data were collected from 50 women members and market intermediaries with the help of pre-tested schedule by personal interview method during the year 2008-09. The results revealed that in channel-I (Producer - local consumer), price paid by consumer was Rs. 17.00 per litre of milk. Producer's share in consumer's rupee was 96.00 per cent and price spread was found to be Rs. 0.68, In channel-II (Producer — processor - sweetshop owner - urban consumer), producer's share in consumer's rupee was 45.50 per cent and purchase price of consumer was Rs. 32.00. Price spread was found to be Rs. 17.44. In channel-III (Producer - milk co-op. society - chilling plant - distributor consumer), price paid by consumer was Rs. 24.00 per litre of milk. Producer's share in consumer's rupee was 39.54 per cent and price spread was found to be Rs. 14.51. Thus, net price received by producer and producer's share in consumer's rupee in channel-I was higher than channel-II and channel-III.

Key words : Crossbred cow, Cost, Margin, Price spread

India has the largest livestock populations in the world. Thus, there is a tremendous scope for increasing the milk production. Today, India is the largest producer of milk in the world. In order to increase the milk production, there is provision in which rural women may come together and form self-help group (SHG) for crossbred cow dairy. Due to formation of such (SHG), on one side milk production can be increased while on the other hand important side, economic condition of crossbred cow dairy can be improved.

At village level, milk co-operative society collects the milk from individual as well as SHG members. Further, it is collected by Government agency for chilling the milk. In that unit, suitable packing is used. The produce is transported to deficit place like city or metropolitan city. The milk is disposed through distributor. Similarly, sum of the quantity is also disposed to the town and village areas. Due to such type of facilities, members of women in SHG are marketing crossbred cow milk easily. It is essential to know the efficient marketing channel for benefit of women in SHG. Hence, the present study has been undertaken.

METHODOLOGY

Ahmednagar district was purposely selected for

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present study on the basis of highest number of self-help groups in the district. Jamkhed Tehsil was selected purposively on the basis of highest number of agricultural based women's enterprises in the district. For the study, 5 crossbred cow dairy SHGs were randomly selected. In regards to size of intermediaries, five milk processors, five sweets hop owners, five milk cooperative societies, one chilling plant and five distributors were purposively selected from vicinity of Jamkhed Tehsil for the present study. The cross sectional data were collected from 50 women members and above intermediaries with the help of pretested schedule by personal interview method during the year 2008-09.

Marketing channel is the chain of intermediaries. Price spread of the produce will increase with an increase in number of intermediaries increase and *vice-versa*.

Marketing cost includes cost incurred by selected producer and all intermediaries in marketing of crossbred cow milk. Marketing margin was calculated by adding the profit of all the intermediaries. Price spread is the difference between net price received by the producer and price paid by the ultimate consumer to the produce. It is also measured by adding cost incurred by producer, all market intermediaries and margin of all intermediaries in respective marketing channel.

Producer's share in consumer rupee is important to decide the appropriate strategies for reducing the marketing cost in the present study. Producer's share in consumer rupee is actual price received by the producer. It is the price received by the producer expressed as a