



Research Paper

## Economics of marketing of onion in selected Tahsils of Amravati district

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**ABSTRACT :** Study was conducted in 2009-2010. From Amravati district two Tahsils purposively and from each Tahsil two villages *i.e.* total four villages randomly selected. Twenty onion cultivators from each village *i.e.* total 80 farmers here randomly selected as sample size. Data used pertained to the period 2008-09. For collection of data, regarding marketing aspects five wholesalers and five retailers were selected. From study it was observed that channel-I was found dominant and mostly preferred channel of marketing adopted by 67.5 per cent of the farmers. Producer's share in consumer's rupee and price-spread was found to be 53.86 per cent, 62.70 per cent and 88.21 per cent and Rs.387.65, Rs.578.75 and Rs.115.51 for channel-I, channel-II and channel-III, respectively. It was observed that channel-III was found to be profitable channel to the farmers. Regarding problem faced by onion cultivators in marketing major problem *i.e.* lack of co-operative marketing facility reported by 76 farmers *i.e.* 95 per cent and least problem reported was lack of proper transportation facility which was reported by comparatively less farmers *i.e.* 17 *i.e.* 21.25 per cent.

**KEY WORDS :** Price-spread, Producer's share in Consumer's rupee, Problem faced by onion cultivators

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### INTRODUCTION

Onion (*Allium cepa.*) belongs to the family *Amaryllidaceae.* It is one of the most important commercial vegetable crops grown and consumed almost all over the world. The onion is grown in India from very ancient times as it has been mentioned in 'Charak-Sanghita', a famous early medicinal treatise of India. It is widely grown in different parts of country mainly by small and marginal farmers. It is used as salad or cooked in all curries, fried and boiled. In production statistics, India ranks second after China having 0.46 million ha. area and 6.22 million tones production. (Source. NHRDF Estimate 2005, FAO Report). In India, it is fourth most important commercial vegetable crop. Maharashtra ranks first state in onion production therefore it is called as 'onion basket of India' (Source: [www.apeda.com](http://www.apeda.com)). In Maharashtra area production and productivity of onion in year 2007-08 was 204.67 thousand hectare, 2713.28 M.T. and 13.26 tones/ha. respectively. (Source: Directorate of Economics and Statistics Krishi Bhavan, New Delhi). In view of increased awareness about advantages of onion consumption, increasing population and increased

urbanization demand is increasing day by day. For meeting the domestic and export demand as per the need of day, there is necessary of increasing productivity and also quality through proper crop management during production and also post harvest management after harvesting and storage and efficient marketing of produce. Therefore, it was necessary to make study regarding these all aspects, particularly in Vidarbha in Amravati district where onion is becoming popular cash crop among the farmers.

### MATERIALS AND METHODS

For present study two Tahsils from Amravati district were purposively selected. From each Tahsil, two villages *i.e.* total four villages and 20 farmers from each village *i.e.* total 80 farmers were selected randomly as sample size. Data collected for study pertained to the period 2008-09. Data were collected by interviewing selected farmers by survey method with special designed schedule. To collect data, regarding marketing aspects firstly existing channels of marketing of onion were identified then for collection of data regarding marketing aspects