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Maize: A study on marketing aspects in Auraiya district of western U.P

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Abstract

Maize belongs to family Poacea. Maize is one of the important and high yielding potential cereal crop of the world. Maize is the third most important food grain crop in India followed by wheat and rice. Maize is grown throughout the India on an area about 6 million hectare, contributing about 25 percent of the total area of the continent. Maize grains contains about 10 percent protein, 4 percent oil, 70 percent carbohydrate, 2.3 percent crud fiber and 10.4 percent albuminoids and 1.4 percent ashes.

The study is based on 100 respondents of four size group viz. Marginal, small, medium and large. The respondents were selected by proportionate random sampling method. The study period pertains to agricultural year 2014-15. Multistage stratified random sampling procedure was applied for selection of respondents. The major volume of Maize was sold in Diviyapur, market of Auraiya by the farmers. For the study of marketing aspects, 20 commission agents were randomly selected from the market. Three marketing channels were prevalent for disposal of maize in the study area viz; 1-Producer-Consumer, 2-Producer-Retailer-Consumer and 3-Producer-Wholesaler-Retailer-Consumer. Net price received by producer was observed higher in channel -1, followed by channel -2 and channel-3 which revealed inverse relationship between net price received by producer's and number of intermediaries. Producers share in consumer's rupees was found 95.8% in channel -1 followed by channel -2 i.e. 92.04% and channel -3 79.42% respectively. It revealed that channel -1 was most efficient for producers as well as consumers followed by channel -2 and channel-3, respectively in the study area. Maize is suitable for intensifying the cropping intensity for increasing land utilization pattern and is beneficial for the farmers of the study area therefore it is suitable crop for doubling the income of farmers.

Keywords: Prices spread, marketing margin marketing cost

Introduction

Maize (*Zea mays* L.) belongs to family Poacea. Maize is the third most important food crop in India followed by wheat and rice. In India, about 28 percent of produced maize is used for food purpose, 48 percent for poultry feed, 12 percent for milling industries and 1 percent as seed. (AICRP-2007). Maize grain contains about 10 percent protein, 4 percent oil, 70 percent carbohydrate, 2-3 percent fiber, 10.40 percent albuminoids and 1.4 percent ashes.

Deriving by structural change in agricultural and food consumption pattern, maize seems to be an important cereal crop of future. Among the states of India, Andhra Pradesh ranks first in production followed by M.P., Karnataka, Rajasthan and U.P. In U.P. maize was cultivated an area about 698000 hectares with production 11544.92 quintals having productivity 2.23 tonnes ha⁻¹ (Directorate of maize research, New Delhi, 2013-14).

Auraiya district of U.P. enjoys sufficient acreage under maize cultivation with comparatively low productivity. There is sufficient scope of increasing productivity of maize in this district. Maize is one of the important lucrative crop for this area and proper cultivation of this crop can enhance the earning capacity of the farmers. For the study of marketing aspects, 20 commission agents were randomly selected from the market. Three marketing channels were prevalent for disposal of maize in the study area viz; 1-Producer-Consumer, 2-Producer-Retailer-Consumer and 3-Producer-Wholesaler-Retailer-Consumer. Net price received by producer was observed higher in channel -1, followed by channel -2 and channel-3. Keeping the above facts in due consideration the study entitle; "Maize: "study on Marketing aspects in Auraiya Dist. Of western U.P." assumes special significance and importance. The objective of the study were (1) to workout pattern of disposal of maize in the study area and (2) to workout price spread of maize in different channels of study area.

Research Methodology

Multistage stratified purposive random sampling procedure was applied for selection of district, Block, village and respondents. Auraiya district was purposively selected.

“Sahar” block was enjoying highest acreage under maize cultivation also selected purposively. Diviyapur market is serving as main market for disposal of maize in the study area for the study of marketing aspects, 20 commission agents were randomly selected from the market. Three marketing channels were prevalent for disposal of maize in the study area viz; (1) Producer-Consumer (2) Producer-Retailer-Consumer and (3) Producer-Wholesaler-Retailer-Consumer. Net price received by producer was observed higher in channel -1, followed by channel -2 and channel-3. For the study of pattern of disposal and price spread of maize appropriate number of commission agents were interviewed for collecting relevant information on various aspects of marketing of maize in the study area. Simple tabular analysis was applied for arriving various aspects of interest pertaining marketing of maize in the study area. The study pertains agricultural year 2016-17.

Result and discussion

In the study area, three marketing channels viz (1) Producer-Consumer, (2) Producer- Retailer-Consumer and (3) Producer- Whole seller-Retailer and consumer were identified for marketing of Maize, Table-1 reflects pattern of disposal of maize through different channels in the study area in Diviyapur market of Auraiya. Total marketing surplus was 1283.6 quintals. The share of marginal, small, medium and large farms in the total marketed produce accounted 32.28, 30.42, 20.62 and 16.66 percent, respectively. Pattern of disposal of maize varied among size-group of farms and also different channels studied. Pattern of disposal of maize indicated that maximum quantity was marketed through

channel -1 followed by channel-2 and channel-3, in the study area.

Price spread, Marketing cost and Marketing Margins and Producer's share in consumer's rupee on sample farms

Table -2 reflects price spread of maize scenario through channel-1, channel-2 and channel-3 in Diviyapur market of the study area. It is evident from this table that producer's share in consumer's rupee observe 95.84%, 92.04% and 79.42%, respectively through channel-1, channel-2 and channel-3. It reflects indirect relationship between producer's share in consumer's rupee and number of intermediaries. Net price received by producer's estimated Rs. 1270.00, 1250.00 and 1215.00 through channel-1, channel-2, and channel-3, respectively. It revealed inverse relationship between net price received by the producers and no. of intermediaries involved in marketing of maize in the study area. Per quintal price paid by Consumer's were Rs.1325.1358 and 1530 from channel-1, channel-2, and channel-3, respectively in the study area.

Inter channel comparison reveals that the gross price and net price received by the producer was higher in channel -1 followed by channel-2 and channel-3. The marketing cost incurred by the producers went up as the number of intermediaries increases. Indirect relationship was observed between producer's share in consumer's rupee and number of intermediaries in the study area. Inverse relationship was also observed between price spread and number of intermediaries. Maize is a potential grain crop. Proper marketing infrastructure facilities supported with suitable marketing policy can help the farmer's for raising their income. It is a suitable crop for doubling the income of the farmers in the study area.

Table 1: Disposal pattern of maize under different channels in Diviyapur market of Auraiya.

Size group of farms	Marketed surplus	Quantity sold in quintal						Total	
		Channel-I		Channel-II		Channel-III		No. of farmers	Quantity Y (q.)
		No. of farmers	Quantity Y (q.)	No. of farmers	Quantity Y (q.)	No. of farmers	Quantity Y (q.)		
Marginal	414.42 (32.28)	22 (56.41)	238.18 (51.29)	14 (42.42)	129.87 (28.56)	10 (35.71)	46.37 (12.47)	46	414.42 (32.28)
Small	390.50 (30.42)	13 (33.33)	189 (40.81)	12 (36.36)	152.32 (33.50)	9 (32.14)	48.69 (13.09)	34	390.5 (30.42)
Medium	264.79 (20.62)	3 (7.69)	23.29 (5.01)	4 (12.12)	105.67 (23.24)	5 (17.85)	142.83 (38.42)	12	264.79 (20.62)
Large	213.89 (16.66)	1 (2.56)	13.35 (2.87)	3 (9.09)	66.73 (14.67)	4 (14.28)	133.81 (35.99)	08	213.89 (16.66)
Total	1283.60	39	464.31	33	454.59	28	371.70	100	1283.6

Note: figures in parenthesis show percent to corresponding total quantity.

Table 2: Price spread of maize in Diviyapur market of Auraiya through different channels -(Rs./q.)

S. N.	Name of functionary	Channel-I		Channel-II		Channel-III	
		Rs./q	Producer's share in consumer Rupees	Rs./q.	Producer's share in consumer Rupees	Rs./q.	Producer's share in consumer Rupees
1	Net price received by producer	1270	95.84	1250	92.04	1215	79.42
2.	Expenses incurred by producer	33.50	2.52	69	5.08	42.50	2.77
3.	Producer sale price /wholesaler purchase price	-	-	-	-	1257.5	82.20
4.	Expenses incurred by wholesaler	-	-	-	-	78.30	5.11
5	Wholesaler margin	-	-	-	-	78.30	5.11
6	Wholesaler sale price/retailer purchase price	-	-	1319	97.12	1345	87.92
7	Expenses incurred by retailer's	-	-	39	2.87	63.9	4.17
8	Retailer margin	-	-	10	0.73	10	0.65
9	Total marketing margin	33.5	2.52	108	7.95	184.7	12.07
10	Retailer sale price/consumer price	1325	100	1358	100	1529.7	100

Note: figures in parenthesis show percent to corresponding consumer's price

Summary and conclusion

This study reflects that maize cultivation is appropriate for intensive cultivation and also generate ample opportunity of employment. The study is based on 100 maize grower of different size group viz. i) marginal, ii) small, iii) medium and iv) large. Multistage stratified purposive proportionate random sampling procedure was applied for selection of respondents. Tabular analysis was applied for arriving result. The objective of the study area were (1) to workout pattern of disposal of maize in the study area and (2) to workout price spread of maize in different channels of study area Three marketing channels were prevalent for disposal of maize in the study area viz; (1) Producer-Consumer, (2) Producer-Retailer-Consumer and (3) Producer-Wholesaler-Retailer-Consumer. Net price received by producer was observed higher in channel -1, followed by channel -2 and channel-3 which revealed inverse relationship between net price received by producer's and number of intermediaries. Producers share in consumer's rupees was found 95.8% in channel -1 followed by channel -2 i.e. 92.04% and channel -3 79.42% respectively. It revealed that channel -1 was most efficient for producers as well as consumers followed by channel -2 and channel-3, respectively in the study area. Maize is suitable cereal crop for the farmer's in the study area and can help the farmers in the way of doubling their income.

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