



Research Article

## An economic analysis of marketing of kinnow in Punjab: emerging *vis-a-vis* traditional marketing channels

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**SUMMARY :** Kinnow growers in the state have been benefitted by selling their produce through direct marketing/emerging marketing channels (EMC). Despite incurring higher marketing costs, the net price received by them was about 20 per cent higher than those received by farmers who disposed of their produce through traditional marketing channel (TMC) *viz.*, pre-harvest contractors. The share of kinnow growers in the price paid by consumer under TMC was only 33.70 per cent, while the same in case of EMC was 55 per cent. However, the marketing operations of EMC are very limited enabling only a few farmers to secure higher price. Thus, expansion of such innovative/direct/emerging marketing channels for fruits in an organized manner, coupled with upgraded market infrastructure can go a long way to promote horticultural base in the state through reducing intermediaries, increasing net returns for the producers as well as for the benefit of the consumers.

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