

Economic efficiency of marigold marketing in Pune district of Maharashtra

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ABSTRACT

An attempt was made to study the economic efficiency of marigold marketing in Pune (Maharashtra). In all thirty sample cultivators were selected from the villages of Khed Tahasil of Pune district and data were collected for the year 2006-07. The collected data were analyzed by a simple tabular method and statistical tools such as arithmetical averages and percentages were worked out for the interpretations of results. It was observed that on an average, marigold flower production was 2850 kg on 0.40 ha. of a farm. The marketed surplus of marigold was disposed through three different channels. The highest net margin of retailer was Rs.4.54 in channel-I followed by that of Rs.3.05 and Rs.3.00 in channel-III and channel-II, respectively. Channels-I was found to be the most efficient in regard to producer, intermediaries and consumer's point of view. Similarly, producer's share in consumer's rupee was also high in channel-I.

INTRODUCTION

In traditional flowers, marigold is one of the most widely cultivated open field flowering crops in Pune district of Maharashtra. It is most popularly used in decoration particularly during a marriage season and having a highest demand during Dashehra and Deepawali festivals. Keeping in a view the above aspects, the study was undertaken to identify economic efficiency of marigold marketing in Pune district of Western Maharashtra.

The objectives are to study different marketing channels of marigold marketing in selected area, to determine the channel wise marketing cost of marigold in selected area and to estimate the economic efficiency of marigold market.

METHODOLOGY

Thirty marigold growers were selected from six villages in Khed Tahsil of Pune district of Maharashtra. Khed Tahsil is dominant in flower cultivation, and hence five marigold growers were selected from each village.

Therefore, six hundekaris from producing areas and each six wholesalers and retailers were selected from consuming area of Pune Market. For calculating channelwise marketing cost, required data were obtained from the various market functionaries.

Required data related to marketing of marigold flower were collected by survey method through a structure schedule for the

year 2006-07. The tabular method of analysis was carried out to analysis the data.

The ratio of output to input was considered as an economic efficiency of marigold marketing system as given below:

$$E = O / I$$

where, E= Economic efficiency in marketing system

O = Output or value added (price spread) in marketing system and

I = Input or real cost (marketing cost) in marketing system

RESULTS AND DISCUSSION

Retention and marketed surplus of marigold:

The pattern of utilization and channel wise marketed surplus of marigold were calculated and are presented in Table 1. It was observed that on an average, marigold flower production was 2850 kg on 0.40 ha of a farm. It was revealed that the quantity of damaged marigold was 64.13 kg (2.25 per cent) followed by 21.38 kg (0.75 per cent) for relatives and 35.63 kg (1.25 per cent) as retained for home consumption. It is important to note that marketed surplus was 2728.88 kg that was 95.75 per cent of the production. It is inferred that marketed surplus could be increased by reducing the damage with careful handling of marigold produce.

It was also observed from Table 1 that marketed surplus of marigold was disposed

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