



Marketing of rapeseed-mustard in Bharatpur district of Rajasthan

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Abstract : The present study was conducted in the Rajasthan state as it is one of the major rapeseed-mustard producing states in India. To study the costs, margins, price spread, marketing of rapeseed-mustard in Rajasthan, Bharatpur district was selected. Producer's share in consumer rupee was around 90 per cent in to channels of marketing. There was no significant difference in the price received by producer - sellers in absolute as well as in percentage term in different - channels of marketing. The marketing costs ranged from Rs. 138.03 (7.16 %) to Rs. 138.00 (7.16 %) of consumer's rupee in different channels of marketing. Marketing margins ranged from 2.58 to 2.60 per cent of consumers rupee in different channels of marketing. It appears that the margins in rapeseed-mustard marketing in the Bharatpur district of Rajasthan are not excessively high.

Key Words : Marketing, Rapeseed-mustard costs, Margins, Price spread

View Point Article : Singh, Hemendra and Singh, Prathvi (2014). Marketing of rapeseed-mustard in Bharatpur district of Rajasthan. *Internat. J. agric. Sci.*, **10** (2): 717-721.

Article History : Received : 06.12.2013; Revised : 26.04.2014; Accepted : 08.05.2014