

Short Communication

Studies on channels of marketing

G. B. INGLE, DIPALI V. GHIVE*, NEETA BARABDE AND SWATI R. POTE

Department of Agronomy, Dr. Punjabrao Deshmukh Krishi Vidyapeeth, AKOLA (M.S.) INDIA

In India agricultural marketing plays a pivotal role in fastening and sustaining the tempo of rural and economic development. It accelerating the pace of economic development but still there are some defects in agricultural marketing. Here production can't help producer at any level till he does not get suitable market for his produce. It is very bitter experience to farmer in spite of the increase rate of production returns due to the fluctuations in prices, very high marketing cost and heavy losses during marketing process.

Study of marketing of food grains pertain to Akola district of vidarbha region where about 90 per cent of the area is rainfed and depends upon the monsoon. In rainfed agriculture farmers have much less control over production where in they can only the area under different crop. However, they can be benefitted through proper & efficient marketing of food grains keeping this in view, the channels of marketing are studied.

In the first phase, considering marketing system adopted at Akola market all the major agencies involved were selected. These were mainly producer farmers, commission agents, wholesaler, village merchants,

processors, retailers.

Ten producer farmers for each commodity from six village of three tahsils in Akola district. Then the marketing agencies were selected the data was analysed in light of the objectives of study. Simple tabular and Statistical analysis was carried out.

In Akola market mostly the producers bring their produce to the commission agent, where auction takes place and purchaser making highest bid, purchase the produce. The important channels of food grains marketing identified in the study area were

Channel I Producer:

To consumer

Channel II:

Producer to village merchant to commission agent to wholesaler to retailer to consumer.

Channel III:

Producer to commission agent commission agent to wholesaler whole saler to retailer & retailer to consumer.

Table 1 : Marketing cost of food grains incurred by producer in Channel I.

Particulars	Jawar	Wheat	Mung	Urid	Tur	Gram
a) Labour Charges	-	-	-	-	-	-
b) Transportation charges	3.68	3.80	3.90	2.75	3.90	3.25
c) Commission	-	-	-	-	-	-
d) Loading and unloading	2.00	2.00	2.00	2.25	2.00	2.15
e) Weighment	1.50	1.50	1.60	1.50	1.50	1.50
f) Miscellaneous	-	-	-	-	-	-
Total	7.18	8.75	7.50	6.50	7.40	6.90

Table 2 : Marketing cost of food grains incurred by producer in Channel II

Particulars	Jawar	Wheat	Mung	Urid	Tur	Gram
a) Labour Charges	2.75	3.00	3.25	3.00	2.75	3.00
b) Transportation charges	-	-	-	-	-	-
c) Commission	-	-	-	-	-	-
d) Loading and unloading	-	-	-	-	-	-
e) Weighment	-	-	-	-	-	-
f) Miscellaneous	8.22	8.75	9.20	8.20	7.45	8.45
Total	10.97	11.75	12.45	11.20	10.20	11.45

* Author for correspondence.