

# Marketed surplus and price spread in different channels of pearl millet marketing

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Accepted : December, 2009

## ABSTRACT

Marketed surplus and price spread in case of pearl millet was studied in the year 2008-09 in Beed district of Maharashtra. For the study, about 96 pearl millet growers were selected from Georai tehsil. Primary wholesalers and secondary wholesalers as well as retailers from Georai and Beed markets were selected to investigate the cost, margin and price spread in pearl millet marketing. The results revealed that the farm size of pearl millet was 0.62 hectares at overall level while the production was 13.79 quintals. Price paid by consumer was highest as Rs.920 per quintal in Channel-III in which producers share in consumer's rupee was 66.21 per cent. In case of Channel-II, price paid by consumer was Rs.775 per quintal in which the producer's share in consumer's rupee was 77.80 per cent whereas in Channel-I (Producer – consumer), price paid by consumer was less as compared to Channel-II and Channel-III. It was Rs.599.00 per quintal in which producer's share in consumer's rupee was highest i.e. 97.66 per cent as compared to Channel-II and Channel-III. Net price received by producer was highest in Channel-III which was Rs.610.00 per quintal than that of Channel-II (Rs.603.00 per quintal) and Channel-I (Rs.585 per quintal). Similarly, price spread was also highest in Channel-III which was Rs.311.28 followed by Rs.172.00 in Channel-II and Rs.14.00 in Channel-I. It was found that, the Channel-III was beneficial to both producer as well as intermediaries.

**Key words :** Pearl millet, Marketing cost, Margin, Price spread, Producers share in consumer's rupee

Pearl millet (*Pennisetum typhoides*) is popularly known as *bajra*. It is the most widely grown under the millet group. It is grown mainly as rainfed crop. It is well adopted to the production system characterized by drought, low soil fertility and high temperature. It is the sixth most important cereal crop after the wheat, rice, maize, barley and sorghum in the world as one of the millet crop. In India, pearl millet was introduced from Africa. India is the largest producer of pearl millet crop. Pearl millet is one of the major crop in Beed district. As the pearl millet food grain is non-perishable in nature, the farmers may sell after long period of time after harvesting. In local market producer does not get satisfactory price for this produce so that, he has a way to sell his produce to the distant markets. For that development and processing technology can help the producer. Different intermediaries can play the important role in distant marketing such as primary wholesalers, secondary wholesalers and retailers in different channels

of pearl millet marketing. Therefore, there is a greater need to understand the marketing of pearl millet in order to help the growers in selling and getting remunerative prices.

## METHODOLOGY

Beed district was purposively selected one the basis of the highest area under pearl millet crop. From Georai tehsil 8 villages were selected randomly having pearl millet crop. About 96 pearl millet growers were selected for determination of marketed surplus of pearl millet. The data pertained to the year 2008-09. Georai and Beed markets were purposively selected because most of bajra produce is marketed in these markets. From the area, different middlemen were selected randomly for the study of marketing of pearl millet. The sample size of primary wholesaler from Georai market was ten while sample size of secondary wholesaler was also ten. Similarly, sample size of retailer from Georai market was ten while that was also ten from Beed market.

## FINDINGS AND DISCUSSION

The findings of the present study as well as relevant discussion have been summarized under following heads:

### Marketed surplus of pearl millet:

Production, retention, marketed surplus and marketing of bajra through different channels were calculated and are presented in Table 1. The results

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