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## Analyses the consumption and marketing pattern of maize among tribal families in Surguja district

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**Abstract**

The study was conducted in the Surguja district of Chhattisgarh state during 2016-17. The result indicates that a hundred per cent respondents were maize used as corn (cob) second majority 32.50 per cent of the respondents in used as popcorn of domestic consumptions. Regarding the marketing channel of cob, most of the respondents (30%) had taken produce to market. As Grain, most of the respondents (71.87%) sold it to the shopkeeper. The study reveals that the maximum (78.12%) of the respondents had marketing as a grain of the mode of marketing in this area. Efforts should make for awareness to increase their education and knowledge level through trips of various markets for better marketing channels with recommends local markets to produce of corn, grain, and green leaf fodder.

**Keywords:** Maize, marketing, channels, farmers

**Introduction**

Maize is the most important cereal crop in the world. The major shift in global cereal demand is underway by 2020; demand for maize in developing countries will surpass the demand for both wheat and rice. The consumption pattern for maize produced in India at present includes poultry feed (52%), human food (24%), animal feed (11%), starch (11%), brewery (1%) and seed 1 per cent. In our country with the growth in demand for poultry feed, the demand for maize is also going up. Some estimates indicate that India may have to produce 55 million tons of maize to meet its requirement for human consumption, poultry, piggery, farm industry, and fodder, (Anonymous, 2011). This is the case in Sub-Saharan Africa, Central America, and parts of South Asia. In India, maize is cultivated in about 6 million ha with production ranging between 7-10 million tones. The highest average productivity of maize is 3 tons per ha which have been achieved by the Karnataka state, (Mukherjee, 2012). In Chhattisgarh state, maize is the second important crop next to the paddy of food grain production. The maize crop is cultivated in Chhattisgarh in 71.75 m/ha area & production 134.16 mt and its productivity is 1886 kg/ha. Surguja district in total maize cultivated areas 0.40 m/ha & production 0.72 m/ and its productivity is 1806 kg/ha (Department of Agriculture, Raipur, C.G., 2015-16).

**Methodology****1. Location of Study Area**

The study was conducted during the year 2016-2017 in Northern Hills Agro-Climatic Zone of Chhattisgarh state. This Zone is consists of five districts i.e. Surguja, Surajpur, Korla, Balrampur, and Jashpur. Out of that, only Surguja districts were selected purposively for this study. Out of which four blocks namely Ambikapur, Lundra, Lakhanpur, Batouli were selected randomly for the research work. 4 villages were selected randomly, therefore a total of 16 (4×4=16) villages in the sample. Selected village 10 maize growing tribal farmers (Kharif season) were selected randomly, total 160 (16×10=160) tribal farmers were selected. The data were collected personally through a pre-tested interview schedule.

**Result and Discussion****1. Domestic Consumption**

Domestic consumptions of maize by tribal families is very important, Table 1 shows that 100 per cent respondents were maize used as corn (cob), followed by 32.50 per cent, 22.50 per cent and 21.87 per cent were used as popcorn, grain feeding to animals and roti/chapati, respectively.

**Table 1:** Distribution of respondents according to their domestic consumption of maize

Sl. No.	Product	Frequency*	Percentage
1	Corn(cob)	160	100
2	Popcorn	52	32.50
3	Rotti/ chapatti	35	21.87
4	Grain feeding to animals	36	22.50

\*Data are based on multiple responses

## 2. Marketing practices

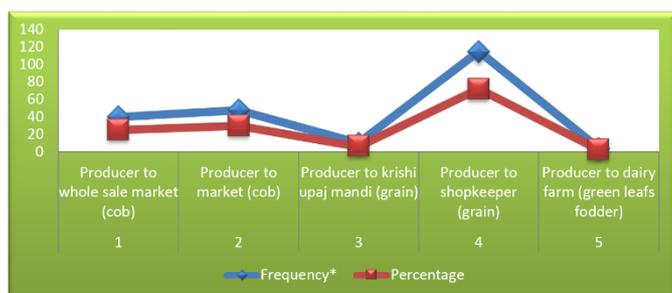
### 2.1. Marketing channel

A marketing channel is the people, organizations, and activities necessary to transfer the ownership of goods from the point of production to the point of consumption. Data regarding the marketing channel of maize are presented in Table 2. Regarding the marketing channel of cob, most of the respondents (30%) had taken produce to market, 25 per cent producers sold it to the wholesale market. As grain, most of the respondents (71.87%) sold it to the shopkeeper, 6.25 per cent of respondents sold through Krishi upaj mandi and only 2.50 per cent of respondents had taken as a green leaf fodder producer to a dairy farm.

**Table 2:** Distribution of respondents according to their marketing channel of maize

Sl. No.	Channel	Frequency*	Percentage
1	Producer to wholesale market (cob)	40	25.00
2	Producer to market (cob)	48	30.00
3	Producer to krishi upaj mandi (grain)	10	6.25
4	Producer to shopkeeper (grain)	115	71.87
5	Producer to dairy farm (green leafs fodder)	04	2.50

\*Data are based on multiple responses

**Distribution of respondents according to their marketing channel of maize**

### 2.2. Mode of marketing

The data regarding the mode of marketing of maize crops are presented in Table 3 the result reveals that the maximum (78.12%) of the respondents had marketing as a grain, whereas 48.75 per cent respondents as cob and only 2.50 per cent were of marketing as a green leafs fodder.

**Table 3:** Distribution of respondents according to their mode of marketing of maize

Sl. No.	Product	Frequency*	Percentage
1	Corn(cob)	78	48.75
2	Grain	125	78.12
3	Green leafs fodder	04	2.50

\*Data are based on multiple responses

## Conclusion

The finding of this study reveals that maize farmers in the Sarguja district are domestic consumptions of maize by tribal families hundred percent respondents were maize used as corn (cob). The marketing channels were grain most of the respondents (71.87%) sold it to shopkeepers and mode of marketing maize that the maximum respondents had marketed a grain. It is concluded that increasing the knowledge of the farmers better information on marketing channels with the demand of market.

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