



Research Paper

## Marketing of okra in Banaskantha district of North Gujarat

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**ABSTRACT :** The present study was carried out with a view to estimate the marketing cost, margins, price spread and marketing efficiency for okra grown in Banaskantha district of north Gujarat in the year 2010-11. The conclusion drawn from the study was that the average yield per hectare of okra was estimated to be and 143.90 quintals. The highest disposal was found of April (20.78 %) and lowest was in December (0.65 %). The highest price was in December (Rs. 3200/q) and lowest was in October (Rs. 1073/q). The overall per quintal cost of marketing of okra was estimated to be Rs. 271.50. Among the various cost components, commission charges were 36.83 per cent, grading and packing charges were 16.57 per cent, loading, unloading and weighing charges were 18.41 per cent followed by transportation charges 13.61 per cent of the total marketing costs. The total price spread was observed 39 per cent of consumer's price when produce was sold through wholesalers and retailers. The marketing efficiency estimated for okra was 1.56 for Deesa market in North Gujarat.

**KEY WORDS :** Okra, Marketing, Price spread

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