



RESEARCH PAPER

Marketing efficiency of apple - A study in Kullu district of Himachal Pradesh

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Abstract : The present study analysed the efficiency of apple marketing in Kullu district of Himachal Pradesh. Kullu district was purposively selected for the study as apple is predominantly grown in this district. The sample drawn for the study comprised of 40 apple growers of Kullu and Nagar blocks; ten apple contractors, five village traders, five wholesalers and ten retailers operating in Bhuntar Mandi of Kullu block. The modified marketing efficiency analysis was used to analyse the efficiency of marketing channels of apple while the Garrett's ranking technique was used to rank the marketing constraints faced by apple growers. Among the three marketing channels prevailing in the study area, channel III (Producer – Retailer – Consumer) was the most efficient channel as it had the highest modified marketing efficiency index of 6.97. Majority (50 %) of the growers marketed apple through channel III which accounted for about 56 per cent of the total quantity sold by them. The price spread was the lowest (Rs. 122.35) in channel III; and accordingly, the producer's share in final consumer rupee was the highest (87.45 %). The total marketing cost incurred per box (20 kg of apple) by pre-harvest contractor, village trader, wholesaler and retailer was Rs. 88, Rs. 80, Rs. 43, and Rs. 72, respectively. Among the various marketing costs, packing was the major cost followed by transportation for pre-harvest contractor, village trader and retailer; while for the wholesaler, transportation was the major cost followed by storage. The major marketing constraint faced by apple growers was fluctuations in prices.

Key Words : Apple, Marketing efficiency, Marketing channel, Marketing cost, Marketing margin

View Point Article : Minhas, Sonia and Girish, M.R. (2016). Marketing efficiency of apple - A study in Kullu district of Himachal Pradesh. *Internat. J. agric. Sci.*, **12** (2) : 344-349, DOI:10.15740/HAS/IJAS/12.2/344-349.

Article History : Received : 18.03.2016; Revised : 08.04.2016; Accepted : 23.05.2016

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