



Research Paper

Marketing and price spread of brinjal in Western Vidarbha region of Maharashtra

■ S. D. Wankhade, S. J. Kakde and S. W. Jahagirdar

See end of the paper for authors' affiliations

Correspondence to :

S. D. Wankhade

Department of Agricultural Economics and Statistics, Dr. Panjabrao Deshmukh Krishi Vidyapeeth, Akola (M.S.) India

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ABSTRACT : The study on marketing of brinjal in Western Vidarbha region of Maharashtra *i.e.* in Akola, Washim, Buldhana, Yawatmal and Amravati. Data pertained to the year 2010-11 and 2011-12. For the study, two tehsil of each district and from each tehsil two markets selected and from each market five wholesaler and five retailer were selected. Hence, 50 wholesaler and 50 retailer were purposively selected. Data was collected according to specially designed questionnaire prepared for study of marketing. There were three marketing channels *i.e.* Producer-consumer, producer-wholesaler-consumer, producer-wholesaler-retailer-consumer were selected. The results revealed that total cost incurred by producer out of the total cost of marketing of brinjal was Rs. 43.2/- In channel – I and it increases channelwise *i.e.* Rs. 107.72/- in channel – II and Rs. 205.26/- in channel – III. Producers share in consumers rupee in channel – III was 52.12 per cent, in channel – II was 70.91 per cent and in channel I was 93.86 per cent.

KEY WORDS : Brinjal, Marketing, Price spread

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