

Price spread in marketing of little gourd [*Coccinia cordifolia* (Voigt.) L.] in Raigad district of Maharashtra

N.K. SANKHE, J.M. TALATHI, V.G. NAIK AND S.R. TORANE

ABSTRACT

An attempt was made to study price spread in marketing of little gourd [*Coccinia cordifolia* (Voigt.) L.] in Raigad district (M.S.) with a cross sectional random sample of 30 little gourd growers and 30 intermediaries involved in marketing of little gourd. In the marketing of little gourd following five channels were observed viz., I) Producer → Consumer, II) Producer → Retailer → Consumer, III) Producer → Village trader (Grade I) → Wholesaler/Commission agent → Retailer → Consumer, IV) Producer → Village trader (Grade II) → Wholesaler/Commission agent → Retailer → Consumer and V) Producer → Village trader (Grade I) → Wholesaler/Commission agent → Agent of exporter → Exporter. Out of 80 sample cultivators, majority of farmers (34) were using channel IV, followed by channel III, channel V, channel II and channel I whereas, the maximum quantity (55.65 %) passed through channel III. The producer's share in consumer's rupee was highest (97.82 %) in channel I followed by (66.66 %) in channel II, (55.56 %) in channel III, (47.27 %) in channel IV and in channel V the producer's share in agent of exporter's rupee was observed 39.15 per cent. The marketing efficiency estimated by using modified Shepherd's formula, was much higher (4483.87 %) in channel I than that of (199.97 %) channel II, (125.04 %) channel III and (89.68 %) channel IV. This revealed that, the higher marketing margins were taken away by market intermediaries in channel II, channel III, and channel IV resulted in poor efficiency in the marketing of little gourd. Regarding constraints in marketing of little gourd, majority of sample cultivators (95.00 %) reported that, the price offered, particularly by village traders was less and lack of knowledge about medicinal use followed by lack of correct market information (90.00 %), APMC, Panvel market-yard was congested (73.75 %), marketing methods were convenient and cost of transport was high (53.75 %), others were in multiplicity of market charges (38.75 %) and arbitrary deduction in weight (23.75 %).

See end of the article for authors' affiliations
.....

Correspondence to:

J.M. TALATHI

Department of Agricultural Economics, College of Agriculture, Dr. Balasaheb Sawant Konkan Krishi Vidyapeeth, Dapoli, RATNAGIRI (M.S.) INDIA

Accepted : July, 2008
.....

Key words : Marketing channels, Price spread, Marketing efficiency and constraints.

The marketing of vegetables is associated with a unique set of conditions, which makes the task difficult and highly risky. Firstly, due to the highly perishable nature of produce, it is difficult to create time and place utilities for vegetables and the problem compounded by the poor transport and storage facilities. The farmers in India receive much lower prices because of the existence of too many intermediaries involved in marketing system. The margins of wholesalers and retailers in India are about 15 per cent, which are very much higher as compared to other countries. The marketing system of vegetable produce has not received as much attention as the production technology in our country. However, an improved and efficient marketing system can overcome these constraints to the considerable extent. An attempt in this paper has been made to study price spread in marketing of little gourd in Raigad district (M.S.).

METHODOLOGY

A cross sectional random sample of 80 little gourd growers was selected from Alibag tahsil of Raigad district. This tahsil has most favourable agro climatic conditions for growing little gourd. The data were processed by using standard cost concepts viz. cost A, cost B and cost C for arriving at desired and useful conclusions.

In addition to sample of little gourd growers, ten each village traders and wholesalers / commission agents, two agents of exporters and 8 retailers were selected randomly to collect information on marketing aspects of little gourd.

Price spread:

Price spread represented the difference between price paid by the ultimate consumer and the net price received by the producer-seller. The study of price spread involves not only the ascertained of the actual prices at various stages of marketing channel, but the cost incurred in the process of movement of the produce from the farm to the consumer and the margins of various intermediaries.