*RESEARCH PAPER*

# An empirical analysis of marketing and value chain of mustard in Jhansi district of Uttar Pradesh

Amareesh Kumar Yadav[1], V. David Chella Baskar* **and** Saurabh Shukla[1]
College of Agriculture, Rani Lakshmi Bai Central Agricultural University, Jhansi (U.P.) India
(Email: davidbaskar@gmail.com)

**Abstract :** Mustard oil is consumed in India at one of the highest rates of any country in the world. Additionally, the growing agricultural sector contributes to the growing availability of high yielding mustard seeds, which in turn catalyses the production of mustard oil. This is because agriculture is expanding. This is a significant component of the economy of the entire world. In addition, the government of India has initiated a number of projects in an effort to raise the amount of oilseeds that are produced within the country. The study was purposively confined to Jhansi district of Uttar Pradesh. In the first stage, Jhansi district was selected purposively for study on the basis of having higher production and area under mustard crop. There are eight blocks in namely Babina, Badagaon, Bamaur, Bangra,Chirgaon, Gursrai, Mauranipur and Moth block was selected purposively on the basis of higher production of the mustard crop. Thus making a sample size of 120 in numbers. Total variable cost was found maximum in large farms Rs.33080.66 and least in marginal farms (Rs.26580), on all farms basis it was found Rs.30731. Variable cost was found to be a major contributor in total cost and it has been recorded increasing with increase in size of farms, the findings are also supported by the findings of Mathur 2011. Rental value of the owned land and rent paid for the land are found equal for all categories of farms *i.e.* Rs. 10000 and Rs. 34, respectively. Cost of depreciation was calculated maximum in large farms (Rs.485) and least was found in marginal farms (Rs.360). Interest on the fixed capital excluding land was calculated maximum in large farms (Rs.52.5) and least was found in marginal farms (Rs.48.5). In the same way total fixed cost was found maximum in large farms (Rs.10621.5) and least was found in marginal farms (Rs.10510.4), on all farms basis it was calculated Rs.10573. Total cost incurred per hectare *i.e.* cost of cultivation or Cost C3 was found maximum in large farms (Rs. 39562) and lowest in marginal farms (Rs. 36850), on all farms basis it was calculated Rs. 38646. In the case of Bundelkhand, the area under mustard has demonstrated a significant shift, increasing from 68575 hectares in 1997–1998 to 113392 hectares in 2019–20. Mustard production went from 25481 tonnes in 1997-1998 to 115892 tonnes in 2019-20, according to the observations that were made. The rising trend has a significant impact on the total amount of mustard that is produced in the Jhansi district. It has been observed that the maximum arrival of agricultural commodities in this mandi is dominated by the arrival of groundnut, followed by urd, and then wheat. As far as mustard is concerned, there are a total of 28 new arrivals between the months of March and June, and the typical filling pack size is 80 kilogrammes. During the time period in question, it was discovered that only ten separate journeys were undertaken. During the months of March through June, it was discovered that the supply of mustard reached its maximum number of trips of 500, and the standard filling pack size was 40 kg. In addition to this, it was discovered that the Jhansi mandi possesses effective management of its supply chain in terms of mustard.

**Key Words :** Mustard production, Marketing, Value chain, Efficiency

---

**\*Author for correspondence:**
[1]Bundelkhand University, Jhansi (U.P.) India