



Research Paper

Economics of production and marketing of vegetables through self-help group

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ABSTRACT : In this study an attempt has been made to study the “Economics of vegetable production activity of self-help groups in Amravati district” with view to work out the economics of vegetable production activity performed by self-help groups and to study marketing of vegetables. The study revealed that the average fixed capital investment of self-help groups on capsicum production under shed net was Rs. 46387.81. The cost of production in case of vegetables was Rs.25428.08 per 1089 sq ft (Dasgupta, 2001). Total income obtained from capsicum production was Rs.27051.34. The Input-Output ratio in capsicum production was 1:1.53. Two channels were identified in marketing of capsicum. In channel I The total marketing cost incurred by producer in capsicum estimated amounts Rs. 173.00 which includes commission charges Rs. 146.18. Producer share in consumer rupee was 92.75 per cent. In case of capsicum price spread was estimated Rs. 220. The total marketing cost incurred by producer in capsicum estimated amounts Rs. 253.56 which includes commission charges Rs. 228.4. The total marketing cost of wholesaler and retailer was Rs.4.43 and Rs.9.24, respectively. Market margin of wholesaler and retailer was Rs. 295.57 and Rs. 316.76, respectively. Producer share in consumer rupee was 81.78 per cent. In case of capsicum price spread was estimated Rs. 626.

KEY WORDS: Economics, Vegetable production, Self-help groups

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