



Research Paper

Economic of production and marketing of mango in Gadchiroli district of Maharashtra

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Paper History :

Received : 05.05.2014;

Revised : 03.08.2014;

Accepted: 17.08.2014

ABSTRACT : The present study was undertaken to know the cost and returns, producers' share in consumer's rupee and problem in production and processing of mango. The study has been undertaken in Gadchiroli district. Data pertained for the year 2010-11. The standard cost concept was used for working out per hectare cost and returns. Marketing aspect was studied by calculating producers' share in consumer's rupee. Per hectare establishment cost of mango orchard during five year for overall age groups of orchard was Rs.41,796.08. Among the different items of expenditure share of human labour was higher followed by bullock labour. Per hectare establishment cost for bearing life of the orchard *i.e.* 20 years was Rs.2,089.80. Per hectare cost of cultivation (Cost "C") of mango orchard for the sample as a whole was Rs.63,964.85 per hectare. Average per year gross income for the sample as a whole was Rs.1,48,956.00. The output-input ratio was higher in Dhanora tahsil (1:2.57). As regards marketing of mango, there was only one channel of marketing [(channel- producer - consumer (NGO)]. Thus, producers' share in consumer's rupee was observed 93.59 per cent. Total marketing cost incurred by mango grower in transportation and market fees contributed higher.

KEY WORDS : Mango production, Marketing

HOW TO CITE THIS PAPER : Datarkar, S.B., Darekar, A.S., Dangore, U.T. and Parshuramkar, K.H. (2014). Economic of production and marketing of mango in Gadchiroli district of Maharashtra. *Internat. Res. J. Agric. Eco. & Stat.*, 5 (2): 278-283.