

Current status of marketing, constraints and farmer's share in consumer price of guava in Kaushambi district of Uttar Pradesh

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ABSTRACT

Present study was carried out (n=120) to find out the various channels involved in the marketing of guava fruits and to study the constraints encountered by the guava farmer of Kaushambi district of Uttar Pradesh. The average family size of guava farmers was 5.25 with average male and female 2.8 and 2.44, respectively. Average literacy rate among the famers families was 43.49. However, 30.42 per cent male and 26.08 per cent female were illiterate. There were seven different types of marketing channels which were involved in guava marketing. Out of seven marketing channels involved in guava marketing, first channel was found to be efficient and the remaining were less efficient in farmer's share in consumer price. Farmers faced several constraints related to marketing, storage and financial problems. High involvement of middleman's is hampering the profitability of guava farmers. Guava farmers are facing several constraints related to marketing, storage and finance. Hence, to improve the productivity of guava farm and guava farmers, the constraints and problems should be resolved at priority basis. Therefore, policy makers and administrators have to take initiative to provide efficient services to benefit the producers.

KEY WORDS : Guava, Marketing channel, Profit

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