



Research Paper

Economic analysis of marketing of paddy in Raigad district (M.S.)

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ABSTRACT : An attempt has been made to study the economic analysis of paddy in Raigad district (M.S.), was undertaken with a sample of 120 paddy growers from 4 tahsils and 24 intermediaries working under the APMC'S in study area selected randomly of Raigad district. The selected sample contains each of 8 wholesalers cum commission agents, processors and retailers. Maximum paddy growers sold their produce to wholesaler cum commission agent. Total marketing cost accounted for processor/miller was highest that is Rs. 137.43 and the total marketing margin of all intermediaries was the highest 63.76 per cent. The total marketing cost was found to be highest (72.47%) in channel I. The producer's share in consumer's rupee was the highest 33.68 per cent (Rs.1430.45) in channel III. the marketing efficiency (ME) in channel III (Producer -Wholesaler (A) cum C.A-Processor- consumer) was highest 50.78 per cent, this channel found efficient than other three channels.

KEY WORDS : Economic analysis, Paddy, Marketing efficiency, Market margin, Middleman, Price spread, Marketing cost, Marketing channels

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