



**Research Paper**

# Economics and marketing of cauliflower and cabbage in Hingoli district of Marathwada region of Maharashtra state

■ S.F. RAVEKAR, P.M. TAYADE AND M.M. JAKATE

See end of the paper for authors' affiliations

Correspondence to :

**S.F. RAVEKAR**

Vivekanand College of Agriculture Business Management, Hiwra Bk., BULDHANA (M.S.) INDIA

**Paper History :**

**Received** : 28.07.2015;

**Revised** : 11.08.2015;

**Accepted** : 30.08.2015

**ABSTRACT :** The Cole crops are most important vegetable in India, India rank first in cauliflower and second in cabbage production. The research study are based on the Cole crops including Cauliflower, Cabbage, grower in tehsil of Kalamnuri and Vasamatnagar in Hingoli District of Marathwada region of Maharashtra state as under the Vasantrao Naik Marathwada Agriculture University Parbhani, Maharashtra in the year 2011-2012. One hundred and twenty respondents were selected for present investigation viz., 60 respondents of each cauliflower and cabbage grown in *Rabi* season, respectively. With regard to marketing study, three types of marketing channels were observed like producer-consumer (Channel-I), Producer- Retailer- Consumer (Channel-II) and Producer – Commission agent cum Wholesaler – Retailer - Consumer (Channel-III). Maximum percentage of produce of cauliflower and cabbage was sold through Channel-III. Marketing cost was maximum in Channel-III as compared to other Channels. Producer's share in consumer's rupee was maximum in Channel-I while it was minimum in Channel-III. Constrains and suggestions of cauliflower and cabbage grower in the form of Frequency and per cent were calculated on this present study. The result revealed that frequency power cut of electricity during day time in production of cauliflower and cabbage is major constraints, (83.34 %), (86.67 %), respectively. This research include the size of land holding is an important concept including the variable which leads to adopt diversified cropping pattern reduces risk of failure of crops and the respondents with high land holding can earn more money. As regards to the land holding, In case of cauliflower growers the highest (68.34 %) of respondents were found in the land holding upto 2 ha, 23.33 per cent were in land holding 2 to 5 ha and 8.33 per cent were in land holding 5 and above. The similar type of trend was observed in case of cabbage grower. The average cost of cultivation of cauliflower was Rs.79478.62 and Cabbage is Rs.72462.99, respectively. Per farm yield obtained from cauliflower is. 266.64qtls and cabbage is 253.05qtls. The cost return ratio of cauliflower is 1: 2.85 and cabbage is 1: 2.65.

**KEY WORDS:** Marketing cost, Market margin, Price spread, Sale of cole crops

**HOW TO CITE THIS PAPER :** Ravekar, S.F., Tayade, P.M. and Jakate, M.M. (2015). Economics and marketing of cauliflower and cabbage in Hingoli district of Marathwada region of Maharashtra state. *Internat. Res. J. Agric. Eco. & Stat.*, 6 (2) : 403-409.