

Study on arrivals and prices on banana in Parbhani market of Maharashtra state

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ABSTRACT

In present study an attempt was made to study the price spread in marketing of Banana in Parbhani market of Maharashtra. To workout the relationship between arrivals and prices. In all a sample of 27 commission agent / wholesaler who paid license fee were selected. A sample of 30 retailers was randomly selected for present study. The per quintal marketing cost in channel-I, was higher by Rs. 17.05 than that of channel-II. It was higher by 17.90 %, while the marketing margin were lower by Rs. 17.05 in channel-I than II. The peak period of market arrivals was indentified from October to November for banana in Parbhani market however the peak period for price was March. The arrivals and prices were inversely related in banana fruit under study.

INTRODUCTION

Fruit production plays an important role in the economy of any country. Increase in area and production of fruits has given rise to numerous problem of marketing. The marketing season of important commercial banana varieties grown in Maharashtra generally begins in June and lasts till March.

Marketing facilities with regard to grading, packing, handling and transportation, sale of marketable surplus, disposal of culled fruits etc., have not been able to keep pace with the fast expanding fruit industries. The seasonality, bulkiness and perishability of fruits render the task of marketing further difficult and delicate.

These characteristics deprive the producer to get remunerative prices and at the same time the consumers do not get the fruits at reasonable rate, suggesting marketing inefficiencies.

Effective marketing strategy specially for such a commodity depends mainly on decision of Where, When, How and How much to market. In the process of marketing, fruit has to pass through a number of marketing agencies and functionaries. Each one of them has to be paid for its role (Birari and Kasar, 1983).

The producer's shares in consumer's rupee depend upon the marketing channel and intermediaries involved. The price increases as the fruit moves closer and closer to

consumer (Borle and Kalyankar, 1983).

Banana is a poor man's fruit. It is widely grown in the country under irrigated conditions. In Marathwada region, Parbhani and Nanded are two districts in which banana is grown mainly as irrigated cash crop. More, than 75 % banana production of the region is produced in these two districts.

In present study an attempt was therefore, made to study the price spread in marketing of banana and to workout the relationship between arrivals and prices.

METHODOLOGY

Parbhani market was selected purposively for the study where banana is the important fruit marketed in Parbhani market. A sample for the study consisted of 27 commission agents/wholesaler, who paid license fees to the Muncipal corporation and randomly selected 30 retailers were scattered all over the market region.

An appropriate questionnaire was prepared keeping in mind the set of objectives. The required information was collected by personal interview method. The data were analysed to meet the objective of the study.

RESULTS AND DISCUSSION

Marketing cost and margins:

It is revealed from Table 1 that the share

Key words :

Producer,
Banana, Retailer,
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