

The economic analysis of sunflower production

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Received : 15.08.2012; Revised : 28.08.2012; Accepted : 01.08.2012

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■ **ABSTRACT** : Economic analysis plays a major role in agricultural production of any country. The aim of this case study was to create awareness about economics of the irrigation farming sunflower production per hectare in Northern Transition Zone of Karnataka, India. The data were collected from the 40 randomly selected farmers, having more or less homogeneous red sandy loamy soil field, using face to face questionnaire method. The study revealed that sunflower production cost consumed total Rs. 20.92 kg⁻¹ out of which labour consumption was 39.16% followed by rental value of the owned land (17.88%) and inorganic fertilizer (10.41%) in the total cost. Total labour (human labour, bullock labour and machine labour) constituted about 51.85% of the total variable cost. The results showed that cost of production, net returns over variable cost, net returns over total cost and benefit cost ratio for sunflower production were Rs.41451.23 ha⁻¹, Rs.38054.06 ha⁻¹, Rs.27911.77 ha⁻¹ and 1.67, respectively.

■ **KEY WORDS** : Economic analysis, Net return; Sunflower production, Benefit Cost ratio

■ **HOW TO CITE THIS PAPER** : Kanannavar, P.S., Chilur, Rudragouda, Vasanthgouda, B.R., Ravindra, Y. and Nagaraj, D.M. (2013). The economic analysis of sunflower production. *Internat. J. Agric. Engg.*, 6(1) : 227-230.

Sunflower is originated in Southern United States and Mexico from where it was introduced into Europe and later into former USSR. Sunflower (*Helianthus annuus*L.) is an important oilseed crop in India popularly known as "Surajmukhi". The name *Helianthus* is derived from 'Helios' meaning 'sun' and 'anthos' meaning 'flower'. It is one of the fastest growing oilseed crops in India. In early 1970s, only about 0.1 million hectares were under sunflower cultivation, however by 2009-10, it had gone up to 1.48 million hectares of area with a production of 0.85 million tonnes in the year 2009-2010. Karnataka stands first place in both production and area of cultivation *i.e.* 35.76 per cent (0.30 million tonnes) and 53.79 per cent (0.79 million hectares) during the year 2009-2010 in the country (Source: Ministry of agriculture, Govt. of India). The present study to create clear idea of cost involved in sunflower production under irrigation farming during *Rabi* season in Northern Transition Zone (Zone 8), Karnataka, India. Economic analysis is most important consideration in agriculture; it may be in the forms, such as labour (human labour, bullock labour and machine labour), seeds, organic manure, inorganic fertilizer, plant protection chemicals, irrigation, etc (Nagaraj, 1993). Many studies have been done to evaluate the cost economics *viz.*, Madalia and Charan (1974) studied costs and returns in H-4 cotton seed production in Gujarat and reported

that the average cost of seed production was Rs. 44,688.80 per hectare. Thus, per kg cost and net profit were estimated to be Rs. 35.61 and Rs. 33.90, respectively. Kannababu and Rana (2003) studied economics of sorghum hybrid seed production in India during the *Rabi* season of 2000-2001. The estimated variable cost and fixed cost per hectare were 81 and 19 per cent, respectively in the total cost of production per hectare (Rs. 36,300) and total value of the produce was estimated at Rs. 52,750. The main objectives of this study are :

-To evaluate the fixed cost and variable cost involved in sunflower cultivation, to know the production cost share from different farm activity.

■ METHODOLOGY

The data were collected from the 40 randomly selected farmers, having more or similar red sandy loam type soil, using face to face questionnaire method. Twenty villages were chosen to represent the status of sunflower farm activity around Hirekerur Taluk, Karnataka, India in the period of 2011-2012. The data collection involved the various operational capital inputs of 40 farmers. The capital input (total cost) separated into variable cost and fixed cost (Sandigodmath, 2007). Variable cost consists of different source of labour, seeds, organic manure, inorganic fertilizer, plant protection