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## Marketing of brinjal in Akola district

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**Abstract**

The present study was carried out to study marketing of brinjal in Akola district during the year 2018-2019 based on primary data. The study was conducted in Akola, Patur and Akot tahsils based on purposive sampling. A sample of 90 brinjal growers was selected based on random sampling. The important channels of distribution have been observed while studying the marketing of Brinjal under study area are Channel I include Producer→ Consumer, Channel II include Producer→ Retailer → Consumer, Channel III include Producer→ Wholesaler → Retailer→ Consumer. As Producer - wholesaler - Retailer - Consumer was the important channel through which maximum quantity was sold by the cultivators. From this, it was concluded that channel-I was most profitable than channel II and channel III.

**Keywords:** Brinjal, marketing channels, marketing cost, market margin, price spread

**Introduction**

The brinjal is of much importance in the warm areas of far East, being grown extensively in India, Bangladesh, Pakistan, China and Philippines. In India marketing of vegetable crops is in developing stage. The development of marketing is as much important as that of increasing production. Farmers always desire to get handsome price to their produce. Therefore, for profitable transaction a careful planning of marketing is must. Most of marketing of vegetable belongs the yield of efficient and successful farm management. Marketing includes all the steps from the time the produce is harvested until it is in hand of consumer. The process of agricultural production can not be regarded as complete without the sale of produce. The aim of marketing is that the production should realize a suitable net return from his produce. Improvement of marketing conditions unable the farmer to secure a share of a consumers price of almost importance.

**Materials and Methods**

The present study was undertaken in Akola district of Vidarbha region. The data pertained for the year 2018-19. Out of Seven tahsils in Akola district, three tahsils were selected for the study namely Akola, Patur, and Akot. Overall ninety brinjal cultivators were selected for the present study. For the study of marketing wholesalers and retailers were selected from Akola market.

**Table 1:** Distribution of brinjal growers according to size of land holding

Sr. No.	Land holding group	Area in hectare	No. of cultivators
1.	Small	Upto 2.00 ha	49
2.	Medium	2.01 to 4.00 ha	22
3.	Large	4.01 ha and above	19
	Total		90

**Analysis of data****Marketing channels**

Marketing channels are the route through which produce moves from producer to ultimate consumer. In respect of brinjal three important marketing channels were found in the studied area viz., Producer-Consumer, Producer-Retailer-Consumer, Producer-Wholesaler-Retailer-Consumer.

**Producer**

The most important channel of distribution was producer– wholesaler– retailer– consumer. Producer directly sale their produce to the wholesaler or retailer or consumer.

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**Wholesaler**

Wholesaler offers the price according to the quality and quantity of the produce. They purchase on cash payment or at small intervals. Wholesaler sales it in the retail market.

**Retailer**

Retailers purchase the brinjal from the wholesaler and also from the producers. The retailers generally purchase the quantity required for the sale within the short period according to the sell requirement.

**Consumer**

Consumer purchase required quantity of brinjal directly from the cultivator at its local place for their own consumption, throughout the year. The consumer purchases the brinjal as per the availability in the weekly and daily market from the retailer at the prevailing market price.

**Market margins**

It refers to difference between the prices prevailing at successive stages of marketing at given period of time. The absolute value of the marketing margin varies from channel to channel, market to market and time to time.

**Marketing cost**

Total marketing cost incurred by producer and various intermediaries involved in the sale and purchased of commodity till the commodity reaches to the ultimate consumer.

**Price spread**

Price spread indicates shares of various agencies involved in the marketing along with the cost incurred by them. The price spread of the produce shows the difference between net price received by the producers in the assembling market and price paid by the ultimate consumers or produce in the retail market.

**Producer's share in consumer's rupee (P<sub>s</sub>)**

It is the price received by the farmers expressed as a percentage of the retail price (i.e. the price paid by the consumer). If it is the retail price the producers share in the consumers rupee (P<sub>s</sub>) be expressed as follow:

$$P_s = \frac{\text{Net price received by the producer (P}_f\text{)}}{\text{Price paid by consumer (P}_c\text{)}} \times 100$$

The different term used in price spread are defined as follows:

**Gross price of producer:** This is equal to wholesale price at the primary assembling centre or the price at the time of the first sale received by the producer.

**Net price of producer:** It is equal to gross price received by producer minus all expenses incurred by him on marketing the produce.

**Result and Discussion****Average size of holding of Brinjal cultivator**

The information regarding distribution land holding in different size groups, is presented in Table 2.

**Table 2:** Average size of holding of Brinjal cultivator

Sr. No.	Size of holding	No. of farmer selected	Average size of holdings
1	Small (Up to 2 Ha.)	49 (54.44)	1.1
2	Medium (2.01 to 4.00 Ha)	22 (24.44)	2.73
3	Large (4.01 & above)	19 (21.11)	6.33
	Total/ Overall	90	3.39

Figures in parentheses indicate percentage to the total farmers

it is revealed that, number of the selected farmer was 90 out of which 49 farmers belongs to small holding, 22 farmers belongs to medium and 19 farmers to large size holding with average size of holding 1.1, 2.73 and 6.33 hectare respectively. The average size of holding of brinjal cultivator was 3.39 ha.

**Marketing of Brinjal in Akola District**

The process of production is not completed till the product reaches into the hands of final consumer. As such various aspects pertaining to marketing of brinjal viz., channels of distribution, price spread, producers share in consumer's rupees etc. have been studied.

**Channels of Distribution**

Marketing channels are the root through which produce move from producer to consumer. The important channels of distribution have been observed while studying the marketing of Brinjal under study area viz., Channel I: Producer → Consumer, Channel II: Producer → Retailer → Consumer, Channel III: Producer → Wholesaler → Retailer → Consumer. It was observed that channel III i.e. producer → wholesaler → retailer → consumer is the major channel of distribution. In channel I i.e. producer → consumer quantity sold was low and this channel was mainly followed by small farmers. The producer's share in consumer rupee is maximum when less intermediaries are included.

**Table 3:** The cost of marketing of brinjal

Sr. No.	Particulars	Total Price		
		Channel I	Channel II	Channel III
<b>A</b>	<b>Marketing cost incurred by producer</b>			
1	Cost of Carrete	40.00	45.71	46.02
2	Packing	5.00	5.00	5.00
3	Cost of Loading	10.00	10.00	10.00
4	Transportation	18.00	18.80	18.08
5	Naka	0.00	0.00	0.00
6	Weighing Charges	2.00	2.00	2.00
7	Hamali	10.00	10.00	10.00
8	Dalali	0.00	0.00	155.24
9	Unloading	10.00	10.00	10.00

	Subtotal	95.00	101.51	256.34
	Selling Price of Producer	1650.00	1555.00	1552.42
<b>B</b>	<b>Marketing cost incurred by Wholesaler</b>			
1	Carrete	0.00	0.00	39.45
2	Weighing charges	0.00	0.00	2.00
3	Hamali	0.00	0.00	5.00
4	Cess fund	0.00	0.00	15.52
	Subtotal	0.00	0.00	61.98
	Selling price of Wholesaler	0.00	0.00	1720.56
<b>C</b>	<b>Marketing cost incurred by Retailer</b>			
1	Transportation	0.00	11.57	11.34
2	Hamali	0.00	10.00	10.00
3	Weighing charges	0.00	2.00	2.00
	Subtotal	0.00	23.24	23.34
	Selling Price of retailer	0.00	1694.00	1861.26
	Purchase price of consumer	1650.00	1694.00	1861.26
	Total marketing cost	95	124.75	341.66

Maximum cost of Rs. 256.34 incurred by the producer out of the total cost of marketing was Rs. 341.66 in channel III in marketing of per quintal brinjal. It decreases channel wise as in channel II it is Rs. 124.75 and total cost of marketing is Rs. 101.51 and in channel I it is low as compared to other

channels as Rs.95.

#### Channel wise price spread of Brinjal

The details about the price spread, producer's share in consumer's rupee were estimated in Table 4.

**Table 4:** Channel wise price spread of Brinjal (Rs/Qtl)

Sr. No.	Particulars	Total Price		
		Channel I	Channel II	Channel –III
<b>A)</b>	<b>Producer</b>			
1	Gross Price received by Producer	1650.00	1555.00	1552.42
		(100.00)	(91.79)	(83.41)
2	Marketing cost incurred	95.00	101.51	256.34
		(5.76)	(5.99)	(13.77)
3	Net Price received by Producer	1555.00	1453.49	1296.09
		(94.24)	(85.80)	(69.63)
<b>B)</b>	<b>Wholesaler</b>			
1	Purchase price	–	–	1552.42
				(83.41)
2	Marketing cost incurred	–	–	61.98
				(3.33)
3	Net Margin	–	–	106.16
				(5.70)
4	Selling price	–	–	1720.56
				(92.44)
<b>C)</b>	<b>Retailer</b>			
1	Purchase price	–	1555.00	1720.56
			(91.79)	(92.44)
2	Marketing cost incurred	–	23.24	23.34
			(1.37)	(1.25)
3	Net Margin	–	115.76	117.59
			(6.83)	(6.32)
4	Selling price	–	1694.00	1861.26
			(100.00)	(100.00)
<b>D)</b>	<b>Consumer</b>			
1	Purchase price	1650.00	1694.00	1861.26
2	Net price received by producer	1555.00	1453.49	1296.09
3	Price spread	95.00	240.51	565.17
4	Producer's share in consumer Rs.	94.24	85.80	69.63

Figures in parentheses are the percentage to the selling price

Producer's share in consumers rupee in channel III was 69.63 per cent, in channel II 85.80 per cent and in channel I was 94.24 per cent. It showed that if share of various intermediates decreases the producers share in consumers rupee increases. The per quintal gross price received by producer in channel III was Rs. 1552.42, net price received was Rs.1296.09, selling price of wholesaler was Rs. 1720.56 and retailers selling price was Rs. 1861.26.

#### Conclusions

Three major channels of distribution were observed in marketing of Brinjal viz 1. Producer → Consumer; 2. Producer → Retailer → Consumer; 3. Producer → Wholesaler → Retailer → Consumer. Producer - wholesaler - Retailer - Consumer was the important channel through which maximum quantity was sold by the cultivators. In case of brinjal, Producers share in consumer's rupees was highest in

Channel I (Producer - Consumer) i.e. 94.24 per cent followed by channel II (Producer - Retailer - Consumer) i.e. 85.80 per cent. And channel III(Producer - wholesaler - Retailer - Consumer) 69.63. From this, it was concluded that channel-I was most profitable than channel II and channel III. . The per quintal gross price received by producer in channel III was Rs. 1552.42, net price received was Rs.1296.09, selling price of wholesaler was Rs. 1720.56 and retailers selling price was Rs. 1861.26. Price spread is the difference between consumer's price and net price received by the producer. The price spread was observed highest in case of channel III i.e. 565.17.

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