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AN ECONOMIC ANALYSIS OF MARKETING OF PEARL MILLET (*PENNISETUM GLAUCUM*) IN JAIPUR DISTRIC, RAJASTHAN

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ABSTRACT: The results indicated that the number of respondents who had Graduation education were more in Large size farms followed by medium and Small, and it was also observed that the number of illiterates were more in Large size farms followed by medium and Small size of farms. Price spread in channel I, and channel 11 were (Rs.545/quintal and Rs. 700/quintal) respectively. Producer's share in consumer's rupee for the channel I was 74. 6500, and for channel II was 69.57° per cent. Marketing efficiency for channel I was 3.9400, and for the channel II was 3.50per cent. High cost of labor, High cost of PFC chemicals etc., and the constraints in marketing of Peal millet were frequent price fluctuations, Lack of storage facility, High transportation cost, Lack of Information about government schemes and subsidies, High commission charges etc. The present study entitled An Economic Analysis of Marketing of Pearl Mille T in Jaipur District of Rajasthan' was conducted in the year 2018-19 with a sample of 120 respondents.

KEY WORDS: Marketing, pearl millet, economics, channel, analysis.

India is the largest producer of pearl millet, both in terms of area (9.1 million hectares) and production (7.3 million tons), with an average productivity of 780 kg/ha during the last 5 years (WOAB, 2010). As compared to the early in 1980, the pearl millet area in India has declined by 26 per cent during the last five years, but production has increased by 19 per cent owing to 44 per cent increase in productivity. Pearl millet cultivation is done mainly during Kharif (rainy) season across the country. It is also grown to a lesser extent during Rabi (post rainy) season in Andhra Pradesh, Karnataka, Tamil Nadu and Pondicherry. Summer pearl millet cultivation varies from state to state with varying rainfall and soil type.

The marketing component is important to ensure remunerative prices to the farmers ' which will eventually work as an incentive for them to bring more area under cereals. Marketing can also help in inducing an element of incentive to fanner through participation in processing and distribution of Pearl millet through direct marketing, farmers market or cooperative marketing to get higher share in the consumer's price. Marketing innovations like group marketing will help in improving the bargaining powers of small and marginal farmers.

The Jaipur district is a major pearl millet growing district of Rajasthan. This district produced 4, 94,234 tones of pearl millet from 3,17,293 hectares area with productivity of 1,558 kg/ha during the year 2017-18. The study of an economic analysis of production and marketing of pearl millet in Jaipur district of Rajasthan and data was collected in the year 2018-19.

RESEARCH METHODOLGY

The present study was conducted in Jaipur District of Rajasthan; there are thirteen blocks in Jaipur district. Out of which Chomu block was purposively selected due to highest in area and production under Pearl millet crop cultivation. Further, out of Jaipur block seven villages were selected. For selection of respondents were categorized into three groups on the basis of area under Pearl millet cultivation in all the selected villages. The size farm groups were selected on the basis of land holding e.g small size farm group -having area of cultivation less than 1 ha, medium size farm group 1-2 ha and large size farm groups more than 2ha respectively. Of the total 10 per cent farms household were selected in all the three size farm groups in each selected villages. Altogether total respondents were 120 viz., 58 small, 41 medium and 21 large size groups' respondents were selected respectively.

The data were collected through personal interview on pre tested designed schedule. Interview schedule was divided into major parts. First section included profile of respondents and second section was I question related to economic analysis of production and marketing of pearl millet. Data were manually analyzed by using input output Ratio (B.C Ratio), gross income, marketing cost and marketable surplus.

RESULTS AND DISCUSSIONS

The marketing cost, marketing margin, and price spread for channel-I. Two intermediaries were identified through which Pearl millet reaches to the consumer's i.e. commission agents/ wholesalers, Retailers. The producer sells his produce to the

commission agent/wholesalers, who in turn sell it to retailers in the market. Finally the produce reaches to consumers after collecting margin. Average marketing cost when producers sold their produce to commission agents/wholesalers in the market was Rs.l835/q. Among these cost miscellaneous charges was most important which accounted for Rs. 20.00/q , followed by labor cost Rs. 20.00, transportation Rs.15.00/q , loading and unloading cost Rs. 35.00/q, market fee Rs. 10.00/q, packing material cost Rs. 5.00/q, weighing charges Rs.15.00/q, and packing cost was Rs.10.00/q., respectively. Sale price of the producer to commission agents/ retailers was Rs. l700/q. in different farms size group (table-1). In these channel marketing cost of the producer, commission agents/wholesalers and retailers was 0.47per cent, 4.65per cent and 11.63per cent of consumers paid price respectively.

Table-1: Details marketing channel-1 marketing margin and price spread in different size farm group

(Value in Rs/q)

S.No	Particulars	Rs./Quintal	Percentage
1	Producer sale price to commission agent	1700	
2	**Cost incurred by the producer**		
I	Packing cost	10	0.47
Ii	Packing material cost	5	0.23
Iii	Transportation cost	20	0.93
Iv	Market cost	10	0.47
V	Labor cost	20	0.93
Vi	Loading and unloading charges	15	0.70
Vii	Weighing charges	5	0.23
Viii	Miscellaneous charges	10	0.47
3	Total cost(i-vii)	95	4.42
4	Net price received by producer	1605	74.65
5	Sale price of producer to commission agent	1700	79.07
6	**Cost incurred by the commission agent/wholesaler**		
I	Loading and unloading charges	10	0.47
Ii	Packing coast	5	0.23
Iii	Market fee	10	0.47
Iv	Losses and miscellaneous charges	10	0.47
V	Commission agent/wholesale margin	100	4.65
7	Total cost (i-iv)	35	1.63
8	Sale price of commission agent/wholesalers to retailers	1835	85.35
9	**Cost incurred by the retailers**		
I	Weighing charges	10	0.47
Ii	Loading and unloading charges	20	0.93
Iii	Town charges	15	0.70
Iv	Carriage up to shop	10	0.47
V	Miscellaneous charges	10	0.47
Vi	Retailer margin	250	11.63
10	Total cost (i-iv)	65	3.02
11	Sale price of retailer to consumers	2150	100
12	Price spread	545	
13	Consumers paid price	74.65	
14	Marketing efficiency (%)	3.94	

Three intermediaries were identified through which Pearl millet reaches to the consumer's i.e. contractor, commission agents/ wholesalers, Retailers. This is the longest channel among two identified channels. The producer sells his produce to the contractor, and contractor to commission agent/wholesalers, who in turn sell it to retailers in the market. Finally the produce reaches to consumers after collecting margin. Average marketing cost when producers sold their produce to contractor was Rs. l700/q. Among these cost miscellaneous charges was most important which accounted for Rs. 10/q followed by labor cost Rs. 20/q1., transportation Rs.20/q , loading and unloading cost Rs. 20/q, market fee Rs. 10/q, packing material cost Rs. 5/q, weighing charges Rs.5/q, and packing cost was Rs.10/q., respectively. Sale price of the producer to

commission agents/ retailers was Rs. 1990/q., in different farms size group (table-2)

In this channel marketing cost of the producer, contractor, commission agents/wholesalers and retailers was 4.35per cent, 2.61per cent, 2.17per cent and 2.61per cent of consumers paid price respectively. The contractor margin was estimated to be 3.48per cent and the retailer's margin was 10.48per cent of the consumer paid price. Producer share in consumer price was 69.57 per cent. Price spread was constituted to Rs. 700/q. of consumer paid price. Sample average for marketing efficiency in channel 11 was 3.50.

Table-2: Details marketing channel-II marketing margin and price spread in different size farm group

(Value in Rs/q)

S.No	Particulars	Rs./Quintal	Percentage
1	Producer sale price to contractor	1700	
2	**Cost incurred by the producer**		
I	Packing cost	10	0.43
Ii	Packing material cost	5	0.22
Iii	Transportation cost	20	0.87
Iv	Market cost	10	0.43
V	Labor cost	20	0.87
Vi	Loading and unloading charges	20	0.87
Vii	Weighing charges	5	0.22
Viii	Miscellaneous charges	10	0.43
3	**Total cost(i-vii)**	100	4.35
4	Net price received by producer	1600	69.57
5	Sale price of producer to contractor	1700	73.91
6	**Cost incurred by the contractor**		
I	Loading and unloading charges	20	0.87
Ii	Packing coast	10	0.43
Iii	Transportation cost	20	0.87
Iv	Losses and miscellaneous charges	10	0.43
V	Contractor margin	80	3.48
7	Total cost (i-iv)	60	2.61
8	Sale price of commission agent/wholesalers to retailers	1840	80.00
9	**Cost incurred by the commission agent/wholesalers**		
I	Loading and unloading charges	20	0.87
Ii	Packing coast	10	0.43
Iii	Market fee	10	0.43
Iv	Miscellaneous charges	10	0.47
V	commission agent/wholesalers margin	50	2.17
10	**Total cost (i-v)**	100	4.35
11	Sale price of commission agent / wholesaler	1990	86.52
12	**Cost incurred by the retailers**		
I	Weighing charges	10	0.43
Ii	Loading and unloading charges	20	0.87
Iii	Town charges	10	0.43
Iv	Carriage up to shop	10	0.43
V	Miscellaneous charges	10	0.43
Vi	Retailer margin	250	10.87
13	Total (i-vi)	60	2.61
14	Sale price of retailer to consumers	2300	100
15	Price spread	700	
16	Consumers paid price	69.56	
17	Marketing efficiency (%)	3.50	

CONCLUSION

The study indicated that there is scope to increase the producer's share in consumer's rupee by making the market more effective so that the number of intermediaries is to be restricted and marketing costs and marketing margins to be reduced. This will be the way for making Pearl millet cultivation more lucrative. Major constraints in production was found

that high cost of labor and less awareness about new technologies among different farms size group followed by a huge price fluctuation was the major marketing constraint in Pearl millet.

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