Marketing of chickpea in Akola district of Maharashtra

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ABSTRACT

An attempt has been made to study the marketing of chickpea in Akola district of Maharashtra state. The study was based on the primary data pertained to the year 2008-09 from APMC, Akola. The maximum marketing cost of Rs. 105.65 was included by the producer out of the total cost of marketing of Rs. 322.65 in marketing of per quintal of chickpea. In marketing of chickpea, two major channels were observed but mostly marketing was done by Producer- Commission agent-cum-wholesaler – Processor- retailer – consumer channel. The producer's share in consumer's rupee was more in channel II that is Producer- Processor- retailer – consumer.

Key words : Marketing channel, Marketing cost, Price spread, Chickpea

Chickpea is the most important pulse crop in the India. Chickpea is known as *Chana*. On an average it represents 40–45 per cent of total Indian pulse production and 60–70 per cent of world chickpea production. The area grown to chickpea in India fluctuates according to weather, government policy and returns. Chickpea gives high return as compared to other crops in dry land area. Therefore, the specific information regarding marketing of chickpea is important to cultivators in dry land area. The effort of large production is unfruitful until the produce is marketed efficiently. The main aim of efficient marketing is to raise the producer's share in consumer's rupee and maintain the tempo of increased production. In India, pulses marketing in general and chickpea marketing in particular is mainly in the hands of middlemen like money lenders, village merchants, wholesaler, processor (Dal miller). Hence, the producer is only a price receiver. Therefore, many a times pulses producers have a resort to distress sale due to uncertain situation in the marketing of pulses. Taking into consideration all the above points, the present study was undertaken with the following specific objectives : to study the marketing channel of chickpea and to study the marketing cost of chickpea

and to study the price spread of chickpea.

METHODOLOGY

The study was predominantly based on the primary data. The data of marketing were selected from APMC, Akola. The data pertained to the year 2008–2009.

Price spread:

To study the price spread in marketing channels of chickpea, the marketing costs and margins for the channel were worked out as under (Acharya and Agrawal, 2005).

Marketing cost:

Total cost of marketing was calculated as under:

$$C = CF + Cm1 + Cm2 + Cm3............+Cmn$$

where, C = Total cost of marketing

CF = Cost born by the farmers in marketing his produce

Cm = Cost incurred by the middlemen in the process of buying and selling

$$I = 1, 2, 3..............n$$

N is the number of middlemen involved in the channels

Producers share in consumer's rupee:

Producers share in consumer's rupee was worked out as under (Acharya and Agrawal, 2005)

$$Ps = \frac{P_F}{Pc} \times 100$$

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