

Research Note

Marketing of turmeric in Yavatmal district of Maharashtra

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SUMMARY : The present study attempts to examine the marketing of turmeric in Yavatmal district of Maharashtra state, India. Primary data for the study were collected through a sample of 60 turmeric producers in the study area during year 2011-12. Data were collected by personal interview in a specially designed schedule. In the study area, following marketing channels have been observed. Channel I: Producer → Consumer, Channel II: Producer → Village trader → Consumer, Channel-III: Producer → Village trader → Wholesaler → Consumer, Channel IV: Producer → Village trader → Wholesaler → Retailer → Consumer. Out of four channels, highest quantity was sold through the channel, Producer → Village trader → Wholesaler → Consumer. The net price received by producer in channel-I, channel-II, channel-III and channel IV were Rs.7216.59, Rs. 6813.47, Rs.6650.35 and Rs.6505.64 per qt., respectively. The producer's share in consumer's rupee was highest in channel-I i.e. 99.64 per cent.

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KEY WORDS :

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Turmeric (*Curcuma longa*) is an important spice crop in India, belongs to family *Zinziberaceae*. Its native of southern Asia and cultivated in India, from very ancient times. It is called as "Haridra" in Sanskrit, Haldi in Hindi. It is versatile commodity with innumerable uses. India is one of the major turmeric producing country, which accounts for 80 per cent of total world turmeric production. It has achieved the most important place in each household, also demand in various countries of the world. Turmeric is valuable cash crop for cultivators, as it is ready cash crop and contributes in national economy as one of the major exports commodity. Turmeric is utilized to enhance the flavors in cooking, as a condiment, Kumkum, it find a place in offering in religious and ceremonial occasions. It is a symbol of auspiciousness amongst Hindu's. Hence, the study was undertaken to study the marketing of turmeric and problems faced by turmeric growers in the marketing of turmeric.

Cost of marketing, marketing margin and price spread:

Price spread is the difference between the producer's price and the price paid by the consumer for a unit. Marketing margin in this study thus includes the total cost of marketing and the profit or loss to the intermediaries i.e. the wholesalers and retailers. In the present study marketing cost referred to the marketing charges incurred by the wholesalers, retailers involved in the sale and purchase of the turmeric.

Marketing:

Data were collected from farmers, village traders, wholesalers and retailers, about the price spread, labour charges, transportation costs, commission charges, other charges if any and also the price received by them.

Marketing cost:

Marketing cost will includes total cost incurred on marketing of turmeric by producers

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and by various intermediaries involved in sale and purchase of turmeric under study till it reaches to the consumer.

Market margin:

It refers to net share availed by the different intermediaries in marketing after deducting marketing costs from gross marketing margin at each stage of marketing for handling the commodity.

Price spread:

The price spread indicates the difference between net price received by producer of turmeric in market and price paid by ultimate consumer for equivalent quantity of produce in retail market. The study of price spread involves ascertainment of the actual price at various stages of the marketing and the costs incurred in the process of the movement of turmeric from the farm to the consumer

and the margin of various intermediaries.

Producer's share in consumer's rupee (P_s) expressed as follows:

$$P_s = \frac{P_f}{P_c} \times 100$$

where,

P_f = Net price received by the producer

P_c = Price paid by the consumer.

Distribution of farmer according to marketing channels:

Marketing channels are the root through which produce move from producer to consumer.

From Table 3, it is observed that channel III *i.e.* Producer → Village trader → Wholesaler → Consumer, is the major channel of distribution and overall 21 (35.00 per cent) farmers sold their produce by this channel.

Table 1: Distribution of farmer according to channels

Sr. No.	Channels	No. of turmeric grower
1.	Channel I (producer to consumer)	4 (6.67)
2.	Channel II (sale village trader)	16 (26.66)
3.	Channel III (sale through wholesaler)	21 (35.00)
4.	Channel IV (sale through retailer)	19 (31.67)
	Total	60 (100.00)

Table 2 : Price spread in marketing of turmeric through various channels

Sr. No.	Particulars	Total price (Rs./qt.)			
		Channel I	Channel II	Channel III	Channel IV
1.	Net Price received by producer	7216.59 (99.64)	6813.47 (94.45)	6650.35 (89.76)	6505.64 (86.72)
2.	Total Marketing cost incurred by producer, village trader wholesaler and retailer	25.98 (0.36)	64.33 (0.90)	222.90 (3.01)	308.22 (4.11)
3.	Total market margin of wholesaler and retailer	0.00 (0.00)	335.38 (4.65)	535.17 (7.23)	688.08 (9.17)
4.	Selling price of retailer/purchase price of consumer	7242.57 (100)	7213.18 (100)	7408.84 (100)	7501.95 (100)

(Figures in parenthesis indicates to purchase price of consumer)

Table 3: Problem face by farmer in marketing of turmeric

Sr. No.	Constraints	No. of farmer (n=60)	Percentage to total farmers
1.	Lack of storage facility	24	40
2.	Lack of marketing facility	39	65
3.	Lack of transport facility	28	46.67
4.	Lack of market intelligence	42	70
5.	non remunerative price	41	68.33

Producer share in consumers rupee:

Out of four marketing channels, channel I (producer-consumer) is the direct channel. The producers share in consumers rupee was calculated and presented in Table 4.

The net price received by producer in channel-I, channel-II, channel-III and channel IV were Rs.7216.59, Rs. 6813.47, Rs.6650.35 and Rs.6505.64 per qt., respectively. The producer's share in consumer's rupee was highest in channel-I *i.e.* 99.64 per cent followed by channel-II channel III and channel-IV *viz.*, 94.45, 89.76 and 86.72 per cent, respectively. The total market margin was higher in channel-IV because there are large number of intermediaries in the channel. Though the producer's share in consumer's rupee was highest in channel-I as compared to other channels and also the net price received by producer is highest in channel-I *i.e.* Rs. 7216.59 per qt. hence, selling of turmeric through channel-I by turmeric grower was found more remunerative than other channels in study area.

Problem faced by farmer in marketing of turmeric:

It is observed from Table 3 that regarding to marketing of turmeric lack of market intelligence, non- remunerative price of turmeric and lack of marketing facility as reported by farmers and happened to be the major problems which

was expressed by 42, 41 and 39 farmers, respectively.

Conclusion:

Channel - III *i.e.* Producer g Village trader g Wholesaler g Consumer, was the major distribution channel and overall 21 farmers (35.00 %) sold their produce by this channel. The producer's share in consumer's rupee was highest in channel – I, *i.e.* (99.64 %). Lack of market intelligence was the major problem observed in turmeric marketing.

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