

**RESEARCH ARTICLE :**

## Analysis of marketing channel of tamarind in Bastar plateau of Chhattisgarh

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**SUMMARY :** The present study was carried out in Bastar plateau of Chhattisgarh. Bastar plateau having total 7 districts. Out of which 2 district *i.e.* Bastar and Dantewada were selected purposively for this study. The study aims to assess the marketing channel of tamarind in Bastar plateau. A survey was conducted to assess the marketing channel of tamarind in selected. The survey was consisted of primary data from semi structured and pre tested interview schedule of selected respondents involved in collection and marketing of tamarind. The primary data for this study were collected from 100 respondents from the selected districts. The study findings of the study revealed that 58 per cent of the respondents preferred Channel IV (Producer→Village trader → Wholesaler → Retailer → Consumer) for the selling of their produce. A total of 620 tamarind trees owned by selected respondents and they produce total 1856.2qt tamarinds. From total produce, 54.80 per cent produce were sold through channel IV (Producer→Village trader → Wholesaler → Retailer → Consumer). The results of the study revealed that highest total marketing margin Rs. 3455.50/- were received from channel IV.

**KEY WORDS :**

Marketing channel,  
Marketing surplus,  
Market margin,  
Tamarind, Bastar  
plateau

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