

Economic analysis of pearl millet marketing in Rajasthan

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Received : 15.09.2012; Revised : 16.02.2013; Accepted : 17.03.2013

ABSTRACT

The present study was conducted to estimate marketing efficiency and price spread of pearl millet in Rajasthan. Regulated markets of Jaipur, Jodhpur and Nagaur were selected for the purpose of studying marketing cost incurred and margins earned by various intermediaries in marketing of pearl millet. Information regarding marketed surplus, price received and cost incurred in marketing was collected and price spread across different value chains was analyzed. In most of the markets, producer's share in consumer rupee was highest in Channel II followed by Channel I and it was lowest in Channel III. The analysis of relative share of producer per quintal of pearl millet revealed that in Jodhpur market, it was highest (68.84 %) in channel I. The relative share of producer in consumer rupee was almost same (67 %) in Nagaur and Jaipur markets in channel II. The net share of village trader was highest in Jaipur market (8.94 %) in channel I and net share of commission agent was highest (8.66 %) in Nagaur in channel III followed by Jodhpur (5.98 %). The net share of wholesaler (channel I) was highest in Jodhpur market (6.79 %) and lowest in Jaipur market (1.64 %). In Nagaur market, the relative share of retailer was highest (16.76 %) and lowest in Jaipur market (3.58 %). The analysis of efficiency of channel I in different markets revealed that it was highest in Jodhpur market (1.23) and lowest in Jaipur market (1.07). The analysis of efficiency of channel III revealed that it was the highest (1.09) in Jodhpur market followed by Nagaur (0.96).

KEY WORDS : Pearl millet, Economic, Marketing

How to cite this paper : Sharma, Shirish, Singh, I.P., Parthasarthy Rao, P., Basavaraj, G. and Nagaraj, N. (2013). Economic analysis of pearl millet marketing in Rajasthan. *Internat. J. Com. & Bus. Manage*, 6(1) : 66-75

India is a country of 1.21 billion people. More than 60 per cent of India's population lives in rural areas where the main occupation is agriculture. Indian agriculture is characterized by small farm holdings. The average farm size is only 1.57 hectares. Around 93 per cent of farmers have land holdings smaller than 4 ha and they cultivate nearly 55 per cent of the arable land (Economic Survey 2011-12). Millets are the major food sources in arid and semi-arid regions of the world, and feature in the traditional cuisine of many others.

Pearl millet is one of the most important cereals for food security in the arid and semi-arid tropical regions. It is a significant source of dietary energy and nutritional security of poor farmer-consumers in several highly populated regions of India. The crop has relatively high nutritional value and high amount of iron (8mg/100g). However, several anti nutritional factors such as phytates, oxalates and polyphenols are present in pearl millet which may decrease the bioavailability of the iron. Milling of grains and processing of pearl millet as per the traditional cooking methods may have an effect on the *in vitro* available iron and the bioavailable iron. It is thus, imperative to assess the nutrient and non-nutrient content of pearl millet post milling and processing. Marketing is the ultimate stage where the farmer converts all his efforts and investment into cash. Any bad treatment at this point, which is extremely sensitive, will definitely affect the farmer's enthusiasm for further investment and continuation of farm business. With the introduction of regulated markets in India, the traditional agricultural market

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