



**Research Paper**

# Marketing cost, margin and price spread of Bt cotton in Beed district of Maharashtra

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**ABSTRACT :** Investigation was made to marketing cost, margin and price spread in Bt cotton. The study was conducted in the Beed district market for surveying of 20 market intermediaries. Two marketing channel were noticed in sale of Bt cotton viz., Producer-Village merchant-Ginner-Consumer (channel-I), Producer-Ginner-Consumer (channel-II). It was observed that per quintal marketing cost was higher in channel-I for grade II i.e. Rs. 1050.70 followed by grade I Rs. 1048.56 and Rs. 1020.52 in grade III and Rs. 997.28 for grade I followed by grade II Rs. 991.23 and Rs. 956.20 in grade III in channel-II, respectively. Producers share in consumer's rupee was maximum in channel-II i.e. 76.55 per cent in grade III followed by grade II (75.60%) and for grade I (74.81%), respectively. Regarding price spread in Bt cotton marketing was highest in channel-II Rs. 6200, 6000 and 5800 for grade I, II, III, respectively and in channel-I Rs. 6100, 6000 and 5800 for grade I, II and III, respectively.

**KEY WORDS :** Bt cotton, Marketing cost, Marketing margin, Marketing channels, Price spread

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