

Economics of marketing of papaya in Maharashtra, India

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ABSTRACT

The survey was conducted in Hingoli district during the year 2004-05 to study the economics of marketing of papaya. The data were collected from 60 papaya growers in relation to marketing cost incurred by them. The marketing information were also collected from marketing functionaries viz. retailers, wholesalers, local, distance and terminal trader. The appropriate statistical tools were applied to analyzed the data. It was observed that marketing cost of papaya was highest of Rs. 121.59 per quintal in channel – II followed by channel – I, VI, III, IV & V. Price spreads in papaya fruit marketing observed that price spread was Rs. 415.50 in channel – I with its share 66.15 per cent in price paid to consumer In channel – II price spread was Rs.553.89 per quintal and share of price spread was 71.55 per cent in price paid by consumer. It implied that price spread was higher in channel – II as compared to channel – I because of involvement of one more functionary in channel – II. In channel – V the price spread was 374.18 (62.95 per cent) in producer's price of Rs.594.39 per quintal. It implied that the surplus time large quantity was disposed through this channel –V. In channel – IV price paid by terminal exporter was Rs.805.58 per quintal in which price spread was Rs.355.56 (44.14 per cent). It is noted that this channel was more profitable to papaya growers to dispose quality produce.

Key words : Papaya, Producer, Retailer, Consumer

INTRODUCTION

Papaya (*Carica papaya* L.) is an important fruit of tropical and subtropical regions of the world. In fact, during the discovery and exploration of Central America by the Spanish, this fruit was spread rapidly through out Caribbean region and was introduced in to India in 16th century. India alone contributes over 32 million tonnes (9 per cent) of fruits out of 370 million world production of fruit. Presently in India it is grown in about 0.70 lakh hectares area and annual production is 17.60 tonnes. Share of Maharashtra in productivity was accounted 0.47 million tonnes. The diverse agro climatic condition in various part of India offers scope for growing papaya fruit crop through out the year. Papaya gardening provides a good source of income and plays an important role in human nutrition. Higher nutritive, medicinal values and economic returns per unit area are the main advantageous of growing of papaya fruit. The fruit can be used for consuming fresh, proportion of salads, jam, and ice-cream flavors and marmalades syrup. Unripe fruit is commonly used as vegetable in cooking. Pepin can be prepared from dried latex of immature fruits which serve as photolytic enzyme and also used as meat tenderizer and also as a tool detection of stomach cancer (Kumar and Vandana , 2000). Marketing play very important role in determining the level of income to the producer for his saleable, commodity. Marketing is the process which involves all aspect structure, both functional and institutional based

on technical and economics consideration and includes operations like assembling, grading, storage, transportation and distribution. There are many middle man who operate both in assembling and distribution point in papaya marketing business. They exploit the growers by taking high marketing margins. The marketing margins shows the price spread between the price paid and received by any particular fruit marketing agency. Hingoli district of Maharashtra has most favorable climate for papaya crop cultivation. The district leads in production, productivity and marketing of papaya. Since no serious attempt has been made to know socio-economic characteristics, marketing channel for market for surplus of papaya, marketing costs, margins and price spread in different channels in papaya marketing. Keeping in the view above the investigation with respect to economics of marketing of papaya fruit in Maharashtra was undertaken.

MATERIALS AND METHODS

Multistage sampling technique was used to select district, tehsils, villages, and papaya growers. In the first stage, Hingoli district was purposely selected on the basis of highest area under the papaya crop. Basmat Tehsil was also purposely selected on the basis of the highest area under papaya crop. Five villages viz. Aral, Barada, Ganeshpur, Pimplachaur and Telgaon were selected on the bases of the highest area under Red lady papaya crop. From each village twelve papaya growers were randomly

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