

Short Communication

Studies on channels of marketing

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In India agricultural marketing plays a pivotal role in fastening and sustaining the tempo of rural and economic development. It accelerating the pace of economic development but still there are some defects in agricultural marketing. Here production can't help producer at any level till he does not get suitable market for his produce. It is very bitter experience to farmer in spite of the increase rate of production returns due to the fluctuations in prices, very high marketing cost and heavy losses during marketing process.

Study of marketing of food grains pertain to Akola district of vidarbha region where about 90 per cent of the area is rainfed and depends upon the monsoon. In rainfed agriculture farmers have much less control over production where in they can only the area under different crop. However, they can be benefitted through proper & efficient marketing of food grains keeping this in view, the channels of marketing are studied.

In the first phase, considering marketing system adopted at Akola market all the major agencies involved were selected. These were mainly producer farmers, commission agents, wholesaler, village merchants,

processors, retailers.

Ten producer farmers for each commodity from six village of three tahsils in Akola district. Then the marketing agencies were selected the data was analysed in light of the objectives of study. Simple tabular and Statistical analysis was carried out.

In Akola market mostly the producers bring their produce to the commission agent, where auction takes place and purchaser making highest bid, purchase the produce. The important channels of food grains marketing identified in the study area were

Channel I Producer:

To consumer

Channel II:

Producer to village merchant to commission agent to wholesaler to retailer to consumer.

Channel III:

Producer to commission agent commission agent to wholesaler whole saler to retailer & retailer to consumer.

Table 1 : Marketing cost of food grains incurred by producer in Channel I.

Particulars	Jawar	Wheat	Mung	Urid	Tur	Gram
a) Labour Charges	-	-	-	-	-	-
b) Transportation charges	3.68	3.80	3.90	2.75	3.90	3.25
c) Commission	-	-	-	-	-	-
d) Loading and unloading	2.00	2.00	2.00	2.25	2.00	2.15
e) Weighment	1.50	1.50	1.60	1.50	1.50	1.50
f) Miscellaneous	-	-	-	-	-	-
Total	7.18	8.75	7.50	6.50	7.40	6.90

Table 2 : Marketing cost of food grains incurred by producer in Channel II

Particulars	Jawar	Wheat	Mung	Urid	Tur	Gram
a) Labour Charges	2.75	3.00	3.25	3.00	2.75	3.00
b) Transportation charges	-	-	-	-	-	-
c) Commission	-	-	-	-	-	-
d) Loading and unloading	-	-	-	-	-	-
e) Weighment	-	-	-	-	-	-
f) Miscellaneous	8.22	8.75	9.20	8.20	7.45	8.45
Total	10.97	11.75	12.45	11.20	10.20	11.45

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Table 3 : Marketing cost of food grains incurred by producer in Channel III.

Particulars	Jawar	Wheat	Mung	Urid	Tur	Gram
a) Labour Charges	1.88	2.08	1.75	1.45	1.65	1.50
b) Transportation charges	13.20	14.50	13.50	12.30	13.90	12.50
c) Commission	6.89	11.40	26.36	26.47	27.75	21.60
d) Loading and unloading	1.85	1.85	1.85	1.85	1.85	1.85
e) Weighment	0.90	0.90	0.90	0.90	0.90	0.90
f) Miscellaneous	2.75	3.25	2.71	2.27	2.75	2.90
Total	27.47	33.98	47.07	45.24	49.30	41.25

ChanneIV:

Producer to commission agent commission agent to wholesaler, wholesaler to processor, processor to wholesaler, wholesaler to retailer, and retailer to consumer.

Out of the above channels, channel III was the most popular in cereals & channel IV was also most popular in pulses. Channel I was the shortest & has highest profit but the farmers not adopted it at large scale. Through the channel III, in cereals about 70 to 75% of the produce sold and in case of pulses 70 to 80% of the produce was sold through the channel IV.

Farmers selling their produce at APMC, Akola have to pay some charges. Marketing cost has the importance in marketing cost on large scale. It affects the marketing on large scale.

Table 1 showed that marketing cost incurred by the producer in channel I was highest for wheat (Rs. 8.75) & it was lowest in case of urid (Rs. 6.50). In channel II from the table 8, it was found that the marketing cost incurred by producer was highest in mung (Rs. 12.45) & lowest in tur (Rs. 10.20).

In these both channels marketing cost was lower compared to the channel III or IV, this was due to the fact that there were no commission charges, packing charges & the transportation. Charges were negligible.

For the channel III and IV the charges incurred for the marketing cost were same i.e., table 3 & 4 and hence marketing cost incurred by the producer in both the channels. It was highest in case of tur (Rs. 49.30) and

lowest in jowar (Rs. 27.47). In these both channels, marketing cost affected means it was higher charge, transportation costs & due to the involvement of an additional intermediaries.

The level of cost incurred on the producers were higher when it was sold through channel III & IV. The commission charge itself constitutes about 60% in pulses and were higher than cereals. But the transportation charges were found higher in cereals than pulses. Hence, here producer incurred higher marketing cost in channel III & IV. From the above puras among the marketing cost incurred by producer, the major components were found to be common & transportation in all food grain crops.

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