

Research  
Paper

## An economic analysis of maize marketing in Punjab

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### ABSTRACT

An economic analysis of maize marketing in Punjab revealed that producers' share in consumers' rupee and marketing efficiency was highest of 99.44 per cent and 177.57 through Channel I. However, this channel can not be considered as an important channel because farmers could dispose of just 2.50 per cent of maize produce through this channel. The other important and efficient channel in which the producers' share in consumers' rupee was higher to the tune of 87.02 per cent was found to be Channel VII followed by Channel III (81.22 per cent) and Channel VI (81.22 per cent). It testifies that the reduction in the number of intermediaries in the process of marketing is in the interest of both the producers and the end consumers

Kumar, Raj and Chahal, S.S. (2011). An economic analysis of maize marketing in Punjab, *Internat. Res. J. agric. Eco. & Stat.*, 2 (1) : 79-86.

**Key words :** Maize, Economic analysis, Marketing

## INTRODUCTION

Maize occupies a place of pride among the coarse cereal crops in India. It is commonly called 'Queen of coarse cereals'. The use of maize as food, fodder, poultry feed and raw material for starch industry adds to the importance of this crop. The main aim of efficient marketing is to raise the producers' share in consumers' rupee as well as to make the commodity available to consumer at reasonable price (Pant and Hada, 2004)

There are various shortcomings in the marketing of maize. The food procurement agencies do not buy maize in regulated markets. An effective price policy for maize can go a long way in making the crop remunerative. This factor becomes very important when seen in the light of the fact that under the diversification plan the Punjab state needs to shift area from paddy to other crops, to maintain ecological balance, to save the depleting water table and the soil conditions of the state.

The study of marketing costs and margins is of inevitable importance particularly in the developing countries where numerous programmes of marketing improvement have been launched. These studies in fact

provide basic inputs for the estimation of marketing efficiency. Besides, such studies are useful for both the producers-sellers and the consumers because the former are interested in getting the highest price for their produce while the latter are interested in paying as low a price as possible. Thus, the sale and purchase aspect of the produce is also important and needs to paid attention.

The present investigation was carried out to examine the selling behaviour of farmers and to estimate the marketing cost, margin of middlemen and producer's share in consumer's rupee in various marketing channels. The specific objectives of the study were to examine the maize utilization pattern in Punjab, to identify the various marketing channels of maize disposal, and to examine the efficiency of maize marketing system in Punjab.

## MATERIALS AND METHODS

This section deals with the locale of the study, selection of the study sample, methods of data collection and analytical techniques used in this investigation.