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## A CASE STUDY

# Marketing of sweet orange (malta) in Uttarakhand

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### ABSTRACT

The present study has been conducted in order to access the marketing of sweet orange in Rudraprayg district of Gharwal region of Uttarakhand. Primary data was collected from various stakeholders constitute forty growers and two and three mediators operating at each level of marketing channels. Three distribution channels were identified. More than 68 per cent of the produce was sold directly to the village commission agent/contractor. Marketing cost varied from 0.20 per kg to 0.50 per kg in channel III. A component of the marketing cost of the producer was cost incurred on sorting and grading. The producers were earning 8.64 per kg marketing margin in channel I followed 6.64, 4.64, in channel II and channel III, respectively. The producer's share in consumer's rupee was highest 70.29 per cent in channel III while 54.93 and 42.45 per cent in channel II and I, respectively. Channel III was the most efficient channel with efficiency of 1.72. Channel I was least efficient 0.69. The spatial price difference between the local market and distant market is very wide *i.e.* more than Rs. 700 per quintal. The main component of cost of producers is the labour cost and transportation cost borne by producers. The farmers of the hilly areas must be properly linked to the market through proper roads and other infrastructure and through co-operative federation. There is a need to form the active farmer producer groups / farmer co-operative groups which can take the advantage of the distant and competitive markets, benefiting the members by remunerative price. To reduce the spatial differences in the price of sweet orange, better transport, storage and processing facilities are also required.

**KEY WORDS :** Sorting, Grading, Hilly areas, Farmer co-operative groups, Cost

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