

Research Note

# Marketing of turmeric in Yavatmal district of Maharashtra

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**ARTICLE CHRONICLE :**

**Received :**

06.03.2014;

**Accepted :**

20.04.2014

**SUMMARY :** The present study attempts to examine the marketing of turmeric in Yavatmal district of Maharashtra state, India. Primary data for the study were collected through a sample of 60 turmeric producers in the study area during year 2011-12. Data were collected by personal interview in a specially designed schedule. In the study area, following marketing channels have been observed. Channel I: Producer → Consumer, Channel II: Producer → Village trader → Consumer, Channel-III: Producer → Village trader → Wholesaler → Consumer, Channel IV: Producer → Village trader → Wholesaler → Retailer → Consumer. Out of four channels, highest quantity was sold through the channel, Producer → Village trader → Wholesaler → Consumer. The net price received by producer in channel-I, channel-II, channel-III and channel IV were Rs.7216.59, Rs. 6813.47, Rs.6650.35 and Rs.6505.64 per qt., respectively. The producer's share in consumer's rupee was highest in channel-I *i.e.* 99.64 per cent.

**How to cite this article :** Khose, A.S., Chavan, P.S. and Nair, B.G. (2014). Marketing of turmeric in Yavatmal district of Maharashtra. *Agric. Update*, 9(2): 268-270.

**KEY WORDS :**

Turmeric,  
Marketing,  
Marketing  
channels

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