



RESEARCH PAPER

Market structure for cotton seed in different markets of middle Gujarat

RAVI SHANKAR*, Y.C. ZALA¹ AND R.S. PUNDIR¹

Department of Agricultural Economics, B.A. College of Agriculture, Anand Agricultural University, ANAND (GUJARAT) INDIA

Abstract : The present paper attempts to analyze the market structure, problems and prospects in marketing of cotton seeds and suggest improvement in marketing of cotton seed marketing. Required data were collected from 30 dealers spread over three selected districts on cross sectional basis keeping in mind the relative importance of agencies/companies in the total volume of business especially in cotton seed marketing for the time period of 2009 to 2011. The major methods employed for the analysis were Lorenz co-efficient of inequality technique, Bain's classification for market structure and Garrett ranking technique. The Lorenz co-efficient values were near to one which confirmed the inequality in the distribution of the dealers by sizes in the cotton seed market. Out of total sale of cotton seed in a year 2009-10, 2010-11 and 2011-12, top four dealers' transactions was less than 25 per cent, the selected cotton seed market was atomistically competitive market. The most important constraint viewed by the dealers was non-availability of seeds by desired quantity followed by non-availability of seeds in time.

Key Words : Market, Cotton seed, Market, Middle Gujarat

View Point Article : Shankar, Ravi, Zala, Y.C. and Pundir, R.S. (2016). Market structure for cotton seed in different markets of middle Gujarat. *Internat. J. agric. Sci.*, **12** (2) : 350-354, DOI:10.15740/HAS/IJAS/12.2/350-354.

Article History : Received : 19.03.2016; Revised : 12.04.2016; Accepted : 24.05.2016

* Author for correspondence:

¹International Agribusiness Management Institute, Anand Agricultural University, ANAND (GUJARAT) INDIA