



RESEARCH PAPER

Marketing management of onion seed production

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Abstract : The present study titled ‘Marketing management of onion seed production’ is based on a sample of 90 onion seed growers drawn from Shrigonda, Parner and Nagar tehsils of Ahmednagar district in Maharashtra. The primary data was collected through a survey and pretested questionnaire for the agriculture year 2021–22. The analysis was completed using data gathered from market intermediaries by calculating marketing cost, marketing margin, marketing efficiency, price spread and producer’s share in consumer rupee. Production and disposal patterns of onion seed showed that 90.43 per cent of the produce was marketed. The total amount of onion seed available for sale was 255.18 kg, with 191.54 kg of onion seed sold through channel I, this included Producer → Consumer and was the most efficient method for onion seed distribution. Channel II, included Producer → Wholesaler → Retailer → Consumer and accounted the sale of 63.64 kg of total onion seed production. The marketing cost for channel-II was 10.60 per kg followed by channel-I 1.09 per kg. The average per kg price spread for onion seed was 1.09 and 606.37 for Channel I and Channel II, respectively. The marketing efficiency for channel II was 3.

Key Words : Marketing cost, Price, Channel, Onion seed

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