



Research Note

Marketing behaviour of farmer in jaggery production technology

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SUMMARY : Sugarcane is cash crop and main source of income for millions of people in the Maharashtra, India as well as in world. The study was conducted in Karveer, Panhala and Shahuwadi tahsils of Kolhapur district. Expost-facto design of social research was made in the present investigation. The data were collected from 45 jaggery processor for the study. Findings of the study revealed that the respondents sold their produce immediately after the processing if prices are favourable, due to pressing needs of cash and due to the reason of indebtedness to traders. Majority of the respondents sold their produce to the wholesalers through commission agents in the regular market yard. Majority respondents got market information from the newspaper, radio and television. Majority of the respondents suggested that there should be declaration of the minimum support price before planting seasons, introduction of electronic weighing machines, reduction of commission rates and cold storage facilities should be improved.

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