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Marketing of Kagzi lime in Jalna district of Maharashtra

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Abstract
The present study made a detailed analysis of kagzi lime fruit by studying its marketing costs, price spread and marketing efficiency which is the important researchable issue for the said crop in Jalna district. The marketing chain of three types mainly Producer – Retailer – Consumer, Producer – pre harvest contractor – Wholesaler – Retailer – Consumer and Producer -Wholesaler - Retailer - Consumer were followed in the sample area. A comparison of different channels thus showed that price spread was the highest in case of channel II as compared to other channels. Where in the consumer also paid the lowest price i.e., ₹ 2943.35 per quintal in channel I as compared to ₹ 3609.77 and ₹ 3755.67 per quintal in channel II and channel III, respectively. The channel-I with marketing efficiency 1.72 was most efficient followed by 0.95, 1.18 in channel II and channel III, respectively. But channel III was efficient because less quantity handled in channel I.

Keywords: Kagzi lime, marketing cost, price spread, marketing efficiency.

Introduction
Kagzi lime juice is most common and economical refreshing drink, which considered as best source of vitamin C. Lime is good source of vitamin-C (62.9mg/100ml), vitamin-B_1, vitamin-B_2, minerals like calcium phosphorous and iron. However the fruit is valued not only for its nutritional and medicinal qualities but also extensively used for the preparation of value added products like squash, syrups, cordials, manufacture of citric acid, pickles, neutraceutical, cosmetic uses and for culinary uses in the daily diet of Indians.

It finds its importance for its acidic sour juice which is preferred for ingestion along with water. It is also an additive with salads for imparting tart flavour and in retention of the normal colour of fruits. The juice reduces gastric acidity by counteracting with the effects of greasy food. It is therefore, useful in the treatment of peptic ulcer. Oral ingestion of lime juice mixed with salt in water provides relief from burning sensation and also stops bleeding in cystitis (inflammation of urinary bladder). Lime is vital in the treatment of gastric disorders like indigestion, constipation and peptic ulcer. It stops the occurrence of indigestion, burning in the chest due to high acidity in the stomach, abrupt bilious vomiting and excessive accumulation of saliva in the mouth. Kagzi lime is among the important commercial fruit crops and evaluating their marketing will help the fruit growers of the study area to a greater extent as how to make their cultivation and marketing more profitable.

Keeping in view the above, the present investigation has been undertaken with the objective as to study its marketing channels, marketing cost, price spread and marketing efficiency.

Materials and methods
The primary data for the year 2016-17, were collected from the 90 kagzi lime growers as well as intermediaries by survey method with the help of specially designed questionnaire. 30 sample cultivators from each of these groups were selected. 15 cultivators were selected from each village. Thus, in all 90 sample cultivators was selected randomly from all the for the present study.

Data Analysis
For calculating of marketing margin, price spread, marketing cost and marketing efficiency following tools were used.

i. Marketing margin

$$MT = \sum (Si - Pi)/Qi$$

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Where,
MT = Total marketing margin
S_i = Sale value of a ber paid by i^{th} firm
P_i = Purchase value of a ber paid by i^{th} firm
Q_i = Quantity of a ber handled by i^{th} firm

ii. Price spread

$$Ps = Pc - P_f$$

Where,
Pc = Consumer's price (₹)
Pf = Price received by farmer (₹)

iii. Total marketing cost

$$C = C_f + C_{m1} + C_{m2}\ldots\ldots + C_{mi}$$

Where,
C = Total marketing cost (₹)
C_f = Cost paid by the grower (₹)
C_{mi} = Cost incurred by i^{th} middleman (₹)

iv. Marketing efficiency

The marketing efficiency of various markets has been worked out by using the modified method as suggested by Acharya and Agarwal (1999) and the formulae used is as under,

$$MME = RP / (MC+MM)-1$$

Where,
MME   = Modified measure of marketing efficiency
RP   = Net price realized by producer (₹)
MC   = Total marketing cost (₹)

MM   = Net market margin
Where,
MM = RP – (MC + Net price received by the grower)

Results

Marketing channels of kagzi lime

Marketing channels state that how produce passes through different marketing agencies from producer till it reaches to the consumer. It is essential to point out different marketing channels used in kagzi lime marketing during present study. Following were different marketing channels observed during the study.

- Producer – Retailer – Consumer
- Producer - Pre-harvest contractor – Wholesaler - Retailer -Consumer
- Producer - Wholesaler - Retailer - Consumer

Price spread in different marketing channels

Price spread is the difference between the price paid by the processer and price received by the producer. This consists of marketing costs and margins of the different channels. The costs and margins of agency in different channels were worked out and details are presented in Table 2.
It is observed from the table, the net price realized by the producer was ₹1,861.83 in Channel-I, in case of Channel-II ₹ 1,760.68and₹ 2,030.80 through channel III. Price spread was minimum in Channel-I (Producer - Retailer - Consumer), as there was very less marketing costs and market margins between producer and. consumer. Price spread was maximum in Channel-II that was ₹ 1,849.09 followed by ₹ 1,724.87 in channel III. This is due to fact that as the market chain increases price spread also increases.

Table 2: Price spread in different channels of kagzi lime (₹/q)

Sr.No.	Particulars	Channel I	Channel II	Channel III
1	Gross price received by the farmer	2175.90 (73.93)	1760.68 (48.78)	2385.50 (63.51)
	i) Marketing cost	314.07 (10.73)	0.00 (0.00)	354.70 (9.44)
	ii) Net price realized	1861.83 (63.26)	1760.68 (48.78)	2030.80 (54.07)
2	Preharvest contractor			
	i) Price paid	-	1760.68 (48.78)	-
	ii) Marketing cost	-	225.65 (6.25)	-
	iii) Marketing margin	-	325.65 (9.02)	-
	iv) Price received	-	2311.98 (64.05)	-
3	Wholesaler			
	i) Price paid	-	2311.98 (64.05)	2385.50 (63.52)
	ii) Marketing cost	-	170.22 (4.72)	170.22 (4.53)
	iii) Marketing margin	-	365.25 (10.12)	435.65 (11.60)
	iv) Price received	-	2847.45 (78.88)	2991.37 (79.65)
4	Retailer			
	i) Price paid	2175.90 (73.93)	2847.45 (78.88)	2991.37 (79.65)
	ii) Marketing cost	272.20 (9.25)	272.20 (7.54)	272.20 (7.25)
	iii) Marketing margin	495.25 (16.83)	490.12 (13.58)	492.10 (13.10)
	iv) Price received	2943.35 (100.00)	3609.77 (100.00)	3755.67 (100.00)
5	Consumer			
	i) Price paid	2943.35 (100.00)	3609.77 (100.00)	3755.67 (100.00)

(Figures in the parentheses is the percentage to the price paid by consumer)

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Channelwise marketing efficiency of kagzi lime

Marketing efficiency was worked out by using modified method as suggested by Acharya and Agarwal. From the table 3 it was seen that, the marketing efficiency was maximum for Channel-I (1.72), followed by channel III (0.95) and minimum for channel II (1.18).

Table 3: Channelwise marketing efficiency of kagzi lime

Channel	Price Paid by consumer	Net price received by Kagzi lime growers	MC	MM	MC+MM	MME
I	2943.35	1861.83	586.27	495.25	1081.52	1.72
II	3609.77	1760.68	668.07	1181.02	1849.09	0.95
III	3755.67	2030.33	797.12	927.75	1724.87	1.18

Conclusions

Price spread was minimum in Channel-I (Producer - Retailer - Consumer), as there was very less marketing costs and market margins between producer and. consumer. Price spread was maximum in Channel-II that was ₹ 1,849.09 followed by ₹ 1,724.87 in channel III. This is due to fact that as the market chain increases price spread also increases.Marketing efficiency was maximum for Channel-I (1.72), followed by channel III (0.95) and minimum for channel II (1.18).

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