

# Marketing of papaya growers in Marathwada region of Maharashtra state

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## ABSTRACT

In the marketing of papaya various intermediaries are involved. Among them the important are wholesalers and retailers. Hence 14 wholesalers and 12 retailers were selected to examine the marketing cost, market margin, producer's share in consumer's rupee and price spread. It was observed that highest marketing cost was incurred in channel –I i.e. Rs. 1044.15 followed by Rs. 558.67 and Rs. 446.71 in channel –II and channel-III, respectively. The producer share in consumer rupee was maximum in channel-III (78.25%) and minimum in channel-I (69.92%) while gross marketing margin was highest in channel-I (26.58 %) and lowest in channel-III (11.58%) This showed that farmer received higher share in consumer rupee when there is minimum intermediaries involved and *vice versa*.

**KEY WORDS :** Marketing cost, Producer share in consumer rupee, Intermediaries

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Marketing play a vital role as it directly affects on the producer. The marketing is as important as production of crop. The marketing of papaya in Nanded and Parbhani districts was mostly done through the market intermediaries. They work in the market and get their share in consumer rupee. They are also called as market agencies. They play a very important role in the marketing of papaya from the chain of supply of papaya from producer to consumer. However, the long chain of such market agencies or intermediaries is not desirable but reasonable number of intermediaries is essential.

The knowledge of marketing cost, market margin, producer's share in consumer's rupee and price spread of papaya channel wise will be useful or the farmers, who want

to substitute this crop for the traditional crops grown in the area. Keeping in view above aspects, the present study has been undertaken with the following objective to workout marketing cost, marketing margin and price spread in different channels of papaya marketing.

## METHODOLOGY

In the marketing of papaya various intermediaries are involved. Among them the important are wholesalers and retailers. Hence, 14 wholesalers and 12 retailers were selected to examine the marketing cost, market margin, producer's share in consumer's rupee and price spread. Another two set of questionnaire were prepared for wholesalers and retailers in which the marketing points included. After preparing the questionnaires, considering the above points, it was pre-tested and the data were collected by survey method pertaining to the agricultural year 2009-10.

## ANALYSIS AND DISCUSSION

The findings obtained from the present study are presented below:

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