



Research Paper

Study of production and marketing of papaya in Varanasi district of Uttar Pradesh

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ABSTRACT : The study reveals that average cost of cultivation of papaya crop in district Varanasi came to Rs. 38369/ ha. It was lowest to Rs. 34931.59/ha. on marginal farms Rs. 38224.66/ha. small and highest of Rs. 41540.44/ha. on large size group of farms. The average return over cost C came to Rs. 99323.60/ha. which was lowest Rs. 71068.40/ha. on marginal farmers, Rs. 92575.34/ha on small farms and highest Rs. 110859.56/ha. on large farms. Papaya crop gave an average benefit more the three times from the investment of Rs. 1 on all three size of group of farms, but large size group of farms fetch Rs. 3.36 as compared to small Rs. 3.42 and marginal Rs. 3.03 per rupee investment. The marketing of papaya reflects that 38.76 per cent of marketed surplus of papaya disposed in channel-III followed by channel -II (34.42%) and channel-I (26.82%). The 51.38 per cent of total producer's surplus was accounted by large farmers 28.84 per cent by marginal farmers and 19.78 per cent by small farmers. Minimum marketing cost, 2.80 per cent of consumer's purchase price was incurred in channel -I while it was 16.84 per cent in channel-II and 33.90 per cent in channel -II and 33.90 per cent in channel - III. The net price received by producer (papaya grower) in channel - I, II and III was 97, 83.16 and 66.10 per cent, respectively. It was apparent, that channel - I is more advantageous to producer as well as consumer for better margin and proper satisfaction to producer. Near about 31 per cent profit margin was distributed among number of intermediaries in channel -III severely affected to papaya growers as well as decreases in price spread to intermediaries. The producers/growers of papaya especially small and marginal may advised to sell their produce in rural market either directly to consumers or tiup with some retailer in their area with an agreement to supply a fixed quantum of papaya regularly. This will help to prevent the bulk supply in the rural market for better price incentive to papaya producer regularly as well as decreases the price spread into number of market intermediaries with better utility to the consumers' rupee.

KEY WORDS : Production, Marketing, Papaya

HOW TO CITE THIS PAPER : Rai, R.K. Tripathi, Ajay Kumar and Singh, A.K. (2019). Study of production and marketing of papaya in Varanasi district of Uttar Pradesh. *Internat. Res. J. Agric. Eco. & Stat.*, **10** (1) : 155-160, DOI : 10.15740/HAS/IRJAES/10.1/155-160. Copyright@ 2019: Hind Agri-Horticultural Society.

Paper History :

Received : 26.01.2019;

Revised : 14.02.2019;

Accepted : 25.02.2019