

Marketed surplus and price spread in marketing channels of buffalo milk in women's SHG

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ABSTRACT

The present study was undertaken to know the marketing cost, margin and price spread in marketing channels of buffalo milk in Ahmednagar district of Maharashtra. For the study, Jamkhed Tehsil of Ahmednagar district was surveyed in the year 2008-09. The results revealed that in channel-I (Producer - local consumer), price paid by consumer was Rs. 22.50 per litre of milk. Producer's share in consumer's rupee was 93.68 per cent and price spread was found to be Rs. 1.42. In channel II (Producer - processor - sweetshop owner - urban consumer), producer's share in consumer's rupee was 85.84 per cent, purchase price of consumer was Rs. 25.00 while price spread was found to be Rs. 3.34. In channel-III (Producer - milk co-op. society - chilling plant - distributor consumer), price paid by consumer was Rs. 36.00 per litre of milk. Producer's share in consumer's rupee was 60.83 per cent and price spread was found to be Rs. 14.10. It implied that net price received by producer was higher in channel-III but producer's share in consumer's rupee was higher in channel-I than channel-II and channel-III.

Key words : Buffalo milk, Cost, Margin, Price spread, Vender, Processor

India retained its number one ranking in milk production. In the Indian context of poverty and malnutrition, milk has a special role to play for its many nutritional advantages as well as providing supplementary income to some 70 million farmers in over 5 lakh remote villages.

It is a sector, which is essentially governed by the cooperative structure, harnessing millions of farmers across the country. Only 12 per cent of the milk is packaged and branded. The rest is sold loose or converted into milk products, both by the organized and unorganized sectors. India is having the largest livestock population in the world. It comprises 55.1 per cent of the world's buffalo population and ranks first in the globe (Deshmukh, 2004).

Milk has now emerged as the second largest agricultural commodity next only to rice production and contributing substantially the importance of agricultural system in particular and national economy in general. In rural area, government is encouraging to establish buffalo dairy SHG for the benefit of women. Due to formation of SHG, it helps in marketing of milk. Marketing plays a vital role not only in stimulating production and consumption, but in accelerating the pace of economic development. An efficient marketing system minimises costs, insures higher level of incomes for farmers by reducing the

number of middlemen or by restricting the commission of marketing services. Hence, the present study has been undertaken to know the efficient marketing channel for benefit of women in SHG.

METHODOLOGY

Multistage sampling design was adopted for the selection of district, Tehsil and self-help groups. At the first stage, Ahmednagar district was purposely selected for present study on the basis of highest number of self-help groups in the district. At the second stage, Jamkhed Tehsil was selected purposively on the basis of highest number of agricultural base women's enterprises in the district. At the third stage, 5 buffalo dairy SHGs were randomly selected. The cross sectional data were collected from 50 women members with the help of pretested schedule by personal interview during the agricultural year 2008-09.

Marketing cost includes cost incurred by selected producers and all intermediaries in marketing of buffalo milk. Marketing margin was calculated by adding the margins of all the intermediaries. Price spread means the difference between net price received by the producer and price paid by the ultimate consumer. It is also measured by adding costs incurred by producer, all market intermediaries and margin of all intermediaries in respective marketing channel. Producer's share in consumer's rupee is important to decide the appropriate strategies for reducing the marketing cost in the present study. It is the price received by the producer expressed

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