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**International Research Journal of Agricultural Economics and Statistics**

Volume 6 | Issue 1 | March, 2015 | 27-31 ■ e ISSN-2231-6434 |



**Research Paper**

# Economic analysis of marketing channels and efficiency of marketing of finger millet (*Ragi*) in Karnataka

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**Paper History :**

**Received** : 31.07.2014;

**Revised** : 22.12.2014;

**Accepted** : 09.01.2015

**ABSTRACT** : A study was conducted on the economics of marketing channels and efficiency of marketing of finger millet (*Ragi*) in Kolar district of Karnataka during the period of 2011-12. The simple random method was used to select the appropriate unit of marketing functionaries in different channels. Necessary data were obtained from the sample respondents through personal interview method with the help of pre-tested questionnaire in order to ensure the accuracy of the data. In case of channel-I, after harvesting of the finger millet the producer will sell it to village traders and transport to the nearby market. In channel-II, village traders were approached to the producers for harvested finger millet and in channel-III, after harvesting of the main product the producer will sell it to commission agents. The producer share in consumer rupee was 82.30 per cent, 80 per cent and 77.12 per cent in channel-II, channel-III and channel-I, respectively. The price spread was highest in the channel-III with Rs. 2850 per tonne followed by channel-II Rs. 1300 per tonne and in channel-I Rs. 1820 per tonne. The price fluctuation was the major problem in marketing of finger millet *i.e.* (56%) followed by market information (45%).

**KEY WORDS** : Finger millet, Producer share in consumer rupee, Price spread, Market channel

**HOW TO CITE THIS PAPER** : Reddy, V. Venkataramana, Venkataramana, M.N., Swamy, P.S. Dhananjaya and Kumar, H.V. Harish (2015). Economic analysis of marketing channels and efficiency of marketing of finger millet (*Ragi*) in Karnataka. *Internat. Res. J. Agric. Eco. & Stat.*, **6** (1) : 27-31.