



*RESEARCH PAPER*

# Economic analysis of marketing of banana in Kadapa district of Andhra Pradesh

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**Abstract :** To accomplish the stated objectives 90 farmers were selected from three tehsils namely Vemula, Pulivendula and Lingala of Kadapa district. The study was based on primary data during the year 2021-2022. The data regarding marketing of Banana were collected from producers, 10 pre harvest contractors, 10 wholesalers and 10 retailers. The average gross returns were obtained was Rs.804955.81. The average per hectare net return received at overall was Rs. 377582.66. The overall input-output ratio was 1.88. The input output ratio which is an indicator of economic efficiency in crop production for the crop and it indicated that the banana registered a good input output ratio *i.e.* 1.88. Producer's share in consumer's rupee was highest in channel - I *i.e.* 76.23 per cent. Banana growers faced the problem of Incidence of disease with mean score of 71.74 in production of banana and fluctuation in price (mean score: 69.49) was the main constraint in marketing of banana.

**Key Words :** Economic analysis, Marketing, Banana

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