



RESEARCH ARTICLE :

Marketing channels, cost, margins and price spread of Bt cotton in Bharuch district of South Gujarat

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SUMMARY : This study was conducted for estimation of marketing cost, marketing margin and price spread through different marketing channels of *Bt* cotton in Bharuch district of South Gujarat region. Two major marketing channels were identified for the *Bt* cotton *i.e.*, Channel-I: Producer → CCI (Cotton Corporation of India) and Channel-II: Producer → Commission Agent → Ginner → Consumer. The producer could secure about 88.24 and 83.00 per cent of consumer's rupee in channel-I and channel-II of Bharuch district, respectively. Thus, the channel-I in Bharuch district was found to be more efficient as compared to other channels. The major problems faced by the farmers in production of *Bt* cotton found that, non-availability of agricultural labour during peak seasons, lack of availability of recommended plant protection chemicals, high incidence of attack from bollworms, non-availability of quality seeds of *Bt* cotton in time, lack of availability and high cost of recommended fertilizers, growth of weeds, lack of irrigation facilities.

KEY WORDS:

Bt cotton, Marketing channel, Marketing cost, Marketing margin, Price spread

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