



Research Paper

Marketing of milk in Pune district of Maharashtra

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ABSTRACT : Data pertained to the year 2009-2010 in order to study marketing of milk in Pune district Maharashtra. Tabular analysis was used to work out marketing cost, marketing margin and price spread. Dairy unit owner find that it was more profitable to sale milk directly to consumer. It was observed that producer's share in consumer's rupee was highest in channel I was 97.66 per cent and lowest in channel III it was 70.00 per cent. The result revealed that price paid by consumer was the highest as Rs. 20.00 in channel III followed by Rs. 19.00 in channel II and Rs. 18.40 in channel I. It was observed that the producer's share in consumer's rupee was highest when they sold their milk direct to consumer. Hence, it was concluded that as intermediaries goes on increasing the producer's share in consumer's rupee decreased.

KEY WORDS : Dairy unit, Marketing cost, Price spread, Producer's share, Marketing channels, Market intermediaries

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