



Research Paper

A study of Banana production and marketing in Wardha district of Maharashtra

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ABSTRACT : The present study was undertaken to work out the banana production in India and also Maharashtra. Wardha district in Maharashtra is grown banana and also to know the marketing practices, marketing channels, marketing cost, marketing margin and marketing efficiency. Which will help to suggest remedial measures for improving present marketing system. Wardha district of Vidarbha in Maharashtra is leading in banana production and therefore, this district was selected purposively based on area under banana. The study was restricted to Seloo and Wardha Tahsils of Wardha district. A sample of 60 banana growers 30 from each two Tahsils in 20 villages and 10 marketing intermediaries were selected. The data on marketing practices were obtained for the year 2004-2005 with specially designed questionnaire by survey method. The trend in the area under production and production of banana has been increasing. It was predicted that the trend value would be 5535.00 thousand metric tonnes during the year 2014-2015 and CAGR with 4.21 per cent increase in 11 years for the country. An attempt was made to identify the channels and to estimate the marketing cost, marketing margins and price spread and marketing efficiency in marketing of banana. The per quintal total marketing cost was higher (Rs.165.65) in channel – II compared to channel-I (Rs.138.23) and marketing efficiency under channel – I was 2.22 and for channel – II was 1.93 and from the efficiency index, it could be observed that channel – II was more efficient than channel– I.

KEY WORDS : Marketing channel, Production, Marketing cost, Banana

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INTRODUCTION

Banana and plantain (*Musa sp.*) are widely grown in India and are associated with the historical, economic and social fabric of Indian sub-continent. Banana is one of the oldest and the world's most important fruit crops. It is a very popular fruit due to its low price and high nutritive value with rich source of carbohydrate and vitamins. It helps in reducing risk of heart diseases so, banana has an honourable place on the dining table of any common household. It is a very good natural preservative and indispensable ingredient of Indian medicine system, like Ayurveda. All the parts of the plant are used hence, banana is named as plant of virtues (Kalpataru). Modern edible banana varieties have been evolved from the two species *Musa acuminata* and *balbisiana*.

Banana is the 4th important food crop in terms of gross

value. It is produced in 130 countries in tropical and sub-tropical regions of the world of mostly developing economies. India leads the world in banana production.

Leading banana producer countries other than India, are Brazil, Ecuador, China, Philippines, Columbia, Indonesia, Sri Lanka, Costa Rica, Cameroon, Mexico, which are accounting for 57 per cent of world share. India is one of the leading banana producers in the world. Maximum production of banana is in Tamil Nadu followed by Maharashtra and Andhra Pradesh. The production is also higher in Tamil Nadu followed by Maharashtra.

In India, banana and plantain are widely grown in both tropical and sub-tropical regions comprising Kerala, Karnataka, Gujarat, Orissa, Bihar, Eastern U.P., West Bengal, Assam and North Eastern states with considerable socio-economic and cultural importance.