

## Price spread and efficiency of marketing of pea in Rajasthan

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### ABSTRACT

India is the second largest producer of vegetables in the world next only to China. The pea is the major vegetable crop of Rajasthan. The present investigation was carried out to study the price spread and efficiency in marketing of pea. The study was conducted in Jaipur and Bundi which were selected on the basis of highest area and production of pea. A sample of 50 pea growing farmers from different land size categories was selected by probability proportion to number of farmers in each size group. Five intermediaries each, from the commission agents, wholesalers and retailers were selected randomly. 3153 q of pea was produced by the sample households, of which 3064 q was the marketable surplus. Due to perishable nature of vegetable, the farmers did not stock pea for sale in lean months. Therefore, there was no difference in marketable and marketed surplus of pea. The marketable surplus was higher on small farms (1314 q) followed by medium (1007 q) and large farms (743 q). There was no difference in marketable and marketed surplus of pea. There were two marketing channels used viz., i) Producer – Commission agent cum wholesaler - Retailer – Consumer. and ii) Producer – Village trader – Commission agent cum wholesaler – Retailer – Consumer. In channel – I producer's share was 67.65 per cent. Total marketing cost accounted for 13.29 per cent and marketing margins were 19.06 per cent of consumer's rupee in Jaipur mandi. In Bundi, producer's share was 68.18 per cent. Total marketing cost accounted for 12.73 per cent and marketing margins were 19.09 per cent of consumer's rupee. In channel –II, producer's share was 58.82 per cent. Total marketing cost accounted for 15.07 per cent and marketing margins were 26.11 per cent of price paid by the consumer in Jaipur Mandi. In Bundi, producer's share was 57.57 per cent. Total marketing cost accounted for 11.33 per cent and marketing margins were 28.55 per cent of price paid by the consumer. Marketing efficiency was 2.09 and 1.43 in Jaipur mandi and 2.14 and 1.51 in Bundi mandi for channel –I and channel –II, respectively. Hence, channel –I was more efficient for pea marketing.

**KEY WORDS :** Marketing channel, Pea, Marketing efficiency

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Baba *et al.* (2010) reported the growth of vegetable sector in relation with technology mission, extent and determinants of marketed surplus and price spread of vegetables in the Kashmir valley. A substantial increase in the area and production of vegetables has been observed under Mini-Mission-II scheme of Technology Mission. At the farm level, vegetables have been observed to occupy an

important place in the cropping pattern. The intensity of cropping in the study area has become more than 250 per cent due to multiple cropping of vegetable crops. On an average, producers' marketed surplus has been found more than 92 per cent of the total production of selected vegetables. The estimates of regression function have revealed that the production, area under improved varieties, net price received by producers and education level are the significant and positive determinants of marketed surplus, while spoilage at farm level and consumption have shown a negative contribution. The price spread of vegetables with respect to various marketing channels has indicated that the producers' share has an inverse relationship with the number of intermediaries. The net price received by the producers is relatively higher in the channels in which the produce is directly

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